



## Marketing Science

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### Call for Submissions—The 2009 ISMS-MSI Practice Prize Competition

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## Call for Submissions

# The 2009 ISMS-MSI Practice Prize Competition

The INFORMS Society for Marketing Science (ISMS) and the Marketing Science Institute (MSI) request entries for the 2009 Practice Prize Competition, the culmination of which will take place at the special 2009 Marketing Science Practice Conference at the Sloan School of Management, Massachusetts Institute of Technology, January 15–16, 2010.

The winner will be honored at the conference, and the winning research will be featured in *Marketing Science*.

**To enter**, you must submit the following:

- A 500–1000 word **Abstract** of the work, and
- An **Impact Statement**, a supplementary summary of what was accomplished and its organizational impact in enough detail (normally 500–1000 words) to judge the appropriateness of the work for the competition.

Up to four competition finalists will be selected from among the entries. Please submit your entry to Russ Winer (rwiner@stern.nyu.edu).

### Timetable

1. Initial submissions due August 15, 2009;
2. Finalists notified September 15;
3. Finalist papers due November 15;
4. Presentations given January 15, 2010 at the 2009 Marketing Science Practice Conference.

### Details

Finalists must agree to submit a paper of *Marketing Science* quality. That paper will go through a *Marketing Science* review process with Russ Winer acting as Prize Competition Area Editor. (The first round of that process will be completed in advance of the competition and will be input into the judging.)

Finalists will present their work at a special session at the Marketing Science Practice Conference on January 15, 2010, and the judging will take place immediately thereafter. The winner will be announced at the awards ceremony at the Conference that evening. The delivery of the award requires the entry to satisfy the requirements for the competition, including a preliminary review by the Prize Committee that the paper

appears likely to meet the publication standards of *Marketing Science*. The final decision as to whether the paper should be published as a refereed article in *Marketing Science* will be made after a formal *Marketing Science* review; papers whose technical material has been published previously or does not meet *Marketing Science* publication criteria will be published as (nonrefereed) reports in *Marketing Science*.

### Eligibility

The Practice Prize is awarded for outstanding implementation of marketing science concepts and methods. The methods used must be innovative, sound, and appropriate to the problem and organization, and the work should have had significant, verifiable, and preferably quantitative impact on the performance of the client organization. Any work completed within the past five years is eligible; prior publication of the work does not disqualify it. Anyone is eligible to enter except members of the judging committee.

### Prize Committee

The ISMS Practice Activities Committee is chaired by Russ Winer (NYU and Executive Director of MSI through 6/30/09) and is composed of Rafael Alcaraz (Hershey's), Ruth Bolton (MSI Executive Director from 7/1/09), Eric Bradlow (Wharton and Editor-in-Chief of *Marketing Science*), V. Kumar (Georgia State and VP-Practice, ISMS), Gary Lilien (Penn State), John Roberts (Australian School of Business), and Bob Woodard (Campbell Soup Company).

### Examples

To review past finalists and winners, including short video clips of the 2006 finalists and winner, see <http://www.informs.org/Edu/MarketingScience/>. Published articles can be found in *Marketing Science* (2005, 24(3); and 2004, 23(2)).

Direct questions about the process or eligibility to Russ Winer (rwiner@stern.nyu.edu).