2015 Marketing Science Institute/H. Paul Root Award

Ya You, Gautham G. Vadakkepatt, and Amit M. Joshi have been selected as the recipients of the 2015 MSI/H. Paul Root Award for their article "A Meta-Analysis of Electronic Word-of-Mouth Elasticity," which appeared in the March 2015 (Volume 79, Number 2) issue of *Journal of Marketing*.

The article was chosen for its significant contribution to the advancement of the practice of marketing.

Nominations for the award were solicited from members of the *Journal of Marketing* AE and Editorial Review Board. A committee overseeing the nominating and selection process includes Robert Leone (Chair), Gary Frazier, and David Stewart.

The award is presented annually at the Summer AMA Conference.

- Ya You is Assistant Professor of Marketing, School of Business, College of Charleston.
- Gautham G. Vadakkepatt is Assistant Professor of Marketing, School of Business, George Mason University.
- Amit M. Joshi is Associate Professor of Marketing, College of Business Administration, University of Central Florida.

This year’s finalists included: