



## Criteria for Research and Data Fellowship

### **MRS' Articles of Association state that:**

*'Fellows shall be individuals who, in the opinion of the Main Board, deserve recognition of exceptional accomplishment and contribution to the Profession and/or the objects of the Society and/or the interests of MRS Members.'*

In addition to researchers MRS encourages participants from the data analytics and data science community to be nominated for Fellowship.

MRS uses the widest definition of activities defined as "data sciences or analytics":

- Data science – the use of scientific data methods, systems, processes to extract knowledge and insight
- Data analytics – the process of interrogating data to identify knowledge and insights.

Fellows of the Society shall be entitled to use the designation "FMRS" and retain/assume all responsibilities and entitlements of Certified Members.

The specific criteria under which will guide the MRS Fellows Board in approving submissions for Fellowship for recommendation to the MRS Main Board are as follows:

### **(A) Mandatory Criteria**

- Must be a Member at the time of nomination.
- Must be, or have been, in employment where market, social or opinion research, insight, marketing and data science or analytics plays a major part in their work for at least 10 years.
- Must be prepared to support and contribute to MRS if appointed to Fellowship and called upon to do so.

## **(B) Other Criteria**

In addition to the membership criteria, there is also a requirement to show a contribution to MRS and the sector against at least two of the following six criteria:

### **1. Developing greater understanding within research and analytics**

To have published work, given lectures, written articles and/or developed professional development materials which led to greater understanding of market, social or opinion research, insight, marketing and data science or analytics techniques, solutions or other related matters.

### **2. Meaningful voluntary contribution to MRS**

To have made a valuable contribution to MRS e.g. via committee work, holding Officer position, training and education etc.

### **3. Meaningful voluntary contribution to an association, charity or organisation which promotes development and sharing of research and analytics knowledge**

To have made a meaningful contribution to market, social or opinion research, insight, marketing and data science or analytics through involvement with other professional bodies or associations (e.g., committee work or holding Officer status), or other charities, organisations or forums where the sharing and development of market, social or opinion research, insight, marketing and data sciences or analytics knowledge and skills played a significant part.

### **4. Meaningful contribution to the development of innovative/useful data source and tools**

To have created or co-created a research tool/technique or data source that is innovative and/or useful and has contributed to the advancement of the research and analytics sector beyond pure commercial benefits. The value/utility of the source, tool or technique needs to be clearly demonstrated (e.g., personal value, societal value, etc) to meet this criterion.

### **5. Demonstrating leadership in the development, application and/or championing of research, insight and analytics**

To have taken a lead role in promoting and championing the use and value of research, insight, data or analytics in business decision-making. This might include demonstrating how insight has consistently been used to drive and support business strategy or policy development; promoting the value of research/analytics beyond the sector; being a recognised influential voice for research, insight & analytics – with examples of what this leadership and influence has done for the furthering of the research and analytics sector.

### **6. Open Criteria**

To have contributed to market, social or opinion research, insight, marketing & data science or analytics in another way (not addressed by the other criteria 1-5). If you wish to use the open criteria you should include evidence to demonstrate why this contribution merits consideration for Fellowship.

## Administration of Fellowship

- Nomination of candidates for the membership grade of Fellow must be by a current Certified Member or Fellow of MRS or other professional body within the sector. Self-nomination will not be accepted.
- The Fellows Board is allowed some discretion by the Main Board to consider exceptional candidates who, for whatever reason, may not meet the Fellowship criteria. However, Fellowships are only awarded after approval of the Fellows Board's recommendations by the MRS Main Board.
- All nominations/submissions and other processes in relation to the grade of Fellow will be handled under 'Private & Confidential' cover by the Managing Director.
- Fellowship will be awarded only once a year, with the final review process by the Fellows Board in March/April for submission to Main Board at its first meeting after the Fellows Board has met.
- Serving Main Board members are ineligible for nomination to the Fellowship grade during their term on Main Board.
- Continued Fellowship of MRS and access to Membership Services shall be conditional upon the payment of the annual subscription fee where appropriate.
- At the end of their careers, Fellows can continue to use the designation FMRS on condition of continued payment of the subscription rate for retired members.
- The first name and surname of MRS Fellows, both present and past, are listed on the MRS Website as an acknowledgement by MRS of their exceptional contribution to the profession.
- The decision of Main Board is final, and the Society will not enter into correspondence concerning its decision.