



Market Research Society of India

28th Annual Market Research Seminar



18th & 19th March 2019, Mumbai

Synopsis document guidelines

Dos

The synopsis document should be structured as follows:

- Background and the reason it is being submitted for the particular topic
- Research Objectives
- Brief description of methodology
- Key empirical data in form of graphs, tables, arguments, exhibits
- Conclusions vis-a-vis the objectives
- Impact/implications for client/practitioners
- Limitations of the approach/method/technique
- 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 be in PDF format.

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

Don'ts

- Document should not carry the name of the authors
- Document should not carry the name of the authors' organisation(s)
- 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 28th 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.co.in** and click on the link to synopsis submission for 28th Annual Seminar.

Then follow the steps given below:

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

Timeline

Date	Activity
Sunday, 16 th December 2018	Final date for receipt of synopses
Friday 4 th January 2019	Results communicated to shortlisted authors
Saturday, 2 nd February 2019	Final full paper and first draft of presentation to be sub-mitted to MRSI
Friday 1 st March 2019	Review by seminar committee and mentoring and feedback
Saturday 9 th March 2019	Final presentation to be submitted to MRSI for further pro-cessing

**LAST DATE OF SUBMISSION OF SYNOPSES IS
SUNDAY, 16th DECEMBER 2018**

For any questions or clarifications please contact

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