

**DECISION SCIENCES INSTITUTE**

Meta-Analysis of Instructional Innovation Award Winners in Marketing

Beheruz Nariman Sethna  
The University of West Georgia  
Email: [bnsethna@westga.edu](mailto:bnsethna@westga.edu)

**ABSTRACT**

DSI, being “(a) professional organization of Academicians and Practitioners interested in the application of quantitative and behavioral methods to the problems of society” represents all business disciplines. To substantiate the claim of general appeal, this paper does a meta-analysis of Instructional Innovation Award Winners in Marketing, a discipline in the decision sciences, over the past almost two decades (which is as far as DSI’s records go). The list of Instructional Innovation Award winners since 1998 (available upon request) shows no Marketing papers. Hence, the paper that follows is blank, making it probably the shortest full paper ever published in DSI!

KEYWORDS: Instructional Innovation Award, Marketing, Shortest paper ever

***This is a Full Paper. This page is intentionally left blank.***