

## 2009 SMA Doctoral Dissertation Proposal Competition

The Society for Marketing Advances is proud to sponsor the 21<sup>st</sup> annual SMA Doctoral Dissertation Proposal Award to recognize the best of emerging scholarship in marketing and related fields such as logistics/supply chain management. We are pleased to recognize the past winners and finalists of this competition and invite all eligible doctoral candidates to submit their work in 2009.

### Awards

#### Best Proposal Award

- \$1,100 cash with no restrictions on use
- Complementary SMA student membership for the following year (includes one-year subscription to the *Journal of Business Research* and the *Journal of Marketing Theory and Practice*)
- Complementary SMA regular membership for the year following completion of the Ph.D. degree (includes one-year subscription to the *Journal of Business Research* and the *Journal of Marketing Theory and Practice*)
- Complementary SMA Annual Conference registration for the current year
- Presentation of the proposal in an Annual Conference Special Session

#### Runner-up Proposal Award

- \$500 cash with no restrictions on use
- Complementary SMA student membership for the following year (includes one-year subscription to the *Journal of Business Research* and the *Journal of Marketing Theory and Practice*)
- Complementary SMA regular membership for the year following completion of the Ph.D. degree (includes one-year subscription to the *Journal of Business Research* and the *Journal of Marketing Theory and Practice*)
- Complementary SMA Annual Conference registration for the current year
- Presentation of the proposal in an Annual Conference Special Session

#### Commercial Space and Customer Service Management Best Retail Proposal Award

Particularly meritorious proposals with a research focus in retailing will be additionally considered for this Award, sponsored by Professor Jean-Charles Chebat of HEC Montréal. The recipient of the Best Retail Proposal Award is also eligible for the Best Proposal and Runner-up Proposal Awards.

- \$500 cash with no restrictions on use
- Complementary SMA student membership for the following year
- Presentation of the proposal in an Annual Conference Special Session

## **Submission Criteria and Procedure**

1. Eligible entrants are those doctoral candidates who have successfully defended their dissertation proposal, but have not completed the final defense of the dissertation prior to the competition submission deadline. A letter from the primary dissertation advisor must be submitted with the proposal, stating that the candidate meets this eligibility criterion.
2. The dissertation proposal must focus on some aspect of marketing or related fields such as logistics/supply chain management. In general, any topic acceptable for dissertation research in these fields is appropriate.
3. Each entry should be in the form of a dissertation proposal that includes the nature of the problem to be researched, relevant theory, hypotheses to be tested, method, analysis, and indicative references.
4. Documents must be formatted in MS Word, double-spaced, using Times New Roman 11 point font with 1 inch margins all around. Proposals are limited to 15 pages, including all figures, tables, and references and should begin with an abstract of 150 words or less. Authors must use the style of the *Journal of Marketing*.
5. Authors should avoid identifying themselves, their advisor(s), or their university in the text. Please include the following information on a separate cover page: title, author's name, institutional affiliation, postal mail address, e-mail address, telephone and fax numbers, and name of primary dissertation advisor.
6. Proposals are evaluated through a blind review format and reviewer comments will be provided to the author. All electronic files sent out for review will include this message: "To safeguard the intellectual property rights of authors, the Society for Marketing Advances requests that you do not share or otherwise make use of the manuscript, proposal or reviews."
7. **Submission deadline is JULY 31, 2009.** Submit entries electronically as an email attachment (MS Word .doc file) to Greg Martin at [marting1@nku.edu](mailto:marting1@nku.edu). Please write "SMA Proposal Competition" in the subject line. No hard copy submissions will be accepted.

### **Contact for questions or additional information:**

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