

ANNEX I

NOTICES FOR THE AWARDS FOR BEST PAPERS BASED ON ACADEMIC MASTER'S DISSERTATION AND BEST PAPERS BASED ON ACADEMIC DOCTORAL THESIS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will present awards for the best papers a) based on an academic master's dissertation and b) based on an academic doctoral thesis.

These awards recognize the scientific excellence of marketing dissertations and theses through papers derived from these academic research works and approved to be presented during the event.

The criteria for these awards include an *outstanding contribution to advancing knowledge in marketing, methodological rigor, the paper's structure and consistency, and the managerial application of the results.*

To be eligible for the award, the thesis/dissertation advisor must submit an application by sending an email to divisao.mkt@anpad.org.br by April 06, 2024, providing the following information:

- a. Student name, last degree, and the program and university with which they are affiliated;
- b. Title and year of defense of the dissertation or thesis from which the paper is based;
- c. Title and registration number of the paper approved at the ANPAD Marketing Conference (EMA) (For example, MKT9999);
- d. Letter justifying the paper's nomination.

Scientific Committee – ANPAD Marketing Division

ANNEX II

NOTICE FOR BEST REVIEWER AWARD

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will present an award for the best reviewer of the ANPAD Marketing Division. The award is granted every three years during the EMA.

The Best Reviewer Award recognizes the reviewers' vital work for the success of ANPAD's scientific conferences. Because of their contribution, many research works advance, gain quality, and develop into publications widely shared in academic journals.

The leaders of interest groups of ANPAD's Marketing Division appoint up to three reviewers working on their themes, sending their reviews for papers submitted to EMA 2024.

The best reviewer will be appointed based on the following criteria:

- I. They must have reviewed papers submitted to ANPAD conferences in the last 2 years or 3 conferences;
- II. The reviews overall quality will be established by the following criteria:
 - a. reviews completed within the required deadline
 - b. reviews containing assertive criticism of each of the following items in an article: research gap, theoretical foundation, methodological procedures, discussion, and research contributions. Assertive review is understood as one that shows strengths, weaknesses, and suggestions for improvement;
 - c. homogeneity in the quality of the various reviews issued.
- III. Favorable feedback from authors in the ANPAD system;
- IV. As a tiebreaker criterion, the nominee should be a regular reviewer, i.e., they have contributed to reviews in the last two years or three conferences and participated in these conferences.

Scientific Committee of the ANPAD Marketing Division

ANNEX III

NOTICE FOR THE AWARDS FOR BEST ARTICLE FROM PROFESSIONAL MASTERS DISSERTATION AND PROFESSIONAL DOCTORAL THESIS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will present awards for the best papers a) based on a professional master's dissertation and b) based on a professional doctoral thesis.

These awards recognize the scientific excellence of marketing dissertations and theses produced by students of professional graduate programs through papers derived from these studies and approved to be presented during the event.

The criteria for these awards include an *outstanding contribution to advancing knowledge in marketing, methodological rigor, the paper's structure and consistency, and the managerial application of the results.*

To be eligible for the award, the thesis/dissertation advisor must submit an application by sending an email to divisao.mkt@anpad.org.br by April 06, 2024, providing the following information:

- a. Student name, last degree, and the program and university with which they are affiliated;
- b. Title and year of defense of the dissertation or thesis from which the paper is based;
- c. Title and registration number of the paper approved at the ANPAD Marketing Conference (EMA) (For example, MKT9999);
- d. Letter justifying the paper's nomination.

Scientific Committee of the ANPAD Marketing Division

ANNEX IV

NOTICE FOR THE YOUNG RESEARCHER AWARD

In 2014, the ANPAD Marketing Division established the Young Researcher Award in Marketing. The fifth award will be presented at the EMA, scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024.

This award recognizes the contribution of young Brazilian researchers – whether associated with ANPAD or not – to the advancement of knowledge in the area of Marketing. The award focuses on researchers who received their doctoral degrees no more than 8 years ago (between 2016 and 2024).

Candidates who are professors and researchers residing in Brazil can present their own applications or be nominated by former advisors.

The award criteria include *innovation and methodological rigor in the candidate's scientific publications that have advanced or have the potential to significantly advance theoretical, methodological, and managerial knowledge in the field of Marketing.*

To apply, the candidate or the former advisor must send the candidate's records to the award committee. The records must contain:

- a. Candidate identification;
- b. A motivation letter explaining the reasons for the application or recommendation (one page maximum);
- c. Details on the candidate's qualifications;
- d. List of Publications;
- e. Reference to studies citing the candidate's published work;
- f. Scholarships, awards, and distinctions received.

Applications will be received until April 06, 2024. The records must be sent via email to divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division

ANNEX V

NOTICE FOR THE LIFETIME ACHIEVEMENT AWARD IN MARKETING

The ANPAD Marketing Division has the privilege of announcing the Lifetime Achievement Award, presented every three years during the ANPAD Marketing Conference (EMA). The award recognizes marketing researchers with relevant academic contributions throughout their lives, and it will be granted during the next EMA, scheduled to take place in São Paulo (Brazil), from May 15 to 17, 2024.

The nomination for the award may be made by individual members of the ANPAD marketing area. The scientific committee for the marketing area will form a committee to evaluate nominations from individual members and name the award winner based on criteria established in this Notice.

The researcher qualified for the award must:

- a. Hold at least a doctoral degree;
- b. Be Brazilian or a foreigner with a valid visa;
- c. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
- d. It is desirable to have (or have had) a scholarship of the types “Bolsa PQ” or “Bolsa PQ senior” (related to research productivity) from the Brazilian agency CNPq or another funding body;
- e. Be a regular and active participant of ANPAD conferences;
- f. To have published in qualified journals and be a cited author;
- g. To have contributed to the education of human resources at the graduate level;
- h. Be recognized by the award committee as a researcher who contributes to the development of the area;
- i. Have international connections (joint projects, exchange, guest professor, etc.);
- j. Have a minimum academic experience of 20 years in teaching and research;
- k. Be a member of ANPAD.

Nominations must be made by April 06, 2024, via email, sending the nomination and a justification letter to the address divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division

ANNEX VI

NOTICE FOR THE RECOGNITION AWARD FOR SERVICES RENDERED TO THE BRAZILIAN ACADEMY OF MARKETING – MARKETING FELLOW

The ANPAD Marketing Division has the privilege of announcing the Recognition Award for Services Rendered to the Brazilian Academy of Marketing – Marketing Fellow, granted every three years during the ANPAD Marketing Conference (EMA). The award recognizes marketing researchers with relevant academic contributions to the growth of Brazilian marketing academia through services rendered, their presence at events in the field in Brazil, active participation in representation and development bodies, editorials, scientific and editorial committees, special committees, and Brazilian and international representation committees, among others. This award will be granted during the next EMA, scheduled to take place in São Paulo (Brazil), from May 15 to 17, 2024.

Nominations can be made by ANPAD members in the marketing area via email to divisao.mkt@anpad.org.br by April 06, 2024. The scientific committee for the marketing area will form an award committee to evaluate nominations from individual members and name the award winner based on criteria established in this Notice.

The researcher qualified for the award must:

- a. Hold at least a doctoral degree;
- b. Be Brazilian or a foreigner with a valid visa;
- c. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
- d. Be a regular and active participant of ANPAD conferences;
- e. Have been an active participant on boards, editorials, scientific and editorial committees, special committees, and Brazilian and international representation committees, among others, relevant to the growth of the Brazilian Academy of Marketing;
- f. Be recognized by the award committee as a researcher who contributes to the development of the area;
- g. Have a minimum academic experience of 20 years in teaching and research;
- h. Be a member of ANPAD.

Scientific Committee of the ANPAD Marketing Division

ANNEX VII

NOTICE FOR THE AWARD FOR BEST MARKETING ARTICLE PUBLISHED IN INTERNATIONAL JOURNALS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will award the best marketing article published in international journals by authors affiliated with graduate programs at Brazilian institutions.

This award recognizes the scientific excellence of research works published abroad by Brazilian researchers in the last 3 years (from June 2021 to April 2024).

The criteria adopted are the contribution to the advancement of knowledge in marketing, methodological rigor, and the article's structure and consistency. The scientific committee for the marketing area will evaluate nominations from ANPAD members and name the award winner.

To be eligible for the award, the main author of the research paper must submit the application, sending an email to divisao.mkt@anpad.org.br, by April 06, 2024, informing:

- a. Name of authors and affiliation;
- b. Title of the published article;
- c. Copy of the original article published with the journal's approval and publication date;
- d. Letter justifying the article's nomination.

According to the latest classification issued by CAPES, the works must have been published in international journals (not in Brazil) in stratum A1.

Each author may submit only one published article. Each article must have at least one author formally affiliated with a Brazilian academic graduate program in 2024.

Only articles published by the deadline for the award submission will be accepted. Manuscripts in the reviewing process at any stage or accepted but not yet published are not eligible (research works published online in advance of printed publication will be accepted).

Scientific Committee of the ANPAD Marketing Division

ANNEX VIII

NOTICE FOR THE AWARD FOR BEST ARTICLE IN MARKETING PUBLISHED IN BRAZILIAN JOURNALS

During the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 to 17, 2024, the ANPAD Marketing Division will award the best marketing article published in Brazilian journals.

This award recognizes the scientific excellence of research works published in Brazil by Brazilian researchers in the last 3 years (from June 2021 to April 2024).

The criteria adopted are the contribution to the advancement of knowledge in marketing, methodological rigor, and the article's structure and consistency. The scientific committee for the marketing area will evaluate nominations from ANPAD members and name the award winner.

To be eligible for the award, the main author of the research paper must submit the application, sending an email to divisao.mkt@anpad.org.br, by April 06, 2024, informing:

- a. Name of authors and affiliation;
- b. Title of the published article;
- c. Copy of the original article published with the journal's approval and publication date;
- d. Letter justifying the article's nomination.

According to the latest classification issued by CAPES, the papers must have been published in journals in the A2 or A1 stratum or in Brazilian marketing journals (REMARK, RIMAR and CBR). In the case of the latter, those responsible for the nomination will be the editors of the respective journals. They may nominate up to 3 articles.

Each author may submit only one published article (excluding nomination from the editors of the aforementioned journals). If there are more articles by the same author, the author must choose which one to submit for consideration. If this criterion is not observed, all works by this author will be disregarded in the evaluation.

Only articles published by the deadline for the award submission will be accepted. Manuscripts in the reviewing process at any stage or accepted but not yet published are not eligible (research works published online in advance of printed publication will be accepted).

Scientific Committee of the ANPAD Marketing Division.

ANNEX IX

NOTICE FOR THE DISTINCTION FOR TRAINING MARKETING RESEARCHERS AWARD

The ANPAD Marketing Division has the privilege of announcing the Distinction for Training Marketing Researchers Award, granted every three years during the ANPAD Marketing Conference (EMA). The award recognizes professors in the field of marketing who stand out in the training of other professors and researchers in the area, with a notable role in advising academic graduate programs. This award will be granted during the next EMA, scheduled to take place in São Paulo (Brazil), from May 15 to 17, 2024.

Nominations can be made by ANPAD members in the marketing area. The scientific committee for the marketing area will form an award committee to evaluate nominations from individual members and name the award winner based on criteria established in this Notice.

The professor/researcher qualified for the award must:

- a. Hold at least a doctoral degree;
- b. Be Brazilian or a foreigner with a valid visa;
- c. The awarded researcher may be retired as long as they maintain academic-scientific activities officially linked to research and teaching institutions;
- d. It is desirable to have (or have had) a scholarship of the types “Bolsa PQ” or “Bolsa PQ senior” (related to research productivity) from the Brazilian agency CNPq or another funding body;
- e. Have relevant scientific production;
- f. Have outstanding training in human resources in the area and continue to work and train new human resources, considering the length of time the professor has worked in graduate programs and the region of Brazil where they work;
- g. Be a regular and active participant in ANPAD events;
- h. Be a member of ANPAD.

Nominations must be sent by April 06, 2024, via email to divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division

ANNEX X

NOTICE FOR THE AWARD FOR OUTSTANDING STUDENT IN MARKETING

The ANPAD Marketing Division presents the Award for Outstanding Student in Marketing. This new award will be presented at the ANPAD Marketing Conference (EMA), scheduled to take place in São Paulo, Brazil, from May 15 and 17, 2024. This award recognizes and encourages academic excellence and innovative contributions in the area of Marketing from students currently enrolled in master's or doctoral administration programs.

Candidates are nominated by their advisors, who must be members of ANPAD. The ANPAD Scientific Committee in the area of Marketing will form an award committee to evaluate the nominations and select the winner based on the following criteria:

- a. Innovation and Relevance of Research: originality and potential impact of the research developed by the student during their academic career for theoretical or practical advances in the field of Marketing;
- b. Academic Performance: evaluation of grades and active participation in courses and seminars;
- c. Publications and Presentations: quality and quantity of research works published and presented at conferences or journals;
- d. Engagement with the Academic Community: participation in research groups, teaching assistance, or other activities that contribute to the academic community.

To apply, the candidate's advisor must send a document containing:

- a. Candidate identification;
- b. A letter justifying the application or nomination, explaining the relevance of the candidate's line of research to the Marketing area (one page maximum);
- c. Academic record;
- d. List of publications and conference presentations;
- e. Description of contributions to the academic community;
- f. Other awards or distinctions received.

Applications will be received until April 06, 2024. The information must be sent via email to divisao.mkt@anpad.org.br

Scientific Committee of the ANPAD Marketing Division