



International Marketing Trends Conference

BEST THESIS AWARD

Submission Requirements and Procedure

Submission Requirements

- Thesis or a summary (no more than 30 pages)
- Nominating letter from the dissertation supervisor
- Brief CV / Resume (1 page)
- Abstract in English (no more than 2 pages) for the International selection *ONLY*

Selection Procedure

- The thesis will be reviewed for significance of the research contribution, innovation and potential impact on marketing trends.
- **A first selection will be made to choose one (1) nominated thesis to represent each participating country.**
- **The final International selection will choose one (1) thesis among all the national candidates.** This thesis will receive the Best Thesis Award - Marketing Trends.

Language

For the country nomination (first step of the selection), the candidates can submit their thesis in the language of the country where they apply for the award.

Once they have been selected for the International award by the Country Committee, **a summary (no more than 2 pages) should be written in English** after the announcement of the selection.

Selection committee

Each country committee is chaired by a senior scholar for one year only and is composed of two members appointed by the chairman. The country committee has the responsibility to select the thesis that will enter the selection for the International award.

The International committee includes all the country chairs and is chaired by one of these country chairs. The International committee chooses the thesis that will received the International Best Thesis Award - Marketing Trends.