

Terms of Participation

Doctoral students who have completed or will complete their degrees in 2015 are welcome to apply. The institution granting the applicant's PhD must be located in Europe, the Middle East, or Africa. The applicant's own nationality has no influence on eligibility.

Doctoral students are eligible for the EMAC McKinsey Marketing Dissertation Award – whether their dissertations have been published or not. In other words, publication is not necessary, but also does not represent a disadvantage to any entrant.

Other conditions:

Employees (as of January 31 of each award year) of the sponsoring organizations and their relatives are not eligible to participate. However, former employees are not precluded from participating.

To be eligible for consideration, all application materials must reach EMAC before or on Friday January 29, 2016 (midnight CET Time).

No individual can apply for the award more than once or submit more than one topic for consideration.

Judges decision is final, and entrants have no legal recourse.