



**CALL FOR PAPERS**  
**2025 Leon Hess Business School**  
**3<sup>rd</sup> Annual LHBS Societal Impact Award**  
**Submission Deadline: February 9, 2025**

presented at:  
**International Society of Marketing/MBAA International Spring Conference**  
*Meaningful Metrics for Research, Pedagogy, and Life*  
**Palmer House, Chicago IL, April 9-11, 2025**

The International Society of Marketing (ISM) is pleased to announce the **3<sup>rd</sup> Annual LHBS Societal Impact Award** sponsored by the **Leon Hess Business School (LHBS) of Monmouth University**, West Long Branch, New Jersey. This competition strives to recognize and honor outstanding research and case studies from faculty and students who have demonstrated excellence in the area of **societal impact** - how a mission and strategic plan guide actions that positively influence society at local, regional, national, or international levels (AACSB Business Accreditation Standards, 2020).

**Evaluation Process & Awards:**

Submissions received by the deadline will be evaluated through a double-blind review process conducted by the LHBS Societal Impact Award Committee and external reviewers. **Three (3)** finalists will be selected based on the ratings and comments received from reviewers. Finalists will make a 15 to 20-minute presentation of their work in the LHBS Societal Impact special session at the ISM/MBAA 2025 Spring Conference in April 2025. Selection of one (1) winner will be determined by a judging panel at the session.

The winner will receive a plaque and \$500 monetary prize from the LHBS. The winner will also receive a conference registration and 2-night conference hotel stay for the 2026 Spring Conference from the ISM. The awardee will be recognized at the ISM Spring Conference 2025 brunch meeting.

**Submission Criteria:**

1. Submission is limited to five (5) double-spaced pages, Times New Roman 12pt font (including references, tables and figures). In addition, please:
  - a. Adhere to the reference style used by the *Journal of Marketing*. Only .doc or .docx accepted.
  - b. Include a title page with the authors' names, affiliations, addresses, and e-mails. Multi-author submissions should indicate corresponding author. The preferred method of author contact will be through e-mail.
  - c. Include the title of the paper on the first page of the manuscript, followed by a 100-word abstract, single-spaced.
  - d. Avoid revealing authors' identities in the body of the paper or abstract.
2. The paper must represent original research or case study on societal impact defined as AACSB 2020 Standards.
3. Only faculty or faculty-student-collaborated papers will be considered for the award.
4. Authors may choose to publish abstracts or full-paper submissions in the Conference Proceedings.

Please note that submission indicates an intent that at least one author will register for and attend the 2025 ISM Spring Conference if selected as a finalist. All finalists should plan to attend the presentation session and the brunch meeting.

Submissions should be made at: <https://event.fourwaves.com/mbaai2025/submission>

- **Be sure to select "Leon Hess Societal Impact Award (ISM) in the first Submission dropdown menu.**
- Please do not submit the paper to other tracks at the conference.

**Questions:**

If you have any questions submission content, please contact the LHBS Societal Impact Award Committee at [societalimpactaward@monmouth.edu](mailto:societalimpactaward@monmouth.edu). Technical issues and conference questions may be directed to Suzanne Altobello, Program Chair, University of North Carolina Pembroke at [altobello@uncp.edu](mailto:altobello@uncp.edu)