

AMS Review – Sheth Foundation Initiative for Marketing Theory

Doctoral Competition for Conceptual Articles

Co-Chairs:

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Motivation & Objectives

Although the marketing discipline continues to make progress on multiple fronts, there has been growing concern in recent years about the lack of emphasis on conceptual/theoretical contributions. This is detrimental to long-term knowledge development in our field and significantly diminishes its impact and influence.

The proposed initiative addresses this issue. Its overarching objective is to help advance theory development in the marketing discipline. Given the significant role played by doctoral students in a discipline, the initiative will be launched with a **Doctoral Competition for Conceptual Articles** that will be organized annually by *AMS Review* (AMSR). This competition seeks to:

- Encourage doctoral students to identify impactful conceptual ideas in their dissertation research and develop them into publishable articles
- Help doctoral students interested in conceptual work by connecting them with other marketing scholars, and providing feedback on their research.

Competition Format & Process

Eligibility

Students who are currently enrolled in a marketing doctoral program, or those who have graduated during the current or past calendar year, are eligible for the competition. Cover letter must provide relevant information to verify eligibility.

Process

Applicants will submit short proposals that provide an overview of research objectives and a summary of main conceptual ideas and/or framework. The proposals should not exceed five (5) pages in length (excluding the title page and references) and formatted using double-spaced text and 12-point font. References should follow AMSR guidelines. Proposals can be single-authored or co-authored; however, in case of co-authored proposals, the doctoral student must be the lead author. The scope of conceptual work that is appropriate for the competition is described in AMSR's position statement:

<http://www.springer.com/business+%26+management/journal/13162>

The proposals will be reviewed by a set of reviewers appointed by the Competition's co-chairs. Based on these reviews, up to 12 proposals will be invited for further development into full articles for publication consideration by AMSR. From among these, lead authors of up to 6 proposals will be selected to receive a \$1000 award each, and invited to present their work at the Theory Forum (held in conjunction with the AMS Annual Conference generally held in May of each year). The objective is for the presenters to receive feedback from a panel of leading marketing scholars. The Theory Forum will also provide a

number of learning and networking opportunities for scholars interested in conceptual work. If needed, the conference co-chairs will adapt the evaluation process in order to avoid potential conflicts of interest.

Authors should submit proposals as a PDF documents via email to: AMSReview@mays.tamu.edu. In the subject line, please mention “Doctoral Competition for Conceptual Articles” – Authors’ Last names.

Timeline

Submission of proposals providing an overview/summary of the main conceptual contributions (via email)	February 15, 2017 (earlier submissions are encouraged)
Selection of up to 12 proposals	April 1, 2017
Presentations at AMS Review Theory Forum (AMS Annual Conference)	May 24-26, 2017 (specific date to be finalized)
Submission of full manuscripts on AMSR’s online submission system: https://www.editorialmanager.com/amsr/default.aspx	November 15, 2017 (papers will be processed as they are received)
Publication of articles in AMS Review	2018-2019

Additional Information

For questions about the competition, please email the competition co-chairs at: AMSReview@mays.tamu.edu. Laurie Marshall, Managing Editor of AMS Review, can also provide assistance regarding submission-related questions. She can be reached at the same email address.

For information about AMS Review, please see:

<http://www.springer.com/business+%26+management/journal/13162>