

Call for Nominations: 2025 Buck Weaver Award

The Buck Weaver Award is given annually by the INFORMS Society for Marketing Science (ISMS). The award honors distinguished scholars and practitioners who have excelled in the achievement of rigor *and* relevance in marketing science. The award is not restricted to ISMS members. Previous winners include Paul Green, Vince Barabba (Head of US Census, previous Head of Marketing Research at Kodak and General Motors), Gerald Zaltman, John Little, David Aaker, Jerry Wind, Don Lehmann, Magid Abraham (co-founder of ComScore), Glen Urban, John Hauser, V. Srinivasan, Dominique Hanssens, Steven Cohen (Founding Partner, In4mation Insights), Gary Lilien, John Roberts, Michel Wedel, Roland Rust, Gerard Tellis, and Rick Staelin.

The selection committee is now accepting nominations for the 2025 Buck Weaver Award. The committee, constituted as per the awards protocol, consists of: Raji Srinivasan (Secretary, ISMS, Chair), Kusum Ailawadi (Past President, ISMS), Rick Staelin (Past Buck Weaver Award Winner), Lan Luo (VP of Practice, ISMS), and Steve Cohen (Past Buck Weaver Award Winner and Partner and Co-Founder in4mation insights).

The criteria for the award are as follows:

- Lifetime contribution to theory and practice in the development of rigor and relevance in marketing science.
- Evidence of theory contribution can include scholarly publication as well as being a catalyst for the generation of scholarly work.
- Evidence of practice contribution can include an important role in implementing marketing science in practice.

Nominations are encouraged from ISMS members as well as from members of the selection committee and should be submitted electronically in **PDF** format to the Secretary of the INFORMS Society for Marketing Science (see name and email below) **before midnight ET March 15, 2025**. The nomination must be for an individual. Nominations for considering more than one person jointly are not permissible. The nomination must include a strong justification that highlights the relevant achievements of the nominee to marketing science practice. To be consistent with the award protocol, nominations for the 2025 award cannot be accepted after **March 15, 2025**.

Raji Srinivasan

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The winner of the 2025 Buck Weaver Award will be selected by the end of April 2025 and the award will be presented at the 2025 Marketing Science Conference. It will also be announced on the INFORMS Society for Marketing website and in the ISMS Newsletter.