



PRESS RELEASE

Announcing the 2023 Fox CARD-Ipsos Dissertation Proposal Award

New York, November 6, 2023 – Ipsos, one of the largest market research companies globally, is pleased to announce the second annual [CARD-Ipsos Dissertation Proposal Award](#), a competition honoring innovation and excellence in decision-making research.

Organized by the [Center for Applied Research in Decision Making](#) (CARD) at Temple University's [Fox School of Business](#) in partnership with Ipsos, this collaborative initiative serves to recognize PhD dissertation proposals that explore the complexities of decision-making and related topics through an interdisciplinary lens.

From now through November 30, 2023, the competition will accept entries from eligible doctoral students. Given the relevance of decision-making research to a broad range of industries and academic fields, proposals may be submitted from candidates in any discipline, including (but not limited to) marketing, management, information systems, psychology, economics, and neuroscience.

A panel of experts from Ipsos and CARD will evaluate these proposals on criteria including theoretical rigor, methodological innovation, and the potential impact of the findings for business and society.

In keeping with Ipsos' focus on innovative research techniques and the mission of the Center for Applied Research and Decision Making (CARD), proposals that make creative use of multiple methods (e.g., survey data, qualitative research, behavioral observations, implicit measurements, real-world data, and physiological and brain signals, such as eye tracking, facial coding, heart rate, GSR, EEG, fNIRS and fMRI) will be viewed favorably.

The winner and runner-up will be announced in spring 2024.

The CARD-Ipsos Dissertation Proposal Award is part of an extensive and ongoing partnership between Ipsos and CARD, which has furthered both CARD's boundary-pushing scholarship and Ipsos' investment in research methodologies that provide clients and partners with a total understanding of societies, markets, and people.

To learn more, visit: <https://www.fox.temple.edu/faculty-research/institutes-centers/center-applied-research-decision-making/fox-card-ipsos-dissertation-proposal-award>

For further information, please contact:

Kate Silverstein
Media Relations, U.S.
+1 (718) 755-8829
kate.silverstein@ipsos.com



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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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