



Marketing Society Research Excellence Awards 2016 – Judging Briefing

Judges

Damien McLoughlin: Professor of Marketing, UCD Michael Smurfit Business School
- Chairperson Judging Panel

The Judging Panel is comprised of:

Pauline Murnin, Aviva
Marie Burke, Mondelez
Peter Nash, Tourism Ireland
Claire Cogan, Britvic
Noel Larkin, Novartis
Michael Dargan, AIB

Marking Scheme

METHODOLOGY	30%
RESEARCH FINDINGS	35%
BUSINESS IMPLICATIONS	35%
	100%

Judging Notes

- a. The awards and judging process are administered on behalf of The Marketing Society by Alchemy Events.
- b. Council Members of The Marketing Society are specifically excluded from the judging process of the Research Excellence Awards and as such have no input into the decision making process.
- c. Individual Council Members are not permitted to submit entries.
- d. The selection of the shortlist and winners are solely at the purview of the judges and these decisions are made at the judging meeting.
- e. In the event of a conflict of interest between judges and a submission, said judge will excuse themselves from all marking, discussion and decision making in relation to that entry.
- f. Multiple entries per category are allowed by companies.
- g. However, if a project is being entered into more than one category, each entry should be tailored to that specific category.