Two Separate Tracks:

**Track one will include all pure research papers**

(Pure or basic research is research that increases the understanding of fundamental principles and is not intended to provide benefits to a specific organization.)

- Included in this track would be Honors Program research
- Papers developed for a class or independent study
- Papers developed joint with a professor

**Track two will include all applied research papers or projects**

(Applied research is research that is done for the benefit of a specific business or organization.)

- Organization specific business/marketing plans
- Organization specific projects

The format of the competition is as follows:

Students will submit an undergraduate research competition application with an abstract of their research by 11:59 PM Saturday, January 31, 2015 to schmidt-t@mssu.edu

Papers must be submitted by April 3, 2015 to schmidt-t@mssu.edu by 11:59 PM

All papers will be judged by members of the Plaster School of Business Research Competition panel of judges. All submitted papers that meet competition requirements will be entered into a random drawing for a $50 cash award. Judges will select up to six papers from each track to enter the final round of competition. Participants moving to second round will be notified by email Monday, April 13.

On Wednesday, April 22 at 3:30 PM final round participants will present their research to a panel of judges and members of the community. Presentations will be 15 minutes in length with a five minute question and answer period with the judges. The final round participants will be separated by track and the presentations will take place concurrently. Papers will be ranked by the score awarded by the judges the paper receiving the highest score will be determined the first place winner and receive a cash award of $500, second place will receive an award of $300 and third place a $100.

Judging Criteria and paper requirements can be found on the Plaster School of Business Web page.