

EXCELLENCE AWARD THE BEST PAPER PRESENTED AT AN ESOMAR EVENT

BACKGROUND

To be chosen to present a paper at an ESOMAR event implies that a paper has the highest standards of quality. By “quality” we mean embedded in the content of the written paper are novel, original, creative thoughts and ideas substantiated by best practice and a contribution to decision making. To celebrate this we have decided to award yearly the best paper presented at an ESOMAR event with a prize of EUR 4000.

The award will run from Annual Congress to Annual Congress. All papers presented at an ESOMAR event in that time frame will be eligible. The award presentation will be held at the congress itself.

JUDGING CRITERIA

Papers will be judged on the following criteria:

- a) The paper contributes to excellence and best practice in research
- b) The paper is innovative (i.e. break new ground). It shows high levels of creativity, fresh thinking and innovation in the approach
- c) It shows a real understanding of business issues by proving its actual or potential impact on decision-making in business and/or society.
- d) It indicates how, and under what circumstances, the theory (or the findings) may be best applied.
- e) It focuses on applications, including real examples, across cultures, business sectors and countries
- f) It shows real and deep customer and/or consumer knowledge
- g) It values scientific, statistical and analytical methods and techniques to gain insight or support decision making

In addition, the Jury may take into account the extent to which the paper is useful in the defence or the promotion of the Profession, or deals with problems facing the Profession, worldwide, in line with ESOMAR principles.

WHY THIS AWARD?

Over the last decade research has seen a shift in the challenges it is facing. Issues relating to accepting the principles of market research have lessened. The new challenge is to remain relevant in a fast paced and continually evolving consumer and business environment. ESOMAR believes that by giving a broad scope to this award - emphasising innovation and creativity, and demonstrating best practice - we can make a real contribution to celebrating excellence in our industry.

ELIGIBILITY

Papers eligible for the award:

- Must be presented at ESOMAR conferences, ESOMAR annual congress or other major conferences, seminars, symposia, etc. which ESOMAR will hold alone or in cooperation with other organisations in the afore mentioned time span.
- Have not been previously published in any form and are entirely original (the authors will be required to sign a declaration to this effect).
- Are supported by a full and relevant bibliography. Papers presented by speakers at the invitation of ESOMAR will not be eligible for the Award.

COPYRIGHT

All copyrights to the paper will be signed over to ESOMAR, who will ensure that the paper obtains the maximum exposure that we can offer. The author(s) will be given full acknowledgement by name in every case of re-publication.

SELECTION PROCEDURE

The Programme Committee members for each event will nominate the best paper(s) (maximum 2) from that event for the Excellence award. An international jury appointed by ESOMAR, will judge the nominated papers from each event (including those nominated

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at the Annual Congress). This jury will consist of an independent panel of marketing and industry experts. The jury chairman will be the President or Vice President of ESOMAR. Every jury member will have one vote and will give his/her motivation for choosing the award winner. If no unanimity can be reached, winners will be declared by majority votes and, if required, the Chairman will have the casting vote. If no papers are judged to be of the requisite standard, the jury is free to award no prize.

The award winning paper, together with the nominee papers and any other outstanding contributions will be published at the beginning of the following year.