

2024 AMS MARY KAY DOCTORAL DISSERTATION COMPETITION



Competition Chairs

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MARY KAY

There are **two award categories**: AMS Mary Kay Dissertation Award and AMS Mary Kay Dissertation Proposal Award. **Submissions covering any marketing-related topic, methodology and research interest are welcome.**

AMS MARY KAY DISSERTATION AWARD

Sponsored by Mary Kay Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have **completed their dissertation** during January 1, 2023 - December 31, 2023 are eligible for the AMS Mary Kay Doctoral Dissertation Award. A completed dissertation is defined as one successfully defended during the 2023 calendar year. Dissertations considered for the award in a previous year will not be eligible. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references).

AMS MARY KAY DISSERTATION PROPOSAL AWARD

Sponsored by Mary Kay Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have **defended their dissertation proposal** during January 1, 2023 - December 31, 2023, are eligible for the AMS Mary Kay Doctoral Dissertation Proposal Award. Candidates for this award should have completed a successful proposal **defense** within the 2023 calendar year. Candidates who completed their dissertation defense in 2023 are not eligible for the proposal award. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references). Candidates that have submitted previously for the proposal award may not submit for the proposal award again, but may submit for the dissertation award.

AWARDS AND SUBMISSION

SUBMISSION DEADLINE: OCT 15, 2023

For each category, the winner will receive \$600 and a one-year membership in the Academy of Marketing Science. Two runner ups will receive \$500 each. To submit an entry, please submit an electronic copy **via the submission system of the 2024 AMS Annual Conference**. In the title of your submission, please **clearly indicate** whether your submission is a "Dissertation Award Submission" or a "Dissertation Proposal Award Submission". Example: "*Brand Extensions: A New Perspective—Dissertation Proposal Award Submission*".

Please list only yourself as the author of the submission (**not your committee members**). Once you submit, you will have the opportunity to list your committee on a separate agreement form. Your submission should be formatted using [the guidelines for the 2024 AMS Annual Conference](#). Do not include any identifying information in the submission itself (either within the text or as part of the document's properties) as these will undergo a blind review. Feel free to contact the chairs of this competition for additional information on the submission process.

ADDITIONAL INFORMATION

Before the 2024 Annual Conference, three finalists will be chosen for each award based on the blind reviewer feedback. The winners for each award will be chosen from these three finalists at the AMS annual conference based on the quality of their dissertation research and their presentation at AMS. **Finalists MUST attend and register* for the AMS Annual Conference** in order to be considered as the winner or a runner-up for either award.

Candidates may not be considered for both the proposal and dissertation awards during the same year. Doctoral students from programs at any recognized university, college of higher learning, business school or management school worldwide are eligible for the AMS Mary Kay Doctoral Dissertation or Proposal Competition.

*AMS Membership is required to register.

Why participate in the AMS Mary Kay Doctoral Dissertation Competition?

Get feedback from leading Marketing scholars



With the number of submissions and rejections increasing across the major Marketing journals, having feedback from leading Marketing scholars **before** submitting your articles is critical to increase your chances of publication. By sending your entry, two knowledgeable scholars from your research area will review your work and give you feedback. This will help you fine-tune your research as you prepare it for submission.

Increase your visibility and academic reputation

An important aspect of your career is to establish your academic reputation. By sending your entry, you will have the opportunity to be a finalist and present at the AMS Annual Conference in Monterey, CA. Aside from improving your reputation this can also help you become more visible in the job market through networking with other academics.



Network with industry leaders



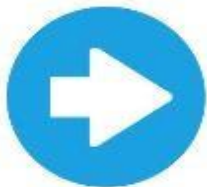
The competition is generously sponsored by Mary Kay, a leading direct selling company with a presence in more than 35 markets on five continents. Competition finalists will have the chance to network with Mary Kay top executives. Improving such industry connections can inspire your research and teaching, as well as lead to valuable research project opportunities.

Structure and fine-tune your research program

Whether you're conducting experimental, econometric, or conceptual work, adequately writing and structuring your dissertation is key for graduation and future journal submissions. Investing the time in developing and sending your entry means you'll set aside time and resources towards such structuring. This can give you a much clearer picture of the direction of your research and its publishability.



Fund your future research



Developing your research portfolio often necessitates substantial resources for subject compensation, hardware and software acquisition, and other expenses. By sending your entry, you will have the opportunity to earn up to a \$600 award that can help towards that end, in addition to receiving a one-year membership in the Academy of Marketing Science.