

# Criteria for Research and Data Fellowship

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

'Fellows shall be persons who have been Certified Members of the Society for not less than five consecutive years, invited to become such by the Main Board and who in the opinion of the Main Board, have professional standing and recognised accomplishment in the fields of market, social or opinion research, insight, marketing sciences or analytics.'

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".

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 have been in Certified Membership for not less than five consecutive years and must be a Certified Member at the time of nomination. (*Formerly called "Full Member"*)
- 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.
- Must have held a senior post in their career for at least 10 years.
- Must be prepared to serve MRS if appointed to Fellowship and called upon to do so.

## **(B) Other Criteria**

In addition to the mandatory criteria, there is also a requirement for conformity with at least two of the following five criteria:

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

To have published work, given lectures 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. Significant voluntary contribution to MRS**

To have made a long term (10+ years) and significant contribution to MRS e.g. via committee work, holding Officer position, training and education etc.

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

To have made a significant 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. Significant contribution to the development of innovative/useful data source and tools**

To have created or co-created a scalable innovative/useful research and/or data source and/or tool/technique which has contributed to the advancement of 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. Open Criteria**

To have contributed to market, social or opinion research, insight, marketing and data science or analytics in another way (not addressed by the other criteria 1-4). If you wish to use the open criteria you should include evidence to demonstrate why this contribution merits consideration for Fellowship.

#### **(C) Critical Contribution**

What has the nominee achieved which could be considered to have made a significant contribution to market, social or opinion research, insight, marketing and data sciences or analytics?

Critical contribution could be to business, commerce, society or people.

#### **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.
- 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 for submission to Main Board at its first meeting after the Fellows Board has met.
- Retiring Chairs of MRS are automatically awarded a Fellowship at the end of their term of office.
- Retiring Honorary Secretary Treasurers are automatically considered for Fellowship at the end of their term of office.
- 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.