



Call for Submissions for the
2010 John A. Howard/AMA Doctoral Dissertation Award
Submissions Due: May 1, 2010
50 Years Recognizing Excellent Marketing Dissertations

Eligibility

Students completing the requirements for their doctoral degrees in marketing and consumer behavior-related topics between May 1, 2009 and May 1, 2010, are invited to enter the annual 2010 John A. Howard/AMA Doctoral Award Competition. Graduates from doctoral programs in any part of the world are invited to participate.

The Award and its History

2010 is the 50th anniversary of the American Marketing Association recognizing excellent marketing dissertations. In 1960, the AMA invited top doctoral candidates to present their papers at the annual Marketing Educators' Conference. In 1967, this recognition process was formalized with the establishment of the Doctoral Dissertation Awards.

The John A. Howard/AMA Doctoral Dissertation Endowment was established in 1992 with the initial gift from Dr. Jagdish Sheth of Emory University in honor of his advisor. The purpose of the endowment is to both assure the continuity of the program and to further promote the importance of the dissertation process.

John Howard was the George E. Warren Professor Emeritus of Business at Columbia University. He was a recognized innovator in the application of basic research in marketing, and consumer and buyer behavior. His numerous marketing texts and articles contributed to the development of the profession for nearly 40 years, before his death in 1999. Howard also taught at the Universities of Illinois, Chicago, Pittsburgh, Western Ontario and Stanford. His leadership in directing doctoral candidates through the dissertation process influenced both the quality of the research and the preparation of current marketing faculty across the country.

Sheth, also internationally recognized for his contributions to marketing and the academic community, developed his dissertation under the guidance of Howard while at the University of Pittsburgh. According to Sheth, "John Howard was a major influence on me both personally and professionally. His devotion to the discipline of marketing and his hard work were an inspiration to all of us who have had the honor and the privilege of working with him. He was a true scholar because he was always eager to learn, challenge, and innovate new concepts and perspectives."

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Selection Criteria

A team of reviewers will be appointed by the award chair, Glenn Voss, to review the submissions. A double-blind review procedure will be followed to review the papers based on the following criteria:

- Quality of the dissertation contribution to theory and practice
- Originality and appropriateness of the research method
- Technical competence in the execution of the research
- Value of the findings in contributing to knowledge in marketing

Winners will be notified in June and asked to present at the AMA Summer Educators' Conference of the winning year.

Submission Criteria (Due date: May 1, 2010)

Authors should submit their manuscripts electronically as email attachments (one file only) in MS Word to Professor Glenn Voss (gvoss@cox.smu.edu). The letter to the chair must be included in the email message itself.

Please note that the single file must be complete (text, references, figures, tables) as one file only. We cannot accept anything sent as multiple files or with incomplete information. Please do not mail hard copies.

When printed, the submission must be no more than 30 double-spaced pages in 12-point type; this limit is inclusive of all pages (e.g., text, references, figures, tables, and appendices). The manuscript guidelines for the Journal of Marketing should be used as a style guide.

The submission should describe the research issues, propositions and/or formal hypotheses, research method and analysis, findings, limitations of the study, conclusions, the contributions of the study for theory and practice, and suggestions for future research. The design, methods, analysis, and findings should be present in enough detail and clarity to provide a theoretical grounding for the study and to establish substantial value for conducting the study.

Because the review process will be double-blind, candidates making submissions should not include author names and schools on the paper itself. The accompanying email should include all of the following information: author's name, telephone numbers, fax number, e-mail address, summer address and telephone number, the school awarding the degree, the date the dissertation defense was successfully completed, the name of the faculty member chairing the dissertation committee, and the candidate's current and future positions.

If you have any questions about the competition, please contact:

Professor Glenn Voss
Southern Methodist University (SMU)
gvoss@cox.smu.edu