

**AMS Review – Sheth Foundation
2019 Annual Doctoral Competition for Conceptual Articles (ADCCA)**

Call for Proposals: An Overview

Calling Marketing PhD students to submit **conceptual research proposals** for recognition and a \$600 award.

Doctoral course and dissertation research involves significant conceptual work (e.g., literature review, conceptual model) that often goes unpublished. Entering this competition is one way to receive feedback and advance conceptual development towards successful publication.

AMS Review and the Sheth Foundation invite PhD students to submit a **5-page (double-spaced)** conceptual proposal for consideration in this annual competition.

The conceptual proposal is defined broadly to be summarized in a 5-page document containing the following elements:

- Literature Review
- Conceptual Framework/Model
- Illustrative Propositions (if applicable)
- Contribution

Submit by **Sunday, January 20, 2019** for consideration if you meet the following two eligibility criteria:

- **Currently enrolled PhD student in Marketing, OR**
- **Completed PhD degree in Marketing during 2018**
(*Note: Cover letter must provide relevant information to verify eligibility.*)

Submission instructions:

- Visit <http://www.springer.com/business+%26+management/journal/13162>
- On this page, visit the section “For Authors and Editors” on the right side and click the call for papers: “CfP: Sheth Foundation Annual Doctoral Competition”.
- For assistance, email Laurie Marshall (AMSReview@mays.tamu.edu)

2019 Co-Chairs:

Kristina Heinonen (Hanken School of Economics, Helsinki); Pierre Berthon (Bentley University); Manjit Yadav (Texas A&M University)

Additional Details: See below.

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Objectives

Following the success of the 2018 competition, the *AMS Review*-Sheth Foundation are pleased to invite submissions (co-)authored by current and recently graduated PhD students for the 2019 competition for conceptual articles (see below for eligibility details).

The competition has three objectives:

- Encourage doctoral students to identify and publish impactful conceptual ideas in their research.
- Help doctoral students connect with leading marketing scholars, and obtain feedback to enhance their conceptual contribution.
- Advance theory development in the marketing discipline.

Competition Format & Process

Eligibility

PhD students currently enrolled in a marketing doctoral program, or those who have graduated in 2018, are eligible for the competition. PhD students can submit their papers as sole authors or coauthors (as long as they are first authors). Cover letter must provide relevant information to verify eligibility.

Submission Deadline and Instructions:

Submission deadline: January 20, 2019 (earlier submissions are encouraged). Submission instructions and additional details are available on AMS Review's website:

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

On this page, please visit the section "For Authors and Editors" on the right side and click the call for papers: "CfP: Sheth Foundation Annual Doctoral Competition". If you need assistance, please email Laurie Marshall, AMS Review's Managing Editor (AMSReview@mays.tamu.edu).

Submission Format & Evaluation Process

Applicants will submit proposals not exceeding five (5) pages in length (excluding the title page, abstract, figures, tables and references) and formatted using double-spaced text and 12-point

font. Figures and tables should be appended after the main text (and before the references). References should follow AMSR guidelines. The scope of conceptual work that is appropriate for the competition is available in AMSR’s position statement:

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

The proposals will be reviewed by a set of reviewers selected by the competition’s co-chairs. Based on these reviews, up to 12 proposals may be invited for further development into full articles for publication consideration by AMSR. From among these, lead authors of up to 6 proposals may be selected to receive a \$600 award each, and invited to present their work at the 2019 AMS Annual Conference (May 29-31, 2019, Vancouver). The objective is for the presenters to receive feedback from a panel of leading marketing scholars. The presentations 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.

Updated Timeline

Deadline for submission of 5-page proposals focusing on conceptual contribution (see submission instructions above)	January 20, 2019 (earlier submissions are encouraged)
Selection of up to 12 proposals	March 15, 2019
Presentations at the AMS Annual Conference—up to 6 proposals will be invited	May 29-31, 2019 (Vancouver, British Columbia)
Deadline for submission of full papers on AMSR’s online submission system: https://www.editorialmanager.com/amr/default.aspx	December 1, 2019 (papers will be processed as they are received)
Publication of selected articles in AMS Review	2020-2021

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>