

Frank M. Bass Award Protocol (Revised 2021, updated May 2022 and Nov 2023):

The Bass Award is given to the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal. Award selection is made according to the following guidelines:

1. The INFORMS Marketing Science Society Secretary shall disseminate to Society members by newsletter, on ISMS CONNECT, and on the Society website, a call for nominations (see example attached). Dissemination should occur at least six weeks before the nomination deadline, be early in the year (following the award year), and the nomination deadline should be early enough to allow for balloting prior to the Marketing Science Conference in Summer. Reminders should be sent, if possible, in early March.
2. It is the ISMS Secretary's responsibility to ensure that the awards selection process happens correctly and on time. However, INFORMS staff shall independently administer the voting for selecting the award winner(s). Nobody from ISMS or the journal editor team shall have any role in the voting process, and they cannot see the votes.
3. The Secretary shall compile the list of eligible voters who vote to determine the award winner(s) and provide it to the INFORMS staff member. Eligible voters consist of (a) the current Editorial Board and Advisory Board of *Marketing Science*; (b) Departmental Editors and Associate Editors for Marketing at *Management Science*; (c) Last five Editors Emeriti of *Marketing Science*; (d) Last five Departmental Editors Emeriti of Marketing at *Management Science*; and (e) Officers and Advisory Board of the INFORMS Society for Marketing Science.
4. After the nomination deadline (around March 15), the Secretary shall provide the list of papers for the first-round ballot to the INFORMS staff member. The nomination deadline is explicit. Nominations received after the deadline will not be accepted. Papers are to be listed in random order in the first-round ballot. The INFORMS staff member shall administer the voting by sending the ballot to all eligible voters.
 - a. The first-round ballot shall include all nominated papers that meet the following eligibility requirements:
 - i. The paper must have appeared in print in an INFORMS journal within approximately the two years and three months preceding the nomination deadline, *and*
 - ii. The paper must have been accepted for publication within seven years from the date the thesis was finally approved.
 - iii. Additionally, in the case of multiple authors, nomination implies that the Ph.D. recipient is understood to have made the primary contribution to the publication. Additionally, in the case of multiple authors, the Ph.D. advisor nominating the paper should certify that the Ph.D. recipient made the primary contribution to the paper.
 - b. Eligible voters for the award will select and rank exactly three nominees from the ballot. The first, second and third ranked papers will receive 3, 2 and 1 points respectively in tallying the votes.
 - c. The first-round ballot will contain abstracts of the papers and, at the Secretary's discretion, other information provided by the nominators.

5. If there are more than six first-round nominees, or if there is a tie in the first round as determined by the INFORMS staff member, then the staff member shall administer voting for a second-round ballot. Papers are to be listed in random order in the second-round ballot.
 - a. The second-round ballot shall include the top three papers tallied in the first round (if there were more than six first-round nominees) or (if there were fewer than six first-round nominees) the tied papers in the first round. If the third and fourth papers are tied, the second-round ballot shall include the top four papers. (Etc. until ties are broken.)
 - b. Eligible voters for the award will select exactly one paper from those listed in the ballot.
6. The Secretary shall obtain from the INFORMS staff member the name(s) of winner(s), see that the award certificates or plaques are prepared for presentation at the Marketing Science Conference, and see that the results appear in the Society Website and Newsletter after the conference. The winners are not to be notified until the time at which their names are announced at the Marketing Science Conference. Be sure that the website does not list the winners prematurely. Finalists receive either plaques or certificates (recent practice has been certificates).