

AWARD FOR EARLY CAREER CONTRIBUTIONS TO MARKETING STRATEGY RESEARCH

The Marketing Strategy Special Interest Group of the American Marketing Association invites nominations (including self nominations) for its first Annual Award for Early Career Contributions to Marketing Strategy Research. The Award will be given during the Summer AMA Conference in August 2003.

The domain of marketing strategy research is broadly defined as focusing on firm-level issues/decisions/problems (as opposed to individual or group level). The award recognizes the contributions of marketing faculty members who have completed ten or fewer years of contributions by July 2002. A three-member committee appointed by the Strategy Chair will select the award recipient. This year the committee is Barry Bayus, Hubert Gatignon, and Ajay Kohli. The key criterion for the award is the nominee's overall impact in marketing strategy research, including research quality and quantity.

Nominations (in electronic format) should be sent to K. Sivakumar (k.sivakumar@lehigh.edu) by May 15, 2003. Send only the candidate's complete CV. Be sure to include all forthcoming and accepted work.