

IJMR Young Research Writer Award 2012

Criteria

Following on from the success of the initial competition in 2011, the 2012 *IJMR* Young Research Writer Award competition is now open for entries. The criteria for entries are described below.

Aim and scope

In an era where sound bites, tweets and presentations are increasingly used for communication, we want to demonstrate that young researchers today are capable of writing a persuasive, logically structured, engaging and evidence based article, between 2,500 and 3,000 words, on a market research methodological theme. Entries could be one of the following:

- A review of existing published material on a particular theme related to research and argue the case for conducting further research to fill any gaps in current knowledge;
- A summary of a research methodological challenge you have encountered, and how this was addressed, or is being addressed;
- A case study based on a particular research project you worked on that led to significant change, identifying the contribution played by methodological innovation ;
- Arguing the case for developing a new, innovative, research methodological approach, for example, to address a current challenge facing the research sector;
- Identifying and analysing the impact of societal change and/or technological developments on market research methodologies. Examples might include the impact of mobile technologies or social networks.

Who can enter for this award?

This award will be open to either researchers working as practitioners (client or agency; commercial and public sectors) or in an academic environment (post graduate student, researcher, lecturer etc.) who have less than 5 years research experience as at 11 September 2012.

Those wishing to enter for the award are encouraged to gain help from a mentor to help develop an effective entry. A mentor could be someone from within your organisation, or if this is not possible, *IJMR* could help find a suitable person (email the Editor at: ijmreditor@warc.com).

Senior research executives, managers, directors and MRS Company Partners should consider this as an additional opportunity to develop the written skills of their more junior colleagues, perhaps as part of the existing training programmes.

We recognise the time pressures in today's world, but hope senior management or faculty will support those wishing to submit an entry.

What will the judges be looking for?

The criteria that the judges will apply in selecting finalists and the winning entry will be:

- Whether the submission is convincing, persuasive, engaging and that the evidence used to support the case being made is sufficient, appropriate, balanced and correctly interpreted;

- Whether the structure and content provides a clear, engaging and well-argued case;
- The level of innovation and new thinking.

Entries must not read as if they are a commercial sales pitch, but authors need to provide a convincing and credible case by imagining, for example, that you are attempting to interest the judges in funding your proposal. Arguments need to be balanced, with any negative factors, or limitations, being fully identified and discussed. Technical details, for example of a methodology, need to be clearly explained, as do the ways in which any ethical considerations were dealt with (e.g. if the entry covers researching children). References used as supporting evidence must be from credible published sources (e.g. a journal or conference paper, book, website etc.).

Simply arguing the case for applying an existing methodology is not sufficient. Entries must add new, original, thinking to the existing knowledge in the selected field. If the entry is based on using a proprietary tool, or methodology, the author must demonstrate how they have applied this in some new way, and not just describe a general application.

Some general points arising from 2011 entries which might prove helpful can be found on the *IJMR* and MRS websites.

Entries that exceed the 2500-3000 range word limit (excluding references/bibliography) will be automatically excluded from the competition.

How will winning entries be selected?

Entries will be judged by the *IJMR* Executive Editorial Board.

Will entries be published?

The winning entry will be published in *IJMR* and on the *IJMR* and MRS websites. The judges may also decide that other finalist submissions are suitable for publishing in *IJMR*. Any entry published in *IJMR* will be published as originally submitted.

If my entry is not selected as a finalist, will I receive any feedback from the judges?

There will be no feedback to individual authors. A general review of points arising in the 2012 entries will be published on the *IJMR* website in early 2013.

If I include commercially -sensitive or confidential information in my entry, could I ask to have this removed if the judges decide to publish it?

No, the judges expect all content in an entry to be publishable when making their decision.

When do I need to submit an entry?

Entries for the 2012 competition must be submitted by **5pm on 14 September 2012** at the latest. Submissions must be via www.mrs.org.uk/publications/ijmr_yrw2012.htm. There is **no** entry fee for this award.

Why should I enter for this award (or encourage colleagues to enter)?

MRS launched a journal over 50 years ago as at that time there was no publication that facilitated a serious debate about the development and application of market research methods. Today, the content of *IJMR* remains uniquely focused on the market research sector and the hundreds of papers and articles published over the years represent a unique

body of knowledge. Publication in *IJMR* gives the author international recognition amongst senior practitioners and academics. Also, writing an entry will help researchers gain a greater appreciation of the topic, or field of research.

Entries published in *IJMR* count as evidence of continuous professional development, for example to support an application for MRS Full membership status. Finally, writing and submitting an entry also provides an opportunity for researchers to demonstrate their ability to write concisely, persuasively and engagingly in a research context, perhaps as part of an existing training programme.