Society Awards:

- Frank M. Bass Dissertation Paper Award
- John D. C. Little Award
- JSR Excellence in Service Award
- Practice Prize

Frank M. Bass Dissertation Paper Award

The Bass Award is given to the best marketing paper derived from a Ph. D. thesis published in an INFORMS-sponsored journal according to the following eligibility requirements:

1. The paper must have appeared in an INFORMS journal within the two years preceding the nomination deadline.
2. The paper must have appeared within five years of the date the thesis was finally approved.
3. In the case of multiple authors, nomination implied that the Ph. D. Recipient is understood to have made the primary contribution to the publication.

A paper can be nominated at most twice, and an individual can win only once.

Application Process:

Nominations must be submitted in writing via e-mail by the thesis advisor. The nominating letter must give the title of the paper, name of the student, name(s) of any co-author(s), name of the degree-granting institution, date thesis was finally approved, members of the thesis committee, and complete reference citation for the article.

The nomination packet must also include a one-page abstract (in Microsoft Word) from the published article including the title, authors, and full citation.

Whom to contact:

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Please send e-mail first with postal backup.

Timeline (application - selection date - award date):

- Nominations due by March 15, 2004
- Voting completed by May 2004
- Award date - Marketing Science Conference
- Announced in summer on the INFORMS Society of Marketing Science website and in the ISMS Newsletter

http://www.informs.org/Prizes/MarketingPrize.html 11/18/2004
Most Recent Winner(s):


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**John D. C. Little Award**

*prior to 1988 this was known as the Best Paper Award*

This award is given annually to the best marketing paper published in *Marketing Science* or *Management Science*. Eligible papers are:

1. Published in *Marketing Science* during the award year.
2. Published in *Management Science* during the award year, are handled by the department editor for marketing, and use "marketing" as a key word, or
3. Published in *Management Science* during the award year and nominated by its authors.

**Application Process:**

Authors of papers in categories (1) and (2) do not need to nominate their papers - they are nominated automatically. Group (3) authors must communicate the desire for their paper to be included in the nominations by contacting the Secretary/Treasurer before March 15 of the year following the award year.

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Most Recent Winner(s):


**Finalists:**
- Frenkel Ter Hofstede, Michel Wedel, and Jan-Benedict E.M. Steenkamp for the paper "Identifying Spatial Segments in International Markets" (*Marketing Science*, 21(2), 2002).


1997 - Devavrat Purohit for the article "Dual Distribution Channels: The Competition Between Rental Agencies and Dealers" (*Marketing Science*, 16(3), 1997).


1984 - Chakravarthi Narasimhan for the article A Price Discrimination Theory of Coupons.
1983 - John R. Hauser and Steven Shugan for their article Defensive Marketing Strategies.

The JSR Awards are presented annually to the top articles in the previous volume of JSR. Winners are selected by the JSR Editorial Review Board. The winning paper is awarded a cash prize of $2000.

Application Process: All papers in the previous issue of the journal will be considered.

Recent Winners

   Drolet, Aimee L. and Donald G. Morrison, "Do We Really Need Multiple-Item Measures in Service Research?" (February 2001).
   Drew, James H., D.R. Mani, Andrew L. Betz, and Piew Datta, "Targeting Customers with Statistical and Data Mining Techniques" (February 2001).

   Finalists: O. Zeynep Aksin and Patrick T. Harker, "To Sell or Not to Sell: Determining the Trade-offs Between Service and Sales in Retail Banking Phone Centers," (August 1999).


The INFORMS Society for Marketing Science awards its Practice Prize for an outstanding implementation of marketing science concepts and methods. The methodology used must be 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 in recent years is eligible; prior publication of the work does not disqualify it, although some preference will be given to previously unpublished work.

Application Process:

1. Submit an abstract of the work, through the normal abstract submission process for the annual Marketing Science conference.
2. Submit an Impact Statement, a supplementary summary of what was accomplished and its organizational impact in enough detail to judge the appropriateness of the work for the competition. That impact statement should verify that the work has been implemented and specify the organizational or other benefits that have accrued in as quantitative terms as possible.

Up to four competition finalists will be selected from amongst the entries. (Non finalists will be handled as normal conference paper submissions).

http://www.informs.org/Prizes/MarketingPrize.html

11/18/2004
Finalists must agree to submit a paper of *Marketing Science* quality. That paper will go through a *Marketing Science* review process with Gary Lilien acting as Prize Competition Area editor. (The first round of that process will have been completed in advance of the competition and will be input into the judging.)

Finalists will present their work at a special session at the conference and the judging will take place immediately thereafter. The Prize committee will determine the winner(s) following the presentations and the winner will be announced at the awards ceremony at the Marketing Science Conference. The formal delivery of the award will be contingent upon the entries’ satisfying the requirements for the competition, including providing a paper that meets publication standards for *Marketing Science*. (Previously published work will not be re-published in *Marketing Science* but will be cited in an editorial announcement, reporting on the results of the competition.)

**Whom to contact:**

<table>
<thead>
<tr>
<th><strong>Committee Chair</strong></th>
<th><strong>Committee Members</strong></th>
</tr>
</thead>
<tbody>
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<td>Jorge Silva-Risso</td>
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</tbody>
</table>

**Timeline (application - selection date - award date):**

1. Submissions due January 31, 2004
2. Finalists notified February 15, 2004
3. Finalist Papers due May 1, 2004
4. Presentations June 13, 2004

**Most Recent Winner(s):**

- **2003 Winner**
  
  Ralf Elsner, Vice President of Marketing for Rhenania, Manfred Krafft of the University of Muenster and Arnd Huchzermeier of the WHU Otto-Beisheim Graduate School of Management, "Optimizing Rhenania's Direct Marketing Business through Dynamic Multi-Level Modeling (DMLM) in a Multi-Catalog-Brand Environment"

- **Finalists**
  
  
  Joseph A. Foster, Peter N. Golder and Gerard J. Tellis for the client, Whirlpool, "Will It Ever Fly? Modeling the Takeoff of Really New Consumer Durables"

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