Call for Nominations: 2025 Donald G. Morrison Long Term-Impact Award

The INFORMS Society for Marketing Science (ISMS) Donald G. Morrison Long-Term Impact Award is given annually to a marketing paper published in Marketing Science, or Management Science, or another INFORMS journal, that is viewed to have made a significant long run impact on the field of Marketing.

The INFORMS Society for Marketing Science Advisory Board is accepting nominations for the 2025 Donald G. Morrison Long Term Impact Award.

To be eligible, a paper should have been published between six and ten years before the year in which the award is presented. For example, for the presentation year 2025, the paper should have been published (i.e., appeared in print) sometime in the years 2015 and 2019. 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.

Please note that the ISMS Board has made some important changes to the LTI award criteria and nomination process, as listed below:

For the 2025 award, eligible papers are:

(1) papers published in *Marketing Science* with a **total of 150 or more Google Scholar citations**;

(2) papers published in *Management Science* that were handled by a Department Editor for Marketing with a **total of 150 or more Google Scholar citations**; and

(3) Any other paper published in an INFORMS journal, with a **total of 150 or more Google Scholar citations,** that is nominated by an ISMS member **other** than the author(s) of the paper being nominated.

Total Google Scholar citations may be counted on or before the nomination deadline. Please note that the citation counts are only an eligibility criterion. They will not be included in the actual ballot presented to the voters.

Eligible papers in categories (1) and (2) that met the citation threshold as of early January (2025) are listed in the attached Excel file and will be automatically included. **Authors should check the list of nominated papers and nominate their eligible papers by the nomination deadline if they are not already on the list**.

The authors of all eligible papers may submit an **impact statement of no more than 250 words** containing any factual information they believe is relevant to their paper's ability to compete for the long-term impact award. The statement is optional and if authors do not submit a statement, their paper will not be disqualified. The statement will be provided to the voting members. The authors can only provide the statement prior to the nomination deadline. **Statements cannot be added or modified after the nomination deadline**.

For papers already included as per enclosed Excel file, authors should send their impact statement to **Beth West at** bwest@informs.org.

For nominating additional eligible papers for the LTI award, please use the link below. Please submit the impact statement along with the nomination at this link.

Guidelines for Impact Statement

We offer the following guidance for the impact statement:

- Include information on the paper's impact. Possible measures of impact are citation counts, Altmetric scores, subsequent work that builds on the paper, use in PhD reading lists, and applications in practice.

- The information must be factual and specific and be focused only on the focal paper (with no comparisons to other papers).

- The statement should be pasted into the **text-only** box provided on the Awards platform, which will not accommodate figures, tables, graphs, or pictures.

To be consistent with the award protocol, nominations and impact statements cannot be accepted after midnight **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 this link 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

The winner of the 2025 Long Term Impact Award will be announced at the 2025 Marketing Science Conference, on the INFORMS Society for Marketing Science website, and in the Newsletter.

On behalf of the ISMS Board,

Raji Srinivasan
Secretary, INFORMS Society for Marketing Science (ISMS)
Professor of Marketing
McCombs School of Business, University of Texas at Austin
Email: raji.srinivasan@mccombs.utexas.edu