



Market Research Society of India

27th Annual Seminar

Delhi

February, 2018

Business Impact through Insights – *Get your skin into the game!*

Call for Synopsis

Last date of submission:

15th October 2017

Driving stakeholder value and applying insights to solve business challenges have been asked repeatedly in recent times. While this quest for insights is not new, what's new is the rapidly metamorphosing marketing environment in which the need for sharp consumer insights is becoming increasingly important. Marketers today are inundated with so much data from multiple avenues, that it's not *more information*, but *actionable insights* that add value to their decision making.

But how have market research and data analytics companies responded and adapted to this new ask? How closely have we understood the requirements of the clients? How well have we honed in on the business objectives and driven insights to provide a direction or solution?

The 27th Annual MRSI seminar is all about Business Impact through Insights - innovative methodologies, innovative solutions, innovative thinking that has led to insights transforming into business solutions.

We invite papers that are innovative, revolving around new thinking, that offer path breaking insights to our industry. But this time certainly, what the papers are expected to showcase, is the impact that the research carried out made to business and therefore the client. The canvas is vast. It could be a different technological solution, an analytical approach, an insightful framework, or just a new approach that led to crystal clear insights and well defined business recommendations.

As thought starters, we've provided a few topics below to go over.

Perhaps that amazing work that you did for your client which definitely needs to be showcased will fit into one of these?

1. Branding is Dead...Long Live the

In a world ruled by Amazon and eBay, where consumers wait for “online shopping dhamakas” and shop for discounts, how important is the role of branding? There is a school of thought that believes that brand building is a wasted effort today. But is that so? Or does it just call for a different kind of effort in the new marketing environment?

2. Being right keeps you in place. Being wrong forces you to explore

How many times have we gone up a certain path only to come across a dead end, climbed up a mountain only to slip down a few hundred steps, gone marching in triumph only to turn back in despair? But these failures are great learning opportunities for us to know what does not work and therefore to fix things and turn the right levers. We'd love to learn from your failures. So please share with us those failed experiences and the big turnaround that you achieved or did not achieve thereafter.

3. Millennials and Gen-Z

If one were to receive a dollar for every time the word “millennial” gets mentioned, one could easily have retired to the Bahamas by now, with a big, fat bank balance. But the future belongs to the millennials and the Gen-Zs and everyone's researching them, as we're sure you are too.

What makes the millennials tick, what are they looking for and how are they shaping the way the world is changing? If these are thoughts that keep you awake at night, welcome to the club. Share with us researches that you've carried out using unique methodologies to understand and target this consumer cohort.

4. But there's a silver lining to every cloud... we're referring to the "silvers", or the graying, but with money to spend

Is anybody listening to them? They are connected, have the power and the money to make significant decisions, and are looking for unique products and services to suit their life stage and lifestyle. But has anyone sought their views and tried to understand them? If you're one of the minority that has bothered to research a TG that's 45+, we want to know what you discovered and how you went about it. Remember, this TG may be old but we're looking for approaches that are new...

5. Technology...and all that jazz

The last three years were all about papers that revolved around new techniques, innovative uses of technology and non survey based approaches. Our appetite for tech in MR has still not been whetted. We're looking for more. IRT, AI, VR, System I... bring it on!

6. Jugalbandis or fusion approaches

When the old is given a chance to exist with the new, there's harmony all around. Similarly, the best "call to action" recommendations emerge when tech based approaches or oceans of data are merged with traditional analytical techniques to arrive at incisive insights that enable decision making. New to the world qualitative techniques merged with survey data or bio scientific measurement combined with survey approaches or video analytics combined with purchase data and so on... the possibilities are limitless with exciting outcomes....

7. The new frontiers

If you have something which you feel is important to share but does not fit into any of the illustrative topics listed above? Submit your synopsis under this topic for review.

Synopsis document guidelines

Dos

The synopsis document should be structured as follows

1. Background and the reason it is being submitted for the particular topic
2. Research Objectives
3. Brief description of methodology
4. Key empirical data in form of graphs, tables, arguments, exhibits
5. Conclusions vis-a-vis the objectives
6. Impact/implications for client/practitioners
7. Limitations of the approach/method/technique
8. References/bibliography

The synopsis document should not exceed 1500 words and should be formatted for standard A4 layout.

Font used should be “Calibri” size 12 and the line spacing should be 1.5

The entire document should be in upper lower case and the title should also be in upper lower case.

The document should in PDF format.

The PDF should be named as the full title of the paper.

Don'ts

1. Document should not carry the name of the authors
2. Document should not carry the name of the authors' organisation(s)
3. Document should not have any reference to branded tools/methods which can reveal the identity of the author or the organisation.

Any synopsis failing to adhere to these guidelines would be summarily disqualified.

Synopsis Submission Process

The synopsis submission for 27th seminar would be **online**.

The announcement for opening of the submission process will be made on the MRSI website. Once the announcement is made, visit www.mrsi.in and click on the link to synopsis submission for 27th Annual Seminar.

Then follow the steps given below:

1. Fill in the Paper title
2. Select the topic on which you are submitting the synopsis for
3. Provide the details of the author and co authors, indicate who is the main contact for communication (all communication would be with this individual)
4. Attach the Synopsis PDF file (File size: up to 10 Mbs)
5. Attach the PDF copy of the NOC
6. Agree to the terms and conditions
7. Enter the secure code
8. Click the submit button

An acknowledgement of your submission with the submission ID (this ID needs to be used for all further communication regarding the synopsis) would be displayed on screen and can be printed.

The author and co authors will also get an email acknowledgement along with the submission ID on their listed email ID

Selection & Award Policy

Criteria for evaluation

Synopsis

Synopses submitted will be evaluated by an independent panel of judges appointed by MRSI, representing both practitioners and users of research on the following parameters.

- Relevance of paper
- Quality of research – novelty/originality/creativity
- Robustness of design/evidence of data
- Usefulness of research to participants, MR industry & Marketing in the Indian context

Presentation

On the seminar days, the judges would use the above criteria along with the below mentioned parameters to score the presentations to arrive at the seminar awards.

- Clear, Crisp and Comprehensive communication style
- Innovative, creative presentation format

Terms and Conditions

- Decision of the selection committee would be final and the MRSI will not be liable for any inconvenience/disputes resulting from the selection committee's decision.
- The authors of selected synopses will be requested to submit a detailed research paper as well as MS PowerPoint slides to the judging panel. The full paper and the presentation would be screened once more to make the final selection. (Note: In the past, we have found significant variation between synopsis submission and final paper and hence this change has been necessitated).
- The finalists would be informed along with comments from the jury members to help them improve their presentation quality.
- MRSI reserves the rights to delete or merge sessions outlined in this document in the event of not enough quality submissions for any session.
- One author per every selected paper would be provided complimentary registration to the seminar.

Activity Schedule

Date	Activity
Sunday, 15th October 2017	Final date for receipt of synopses
Friday 3rd November 2017	Results communicated to shortlisted authors
Sunday, 3rd December 2017	Final full paper and first draft of presentation to be submitted to MRSI
Friday 15th December 2017	Finalists informed along with jury comments
Sunday 11th February 2018	Final presentation to be submitted to MRSI for further processing.

**LAST DATE OF SUBMISSION OF SYNOPSES: Sunday, 15th
October 2017**