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|  | cid:image001.jpg@01D1F77D.035FFCD0**ISMS Newsletter, Dec 15, 2016** |
|   **Results for ISMS Officer Elections 2016** ISMS board welcomes the new members:Doug Bowman, re-elected VP MeetingsNatalie Mizik, elected TreasurerAndrew Stephen, elected VP External RelationsOlivier Toubia, re-elected VP EducationPreviously elected or appointed board members:President, Dominique HanssensPast-President, John HauserPresident-elect, Fred FeinbergSecretary, Kusum AilawadiVP Electronic Communications, Xueming LuoVP Practice, John RobertsVP Membership, Juanjuan ZhangAdvisory Council, Bernd SkieraAdvisory Council, Yuxin ChenINFORMS Liaison, Oded Koningsberg |
| **ISMS Doctoral Dissertation Winners**The INFORMS Society for Marketing Science (ISMS) would like to announce the winners of the Doctoral Dissertation Proposal Competition 2016. The winners are (in alphabetical order):**Bernadette van Ewijk**Purchase Behavior of Consumers in Emerging MarketsTilburg University & AiMark (advisors: Els Gijsbrechts and Jan-Benedict E.M. Steenkamp)*Sheth Foundation ISMS Doctoral Dissertation Award for Emerging Markets Research* **Navid Mojir**A Structural Model of Organizational Buying: Innovation Adoption with Share of Wallet Price ContractsYale School of Management (advisor: K. Sudhir)*ISMS Doctoral Dissertation Award* **Daniel McCarthy**Customer-Based Corporate Valuation: Modeling with Limited, Aggregated, Missing Data Wharton School (advisors: Eric Bradlow, Peter Fader, Shane Jensen)*Sheth Foundation ISMS Doctoral Dissertation Award* **Andrey Simonov**Demand for (Un)Biased News: The Role of Government Control in Online News MarketsChicago Booth (advisors: Jean-Pierre Dube and Pradeep Chintagunta)*Vithala R. and Saroj V. Rao ISMS Doctoral Dissertation Award***Artem Timoshenko**Identifying Customer Needs from User Generated ContentMIT Sloan (advisors: John Hauser and Duncan Simester)*ISMS Doctoral Dissertation Award* **Zachary Zhong**Targeted Search and Platform DesignBerkeley Haas (advisors: Ganesh Iyer and John Morgan)*ISMS Doctoral Dissertation Award* The winners were picked from a set of strong submissions by a selection committee consisting of Dmitri Kuksov (UT Dallas), Carl Mela (Duke), Scott Neslin (Dartmouth), and Olivier Toubia (Columbia Business School). The winners will present their work at the 2017 ISMS Marketing Science Conference in USC in a special session devoted to the dissertation awards. They also each receive a check for $5000 and will be honored during the 2017 ISMS Doctoral Consortium preceding the ISMS Marketing Science conference. Many congratulations to the winners and see you at Marketing Science in Los Angeles!!Olivier ToubiaVP Education ISMS |
| **Call for Nominations****ISMS Marketing Science Fellows 2017**Deadline: January 15, 2017The ISMS Fellows selection committee invites nominations for the 2017 ISMS Fellows award. Nominations should be emailed to **Chakravarthi Narasimhan** (narasimhan@wustl.edu), who is the current chair of the selection committee. *Please use the subject heading Fellows Nomination.* The ISMS Fellow Award recognizes cumulative long term contribution to the mission of ISMS. The mission of ISMS is “…to foster the development, dissemination, and implementation of knowledge, basic and applied research, and science and technologies that improve the understanding and practice of marketing.” While the ISMS Fellow award recognizes past accomplishments and is an honor, it is also meant to encourage responsibility. ISMS Fellows are expected to provide leadership and support for the ISMS community.  For a list of ISMS Fellows click on the link <https://www.informs.org/Recognize-Excellence/Community-Prizes-and-Awards/Marketing-Science-Society/Fellow-Award>. A nominee for the Fellow Award must have been a regular member or retired member of ISMS or the TIMS Marketing College for at least 12 years cumulative. The committee evaluates contributions on four dimensions: research (quality and quantity), education (books, monographs, and doctoral dissertations), service to ISMS and INFORMS (editorial positions, conference chair), and practice. More details on these can be found here <https://www.informs.org/Community/ISMS> or by contacting the chair.Contributions in all four categories will be evaluated in a compensatory way. Truly outstanding contributions in one category will also suffice. With rare exception, the nominee’s contributions should extend over a period of years and not be limited to a single result. Except for very rare cases, because the award recipient is named an ISMS Fellow, *some* service to ISMS is a prerequisite for all nominees. Nomination letters should be accompanied by the nominee’s current vita as well as significant details supporting the nomination. For research this additional information might include indications of impact such as follow-on work, use in doctoral seminars, impact on the practice of marketing, etc. For education, it would be helpful to list doctoral students as well as any publications that have a strong educational content. For practice it would be useful to get someone within the organization to comment on the impact of the application. Service contributions should be self-evident, but it would still be useful to list them. Please limit the nomination letter to three pages or less. This page constraint does not include the current vita or the supporting information. The 2017 ISMS Marketing Science Fellows will be announced at the 39th Marketing Science Conference in USC, Los Angeles, on Friday, June 9, 2017. |
| **Upcoming Conferences** |
| **2017 Marketing Science Conference** **June 7 to 10, 2017**Call for Papers [39th Marketing Science Conference](https://marketingscience2017.usc.edu/) at USC In Los Angeles June 7th to 10th 2017. Please see [submission](https://marketingscience2017.usc.edu/submissions/) guidelines. Submission deadline for papers and special sessions is Jan 15 2017.                                                          |
| **Yale Customer Insights Conference** **May 12-13, 2017**The Yale Center for Customer Insights will hold its 12th annual [Customer Insights Conference](http://som.yale.edu/event/2017/05/2017-yale-customer-insights-conference) on May 12-13, 2017 at the Yale School of Management in New Haven, Connecticut. Send abstracts (in .pdf format) should be sent to ycci@som.yale.edu by **January 31, 2017**. Abstracts are invited on research pertaining to: * Innovations in product design/services
* Customer experience and branding
* Digital/mobile marketing
* Social media
* Customer analytics
* Behavioral economics

The conference will begin with a reception on Thursday evening, May 10th, and will end midday on Saturday, May 13th, 2017. [More information can be found here.](http://som.yale.edu/call-for-abstracts-2017-customer-insights-conference)**REVIEW COMMITTEE** Vineet Kumar, Nathan Novemsky, Jiwoong Shin, Taly Reich, and Subrata Sen (Yale School of Management) |
| **About *ISMS***  \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*The major purpose of the ISMS (INFORMS Society for Marketing Science) is to foster the development, dissemination, and implementation of knowledge, basic and applied research, and science and technologies that improve the understanding and practice of marketing. ISMS VP for Communications, currently Xueming Luo, sends the newsletter out. All old newsletters are available online here: <https://www.informs.org/Community/ISMS/Newsletter> \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*   **To unsubscribe and stop receiving ISMS Newsletter, please click** here  |