

Groundrules
7th Jan-Benedict E.M. Steenkamp Award
for Long-Term Impact
(2015)

The *International Journal of Research in Marketing* (IJRM) and the *European Marketing Academy* (EMAC) established the IJRM long term impact award in 2009. Named “*The Jan-Benedict E.M. Steenkamp Award for Long Term Impact*,” the award is given annually to papers published in IJRM that are perceived to have made a long-term impact on the field of marketing.

The award is named after Jan-Benedict E.M. Steenkamp, currently Knox Massey Distinguished Professor of Marketing and Area Chair of Marketing at the Kenan-Flagler Business School of the University of North Carolina. Prof Steenkamp is the author of many high-impact IJRM publications, the recipient of IJRM’s Best Paper Award, and former editor of IJRM and EMAC Vice President of Publications. The notable and inspiring academic profile of Jan-Benedict Steenkamp lends prestige and honor to this award.

The Steenkamp award was created during the 2008 IJRM Board Meeting in Brighton, England. It was proposed and enthusiastically supported by the Editorial Board members. This long-term impact award is akin to those recently established by ACR, AMA and INFORMS, and it is complementary to the current EMAC-IJRM Best Paper Award given out annually. Through this prestigious award, IJRM and EMAC aim to recognize exceptional contributions in academic marketing research, published in IJRM, that have demonstrated long-term impact.

The concept, criteria and procedure for the Steenkamp Award were assembled by a team comprised of Stefan Stremersch and Don Lehmann (then IJRM editors), Hubert Gatignon (then EMAC VP of Publications), Eitan Muller and Marnik Dekimpe (then IJRM Associate Editors).

For 2015, the IJRM editors (Jacob Goldenberg and Eitan Muller) and the EMAC VP-Publications (Marnik G. Dekimpe) have established a committee to oversee the nomination and selection of the award. The committee is comprised of: Kusum Ailawadi (*Dartmouth College*) (Chairperson), David Godes (*University of Maryland*), Leonard Lee (*National University of Singapore*), and Aric Rindfleisch (*University of Illinois*).

The winning paper will be announced during the annual EMAC Conference in Leuven, Belgium (26-29 May 2015)

Eligibility

All papers published in IJRM 10 to 15 years prior to the year the award is being presented are eligible. For the 2015 award, this means all papers published in the years 2000 through 2005 inclusive. (Previous winners of this award, papers authored or co-authored by Jan-Benedict Steenkamp, and by any of the current IJRM Editors are not eligible.)

Past winners (papers no longer eligible):

- 2009: Peter S. H. Leeflang, Dick R. Wittink. *Competitive reaction versus consumer response: Do managers overreact?* Vol 13 (2), pp. 103-119 (1996).
- 2010: Inge Geyskens, Jan-Benedict E. M. Steenkamp, Lisa K. Scheer, Nirmalya Kumar. *The effects of trust and interdependence on relationship commitment: A trans-Atlantic study.* Vol 13 (4), pp 303-317 (1996).
- 2011: Alexandru M. Degeratu, Arvind Rangaswamy, Jianan Wu. *Competitive consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes.* Vol 17 (1), pp 55-78 (2000).
- 2012: John R. Rossiter. *The C-OAR-SE procedure for scale development in marketing.* Vol 19 (4), pp 305-335 (2002).
- 2013: Rik Pieters and Luk Warlop (1999). *Visual attention during brand choice: The impact of time pressure and task motivation*, Volume 16 (1), pp 1-16.
- 2014: Venkatesh Shankar, Amy K. Smith, and Arvind Rangaswamy (2003). *Customer satisfaction and loyalty in online and offline environments*, Vol 20 (2), pp. 153-175

Criteria

The following criteria will guide the Award Committee in choosing the winning paper: (1) the votes it receives from the IJRM Editorial Board (resulting from two rounds of voting), (2) the paper's ISI and Google Scholar citations, and (3) the paper's quality, as assessed by the award committee's in-depth reading.

Procedure

1. Each year, an award committee of 3-4 members, of which one will act as chair, will be put together by the IJRM editor(s) and the EMAC VP of Publications. Members of the award committee need to be IJRM board members and may not have a paper that is eligible for the award.
2. On **1 December 2014**, the IJRM managing editor will, in the name of the committee, invite nominations for this award from all EMAC members and all IJRM board members.
 - a. Maximum of **five (5)** nominations per person;
 - b. Self-nomination is not allowed;
 - c. The following papers are not eligible for nominations:
 - i. authored or co-authored by Jan-Benedict Steenkamp
 - ii. authored or co-authored by the current IJRM Editors (Eitan Muller and/or Jacob Goldenberg)
 - iii. Past winners of the award (i.e., the papers, not the authors)
3. After the nomination deadline (**5 January 2015**), the IJRM editorial office will send the list of all nominations to the award committee.
4. The award committee will compose the voting ballot for the editorial board. For each nominated paper, the voting ballot will include links to the paper. Next to the nominated paper will be mentioned the cumulative number of **ISI** and **Google Scholar** cites up to 1 January 2015. Articles will appear on the ballot in order of publication in IJRM, from more to less recent. If articles are from the same issue, they will appear in the same order as they were originally ordered in the issue.

5. The editorial board members will be asked to vote in two rounds:
 - a. In the first-round ballot, the Editorial Board members are asked to select exactly **FIVE** papers. The first-round ballot is disseminated one month after nominations deadline (on **2 February 2015**), with a voting deadline of 1 month later (**2 March 2015**). A reminder will be sent 2 weeks before voting deadline.
 - i. Self-voting is not allowed
 - b. After tallying the votes from the first round, a second-round ballot will be made composed of the **top TEN papers** (according to first round votes). In case of a tie between papers, the set will be extended to 11 or more, if applicable. The award committee decides on the cut-off.
 - i. Eligible voters can select only ONE paper.
 - ii. The second-round ballot will be sent out 1.5-2 weeks after the first-round voting deadline: **15 March 2015**
 - iii. Deadline for voting will be 3-4 weeks after ballot is sent out: **13 April 2015**, with a reminder 2 weeks later.
 - iv. Self-voting is not allowed
 - c. The award committee receives the votes and will make a decision on the award winner by 30 April. For their final decision, they will account for the votes, the citations and their own quality assessment of the paper. Thus, room is left open to deviate from the mere vote-tallying, but it needs to be clearly argued, and rather exceptional. There can be two winners in exceptional cases (not more than once every 3 years on average).
 - d. The winners are announced at the EMAC annual conference, together with the (regular) Best Paper Award winners.

Key Dates for 2015:

1 Dec 2014: Invite **nominations** for the award from all EMAC members and all IJRM Board Members.

5 January 2015: Closing date for nominations

2 February 2015: *First-round ballot:* Editorial Board members contacted to vote for exactly 5 of the nominated papers

2 March 2015: Deadline for Editorial Board members to cast their 5 votes

15 March 2015: *2nd-round ballot:* top 10 papers from first round of voting sent out to Editorial Board members, who will select just one paper

13 April 2015: Deadline for the second round of voting by Editorial Board members

30 April 2015: Award Committee uses the votes and additional criteria to select winning paper(s)

26-29 May 2015: Winner(s) is/are announced at the EMAC annual conference (Leuven, Belgium)