

Call for Nominations: 2024 John D. C. Little Best Paper Award

The INFORMS Society for Marketing Science (ISMS) Advisory Board is accepting nominations for the 2024 John D. C. Little Best Paper Award.

The John D. C. Little Best Paper Award is given annually to the best marketing paper published in *Marketing Science*, *Management Science*, or another *INFORMS* journal. Eligible papers are original refereed research articles including frontiers papers, practice prize articles, refereed research commentaries and meta-analyses. Editorials, database articles, review articles, invited articles, and invited commentaries are not eligible. For the 2024 award, the papers are:

- (1) all eligible papers published (i.e., appearing in print) in *Marketing Science* in 2024,
- (2) all eligible papers published (i.e., appearing in print) in *Management Science* in 2024 that were handled by a Department Editor for Marketing, or
- (3) any eligible paper published (i.e., appearing in print) in *Management Science* or another *INFORMS* journal during 2024 and nominated by its authors.

Authors of papers in categories (1) and (2) do not need to nominate their papers; they are considered automatically. An Excel file listing these papers is enclosed with this call. Authors can check the list and contact the Secretary if they believe an eligible paper has been inadvertently left out.

Any 2024 eligible paper from *Management Science* that does not qualify under category (2), or any 2024 eligible paper from another *INFORMS* journal, can be included in the balloting if the author submits the nomination on the *INFORMS* awards platform, the link to which is provided below **before midnight ET on March 1, 2025**. To be consistent with the award protocol, nominations for the 2024 award cannot be accepted after **March 1, 2025**.

The voting process is handled entirely by Beth West at *INFORMS*. Nobody from *ISMS* or the journal editor team has any role in the voting process, and they cannot see the votes.

Click the link below to begin the nomination process. Nominators can use their *INFORMS* username and password if they have one or they can easily create a username and password for the platform. **For all technical support, please contact Beth West at bwest@informs.org.**

<https://informs-awards.secure-platform.com/a/solicitations/267/home>

The winner of the 2024 Little Best Paper Award will be announced at the 2025 Marketing Science Conference, on the *INFORMS* Society for Marketing Science website, and in the *ISMS* Newsletter.

On behalf of the ISMS Board,

Raji Srinivasan

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