

Society for Marketing Advances (SMA) 2025 Dissertation Competition Guidelines

The SMA Dissertation Competition recognizes outstanding doctoral research in the field of marketing. The competition encourages emerging scholars to showcase innovative ideas with firm conceptual and methodological grounding. Submissions may be early-stage proposals or completed dissertations, but all entries will be evaluated based on their scholarly merit, potential impact, and research rigor.

Eligibility

- The competition is open to doctoral candidates and recent graduates (within 12 months of degree conferral).
- Submissions must represent the dissertation research of the entrant and must not have been submitted previously to this competition.
- Co-authored papers are not eligible; the dissertation author must be the sole author of the submission.
- **Doctoral student MUST register for and attend the 2025 SMA Annual Conference.**

Format

Extended Abstract

- Not to exceed 10 double-spaced pages, inclusive of all text, tables, figures, and references.
- Should offer a cohesive overview of the dissertation's conceptual basis, key literature, research questions, methodology, and potential contributions.

Full Paper

- Not to exceed 25 double-spaced pages, inclusive of all text, tables, figures, and references.
- Should include fully developed sections akin to a journal manuscript.

Formatting Requirements:

- 12-point Times New Roman font
- 1-inch margins on all sides
- APA or AMA citation style

Evaluation Process

All submissions will be blind reviewed by a panel of expert scholars with diverse methodological and topical expertise. The review process is competitive and adheres to the highest academic standards.

Submissions will be evaluated on the following criteria:

Criterion	Description
1. Articulation of Research Objective(s)	Clarity, specificity, and scholarly significance of research aims/questions.
2. Relevance and Timeliness of Topic	Importance of the topic in advancing marketing theory or practice; alignment with current issues.
3. Conceptual Foundation	Strength and coherence of the theoretical basis; grounding in extant literature and logic.
4. Abridged Literature Research	Breadth, depth, and synthesis of relevant literature appropriate for the stage of the work.
5. Soundness of Methodology	Appropriateness, rigor, and justification of the research design and data analysis techniques.
6. Potential Contributions	Theoretical, methodological, or managerial insights; originality and expected impact.

Notes on Submission Stage

- While dissertation proposals are welcome, entrants should recognize that they will be evaluated alongside more advanced dissertation work, including fully executed studies. Therefore, proposals must be well-developed and compelling in terms of theoretical and methodological sophistication to be competitive.
- Proposals should aim to demonstrate feasibility, theoretical contribution, and methodological robustness, even if data collection is in progress or forthcoming.