

## **ANNOUNCEMENT OF THE WINNER OF THE RESEARCH COMPETITION ON NONPROFIT MARKETING**

The Marketing Science Institute is pleased to announce the winner and runner-up in the Research Competition on Nonprofit Marketing, co-sponsored by the Jagdish and Madhuri Sheth Foundation in collaboration with the American Marketing Association Foundation.

Marketing matters to nonprofit organizations as much as it does to for-profit organizations. Yet the issues of nonprofit marketing are notably under-researched relative to the importance of this sector to the economy. The purpose of this research competition was to redress this imbalance by encouraging research that will improve the marketing competencies of nonprofit organizations.

### **WINNING RESEARCH PROPOSAL**

Glenn B. Voss, Zannie Giraud Voss, and Wooseong Kang, "Managing Dynamic Customer-Donor Portfolios: A Lifetime Value Approach"

### **RUNNER-UP**

Robert P. Ormrod and Stephan C. Henneberg, "Measuring Market-Orientation of Political Parties"

\$7,000 has been awarded to the winning research proposal and \$3,000 to the runner-up, the funds to be used to defray research expenses.

Submissions were evaluated by an Advisory Committee chaired by George Day (The Wharton School) and Tom Kinnear (University of Michigan) and including Alan Andreasen (Georgetown University), Ken Bernhardt (Georgia State University), Cynthia Currence (American Cancer Society), Christine Donohoo (AARP), Philip Kotler (Northwestern University), Stan Madden (Baylor University), Leigh McAlister (University of Texas at Austin), Jan Pomerantz (AMA Foundation), Kash Rangan (Harvard Business School), Jagdish Sheth (Emory University), and Earl Taylor (Marketing Science Institute).

The **American Marketing Association (AMA) Foundation**, through the generosity of the Sheth Foundation, provided support for the Research Competition on Nonprofit Marketing. The AMA Foundation ([www.themarketingfoundation.org](http://www.themarketingfoundation.org)), the philanthropic arm of the AMA, is dedicated to championing and supporting excellence in marketing.

The **Marketing Science Institute (MSI)** is a not-for-profit research organization established in 1961 as a bridge between business and academia. MSI's mission is to initiate, support, and disseminate leading-edge academic studies that address pressing research issues faced by its member companies. MSI brings together senior executives with leading researchers from universities worldwide. More information about MSI is available at [www.msi.org](http://www.msi.org) or by contacting MSI's Research Director, Ross Rizley, in Cambridge, Massachusetts at (617) 491-2060 and at [Ross@msi.org](mailto:Ross@msi.org).