

Call for Nominations: 2025 Frank M. Bass Dissertation Paper Award

The INFORMS Society for Marketing Science (ISMS) Advisory Board is accepting nominations for the 2025 Frank M. Bass award. The Bass Award is given to the best marketing paper derived from a Ph.D. thesis published in an INFORMS-sponsored journal according to the following eligibility requirements:

- The paper should have appeared in print in an INFORMS journal between January 1, 2024 and December 31, 2025, *and*
- **The paper must have been *accepted for publication within seven years from the date the thesis was finally approved.***
- In the case of multiple authors, nomination implies that the Ph.D. recipient made the primary contribution to the publication. The Ph.D. advisor nominating the paper should certify that the Ph.D. recipient made the primary contribution to the paper. Further, either the Ph.D. recipient should be the first author or authorship should be in alphabetical order.

A paper can be nominated at most twice (in two successive years) and an individual can win this award only once. We strongly suggest that nominations be submitted by the thesis advisor.

The nominating material must include the title of the paper, name of the student, names of co-authors (if any), name of the degree-granting institution, date thesis was finally approved, members of the thesis committee, and complete reference citation for the article. The nomination packet must also include the abstract that appeared when the paper was published. All material must be electronically uploaded to the INFORMS award platform.

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.

Please submit nominations using this link to the INFORMS awards platform **before midnight ET on March 1, 2026.**

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/321/home>

To be consistent with the award protocol, nominations for the 2025 award cannot be accepted after **March 1, 2026.**

The winner of the 2025 Bass Award will be announced at the 2026 Marketing Science Conference, on the INFORMS Society of Marketing website, and in the Newsletter.

On behalf of the ISMS Board,

Thomas Otter

Secretary, INFORMS Society for Marketing Science (ISMS)

Professor of Marketing

Faculty of Economics and Business, Goethe University, Frankfurt

Email: otter@marketing.uni-frankfurt.de