

Criteria to be utilized when selecting the SERVSIG Best Services Article Award

The "AMA Best Services Article Award" is presented annually by SERVSIG to the author(s) of the best article in the services literature published during the previous calendar year. Topics covered may include (but are not limited to) services marketing, service quality, and services management.

Eligibility for the 2008 Award:

The article should have appeared in a refereed journal during 2007. Articles may be from any English language journal.

To be considered a services article, an article must meet two of three tests:

- Mention service in the title of the article.
- Mention service in the body of the article.
- Cite service research in the article.

Other Eligibility Issues:

1. Candidates for a SERVSIG Award do not have to be a member of SERVSIG or the AMA to be eligible or to win.
2. Candidates may be from anywhere in the world. From the beginning, SERVSIG has sought to be globally oriented and globally active.
3. Candidates for the awards do not have to be academics. SERVSIG recognizes the vital link between academe and business practice. For example, Lynn Shostack, the first SERVSIG Career Contributions winner (1994), is not an academic.

Nomination Process:

In order to ensure a broad-based and transparent search for outstanding articles, the nomination process will take place through two parallel tracks.

1. General nominations from the SERVSIG membership. A memo will be emailed to members before June 15 specifying the terms of the award, highlighting the refereed journals most likely to feature services marketing articles, and requesting submission of up to three named articles published during 2007 not later than June 30. All nominations should be sent to the chair of the selection committee, Sabine Moeller (Sabine.Moeller@whu.edu)
2. Nominations from the Award Committee. The Committee shall serve as a nominating committee, with each member delegated to review the 2007 issues of two to three designated journals and to nominate between 0 and 2 articles from each journal, based on the awards selection criteria described below. Committee

members may also nominate up to two additional articles from any qualifying source. This task must be completed by June 30.

The chair will then circulate to the other committee members a list of all nominated articles, together with a copy of their published abstracts, indicating the number of nominations for each article by source (general membership or nominating committee). Based on these inputs, each committee member will then vote for up to five papers that merit consideration for a short list. Votes will be due by July 31.

The four papers receiving the most votes will constitute the short list. The chair will then make copies of each paper and distribute them to members of the Awards Committee for their detailed evaluation.

Award selection process:

Each committee member reads the four nominated papers and provides some written comments as well as quantitative ratings for each of the following four areas (by allocating 100 points among the nominated articles, with a 50 points maximum to any one paper):

1. Importance of the topic to the field of services marketing
2. Conceptual and/or methodological rigor of the paper
3. Clarity and readability of the paper
4. The likely contribution of the paper to future services marketing research.

This process should be completed by August 1st. The paper achieving the highest score is the award winner. In the event of a tie, a second vote will be taken. In the event of a second tie, the chair will cast a deciding vote.

Suggested journals include:

Cornell Hotel and Restaurant Administration Quarterly
International Journal of Service Industry Management
Journal of Marketing
Journal of the Academy of Marketing Science
Journal of Retailing
Journal of Service Research
Journal of Services Marketing
Service Industries Journal
Journal of Consumer Research
Journal of Marketing Research