45ᵗᴴ MKS ISMS Publications Awards

2022 Frank M. Bass Dissertation Paper Award

- **Winner**: Ryan Dew, Asim Ansari, and Olivier Toubia (2022), "Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Branding and Logo Design," Marketing Science, 41(2), 401-425.

- **Finalists:**

    - Sebastian Gabel and Artem Timoshenko (2021), "Product Choice with Large Assortments: A Scalable Deep-Learning Model," Management Science, 68(3), 1808-1827.

    - Minkyung Kim, K. Sudhir, and Kosuke Uetake (2021), "A Structural Model of a Multitasking Salesforce: Incentives, Private Information, and Job Design," Management Science, 68(6), 4602-4630.

2022 John D. C. Little Award

- **Winner:** Tesary Lin (2022), "Valuing Intrinsic and Instrumental Preferences for Privacy," Marketing Science, 41(4), 663-681.

- **Finalists:**

    - Ron Berman and Ayelet Israeli (2022), "The Value of Descriptive Analytics: Evidence from Online Retailers," Marketing Science 41(6), 1074-1096.

    - Ryan Dew, Asim Ansari, and Olivier Toubia (2022), "Letting Logos Speak: Leveraging Multiview Representation Learning for Data-Driven Branding and Logo Design," Marketing Science, 41(2), 401-425.

    - Sherry He, Brett Hollenbeck, and Davide Proserpio (2022), "The Market for Fake Reviews," Marketing Science, 41(5), 896-921.

    - Fei Long,Kinshuk Jerath, and Miklos Sarvary (2022), "Designing an Online Retail Marketplace: Leveraging Information from Sponsored Advertising," Marketing Science, 41(1), 115-138.

2023 Don Morrison Long Term Impact Award

- **Winner:** Mingyu Joo, Kenneth C. Wilbur, Bo Cowgill, and Yi Zhu (2013), "Television Advertising and Online Search," Management Science, 60(1), 56-73.
- **Finalists:**

    - Doug J. Chung, Thomas Steenburgh, and K. Sudhir (2013), "Do Bonuses Enhance Sales Productivity? A Dynamic Structural Analysis of Bonus-Based Compensation Plans," Marketing Science, 33(2), 165-187.

    - Jura Liaukonyte, Thales Teixeira, and Kenneth C. Wilbur (2015), "Television Advertising and Online Shopping," Marketing Science, 34(3),311-330.

- Xiao Liu, Param Vir Singh, and Kannan Srinivasan (2016), "A Structured Analysis of Unstructured Big Data by Leveraging Cloud Computing," Marketing Science, 35(3), 363-388.

- Hema Yoganarasimhan (2013), "The Value of Reputation in an Online Freelance Marketplace," Marketing Science, 32(6), 860-891.