

The 2009 Fisher IMS and AMA SERVSIG Dissertation Proposal Award

The Initiative for Managing Services (IMS) at the Ohio State University's Fisher College of Business, and the American Marketing Association's Services Special Interest Group (SERVSIG) are pleased to announce the "2009 Fisher IMS and AMA SERVSIG Dissertation Proposal Competition" for the best doctoral dissertation proposals on services. This is the **third year** of this annual award. Fisher IMS will grant **one winner's award of \$2,000 and up to two runners-up awards of \$1,000 each**. The first place winner will be awarded additional prize money of up to \$1,000 to attend the SERVSIG doctoral consortium preceding the 2009 Frontiers in Service Conference.

Special Session at the 2009 Winter Educators' Conference. Winners will be asked to present their proposals in a special session at the 2009 AMA Winter Educators' Conference in Tampa, FL (February 20-23, 2009). A panel of distinguished services research experts will participate in this special session. Awards to the winners will be presented at the conference.

Eligibility. Entrants must be doctoral candidates in marketing or a related field (e.g., consumer behavior, marketing strategy, quantitative operations management, organizational behavior, human resources, strategy, finance, information systems, economics, etc.) in a fully accredited university. Applicants should be **doctoral candidates** (i.e., successfully completed their qualifying exam stage), should have completed two years but no more than four years in the doctoral program as of August 31, 2008. Entrants will be required to state that they fulfill all eligibility criteria and are willing to present at the Winter AMA special session, if selected.

Submission Guidelines. Submissions should have a title page with the dissertation title, names of the candidate and advisor(s), and affiliation. This should be followed by a page with the title and an abstract of up to 150 words (no identifying names or affiliation information). This should be followed by the proposal, with a starting page number marked '1'. The proposal itself (i.e., text) should have a maximum length of 20 double-spaced pages. Tables, figures, and references should follow, not exceeding 10 double-spaced pages. Submissions should follow the format of the Journal of Marketing. Proposals will be judged on (1) importance and potential contribution to services research, (2) quality of theoretical/conceptual development, and (3) appropriateness and rigor of proposed methodology.

Submissions must be accompanied by the candidate's CV, a signed eligibility agreement, and a letter from the primary thesis advisor(s). The proposal and CV (both in Microsoft Word *only*) should be sent by the candidate in a single email to imscontest@fisher.osu.edu with the subject header, "Proposal Submission". **In their email, candidates should clearly state that they fulfill all eligibility criteria and are willing to present at the Winter AMA special session, if selected.** The advisors(s) should email their letter separately to imscontest@fisher.osu.edu with the subject header, "Letter for (candidate's name)."

Deadline. To be eligible, submissions must be sent between **October 15 and October 31, 2008**. Submissions will **not** be received prior to October 15, 2008 and submissions received after October 31, 2008 will **not** be considered. Winners will be announced in January 2009.

Please read the Call for Proposals on the SERVSIG website www.servsig.org