

The 2007 Fisher IMS and AMA SERVSIG Dissertation Proposal Competition

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 "2007 Fisher IMS and AMA SERVSIG Dissertation Proposal Competition" for the best doctoral dissertation proposals on services. This is the inaugural 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 2007 Frontiers in Service 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. Candidates should have completed two years but no more than four years in the doctoral program as of August 31, 2006. Entrants will be required to sign a statement verifying their eligibility and agreeing with the eligibility criteria before applying.

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 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 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 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, CV, and eligibility agreement (all in Microsoft Word *only*) should be e-mailed by the candidate in a single email to imscontest@cob.osu.edu with the subject header, "Proposal Submission". The advisors(s) should email their letter separately to imscontest@cob.osu.edu with the subject header, "Letter for (candidate's name)."

Deadline. To be eligible for the competition, submissions must be sent between **October 1 and November 1, 2006**. Submissions will **not** be received prior to October 1, 2006 and submissions received after November 1, 2006 will not be considered. Winners will be announced in January 2007.

Additional details will follow. Please read the Call for Proposals and download the eligibility agreement form from the SERVSIG website (www.servsig.org). This form will be available for download only by October 1, 2006.