



EMORY

GOIZUETA
BUSINESS
SCHOOL

Marketing Institute

Brand-Driven Business Performance sm

Doctoral Dissertation Award Competition

Proposal Guidelines for 2008

Overview

The Emory Marketing Institute is pleased to announce its competition for the best doctoral dissertation proposal on the topic of branding. This annual competition will grant up to \$2,000 for the winning proposals.

How to Enter the Competition

- **Submission Time Frame:** Submissions will be accepted between January 1st and October 15th, 2008.
- **Proposal Content:** Proposals must include a brief statement of the research scope, a description of the academic context and impact, hypothesis to be tested, methodology to be employed, analysis to be performed, an indicative bibliography, and the likely business impact.
- **Candidacy:** Entrants must be candidates for the doctorate in marketing or a related field (psychology, economics, strategy, management, finance, organizational behavior, etc).
- **Research Stage:** The dissertation must be no more than 50% completed at the time of submission, and the primary thesis advisor must approve the submission of the proposal for the competition.
- **Advisor Approval:** A letter from the primary thesis advisor approving the submission and certifying that the dissertation is no more than 50% completed at the time of submission must be delivered (or postmarked) by the closing date listed above.
- **Submission Eligibility:** To be eligible, an electronic version of the proposal must be submitted to the Institute by the closing date of October 15, 2008. Submissions should be emailed to Greg Thomas, Director of Research at gmathoma@emory.edu.
- **Blind Review:** For blind reviewing purposes, please omit any identifying information from the proposal itself. Please include with your submission a separate hard copy containing your name, the title of the dissertation, and detailed contact information for the doctoral student and thesis advisor(s).

- **Research Brief:** Proposals must also contain a research brief. This is a concise summary overview that includes the area to be researched, the theory used to address the area, the hypothesis to be tested, the methodology to be employed, analysis to be performed on the data collected, and an indicative bibliography. It is paramount to focus on how the outcome of the research will impact managerial practice.
- **Proposal Length:** Maximum length of the proposal is 25 double spaced pages, including tables, exhibits, and references. The first page should contain the research brief for the proposal.
- **Simultaneous Participation:** Participation in other award programs is permitted.

Selection of the Winners

Proposals will be primarily judged on their impact to practice. However, the contribution to the academic theory, creativity, quality of conceptual development, feasibility and appropriateness of the methodology, and fit with the Institute research priorities are all considerations.

Judges of the competition include academic scholars, practitioners, and the staff of the Emory Marketing Institute.

Winners of the competition will be announced by the end of the calendar year.

Prizes and Honors for the Winner

Each winner will receive an unrestricted cash prize of \$1,000 intended to support the completion of the dissertation. The prize is distributed with 50% at time of award and 50% at time of submission of the completed dissertation.

By accepting the award the winners agree to submit the results to the working paper series. Please see our Terms and Conditions for Working Papers for details.

Research Priorities at the Emory Marketing Institute

The research priorities at the Institute include:

- Brand Performance & Valuation
- Brand Dynamics & Response Models
- Private Label and Avoiding Price Competition
- Brand Preference Measurement
- Brands Promise and Organization Alignment
- Place Branding
- Retail Branding
- Services Branding
- B2B Branding
- Technology Branding
- Branding and Financial Market Metrics

Preference is given to proposals that address these subjects.

Proposals and Inquiries

Proposals and inquiries about the competition should be addressed to:

Greg Thomas
Director of Research and Programs

Emory Marketing Institute
1300 Clifton Road, Suite 328
Atlanta, CA 30322

Tel: 404.727-4613
Email: gmthoma@emory.edu

Contacts:

For further information, please visit www.EmoryMI.com or contact:

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Our Mission

The Emory Marketing Institute develops innovations for advancing brand-driven business performance.

The Emory Marketing Institute is the definitive source for cutting-edge next practices in branding. It supports the development of concepts, methods, techniques and processes for optimizing brand management. Founded in 2004, the Institute is an independently managed organization within the Goizueta Business School at Emory University.

Who we work with

The Institute works with top management teams to solve pressing issues in brand strategy.

What we do

The Institute's lauded scholars lead the development of next practices (vs. best practices) for building, maintaining, enhancing, and revitalizing persistently profitable brands. We help companies link brand equity to business and shareholder value. We help management make decisions in managing brands to accelerate cash flows, enhance cash flows, and reduce vulnerability and volatility of cash flows, and optimize the long-term value of the organization.

How we do it

The Institute works collaboratively with its partners, other universities, research organizations, and its members to devise cross-disciplinary solutions for managing real world problems in brand strategy. We play an integrative role in problem solving, and capability building. We focus on viable actions.

Web: EmoryMI.com

About Emory University

Emory University is an internationally recognized institution based in Atlanta that was founded over 150 years ago. Emory sustains top ranked programs in medicine, law, business, theology, nursing, public health, arts & sciences. It supports world-class research across its disciplines.

Web: Emory.edu

About Goizueta Business School

The Goizueta Business School was established in 1919 and is named for Roberto Goizueta, former president of The Coca-Cola Company. The school is considered a top-tier school and its consistently ranked in the top. It offers degrees in business including Bachelor, Master and PhD. Its Executive MBA is ranked 6 globally by both BusinessWeek and U.S. News. Its undergraduate program is ranked 5th by BusinessWeek.

Web: Goizueta.Emory.edu