Academy of Marketing Research Initiative Funding 2017

Closing date for applications is noon (GMT) on May 5th 2017.

The Academy of Marketing Research Sub-Committee invites members of the Academy of Marketing to submit research proposals for funding of up to £5,000 on any marketing topic under the 2017 Academy of Marketing Research Initiative Funding scheme. The Academy will make up to 5 awards, 2 of which will be reserved for Early Career Researchers. Research proposals can cover any aspect of research in the broad area of marketing.

All applications must meet the requirements given in this document.

It is a condition of the funding that the research be completed in time for presentation at the July 2018 Academy of Marketing Annual Conference at University of Stirling. An amount equal to the conference fee for one person from each successful application will be provided for attendance at the 2018 Academy of Marketing Annual Conference (other expenses for conference attendance will need to be met by the attendee). This amount will be in addition to the funds requested in the research proposal. Successful applicants must submit a short (maximum 4000 words) final report to the Chair of the Academy of Marketing Research Sub-Committee by Friday September 29th 2018.

Each proposal will be independently assessed by two reviewers, at least one of whom is a subject specialist. The final selection of proposals to be funded will be made by the members of the AM Research Sub-Committee. Successful applicants for the funding will be announced at the Academy of Marketing Conference in July 2017.

Applications should be sent by email to Anne Foy, Academy of Marketing Administrative Office at admin@academyofmarketing.org on or before noon (GMT) on Friday 5th May 2017.
Aims:
To further the development of marketing knowledge, develop research and research capabilities in marketing, and inform marketing practice. The proposed work should be an original project and not be a part of any ongoing research.

Eligibility:
1. All named applicants must be paid-up members of the Academy of Marketing at the time of application.
2. Academy of Marketing Research Committee members are excluded from applying for this funding and must declare an interest if they have (i) any relationship (professional or personal) with applicants or (ii) specific knowledge of an application prior to its submission.

Process:
1. Email applications by the deadline to Anne Foy, Academy of Marketing Administrative Office at admin@academyofmarketing.org The email should be headed AMRC Research Initiative Funding 2017. 
2. Proposals considered under the Early Career Researcher category can only list an ECR as PI and as co-PI. ECR is defined as someone who has been awarded their PhD not more than four years prior to the application date. If other applicants are involved in the project but are not ECRs they can only be listed in the capacity of mentor for the purpose of this application.
3. Each proposal will be independently assessed by two reviewers, at least one of whom is a subject specialist. The final selection of proposals to be funded will be made by the members of the AM Research Committee. To maintain equity of treatment there will be no feedback or discussion of proposals before their submission, although the referees may request that the authors consider changes to their proposal or seek some clarification before the final decision is made and grants are awarded.
4. Half of the award will be paid at the commencement of the project. Award recipients need to complete an AM claim form with the necessary payment details and submit this to the Treasurer. The second half of the award will be paid when the final report has been submitted and approved by the Chair of the Research Sub-Committee. The deadline for the final monetary claim is 31st December 2018. All claims must be submitted to the Academy of Marketing Treasurer. Note: It is essential that the award recipient keep all receipts related to the project, as in order for the Academy of Marketing Treasurer to release the remaining funding, they will need a completed Academy of Marketing claim form and all receipts.
5. The Principal Investigator (PI) is normally the person who takes responsibility for the intellectual leadership of the research and overall management of the project in accordance with the terms and conditions. The PI will be the point of contact for the project and they/their research organisation will be responsible for administering the funding.
6. Please also note that an amount equal to the conference fee for one person from each successful application will be provided for attendance at the 2018 Academy of Marketing Annual Conference (all other expenses for conference attendance will need to be met by the attendee). The attendee must pay the Academy of Marketing Conference fee directly to the AM2018 Conference host and reclaim the fee from the Academy by sending a claim form to the AM Treasurer with evidence of payment.
7. Details of successful applications, and the research reports, may be published on the Academy of Marketing’s website.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>5th May 2017 (noon GMT)</td>
<td>Closing date for receipt of research proposals</td>
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<tr>
<td>AM Annual Conference 2017</td>
<td>Successful proposals announced</td>
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<td>AM Annual Conference 2018</td>
<td>Papers on the completed projects presented</td>
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<tr>
<td>29th September 2018</td>
<td>Final report presented to AM Research Sub-Committee Chair</td>
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<tr>
<td>31st December 2018</td>
<td>Deadline for any monetary claim associated with the award</td>
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Responsibilities:
1. Papers will be presented at the Academy of Marketing’s 2018 annual conference. Funded projects will be given an extended deadline for paper submission to the conference.
2. Final reports summarising the project, any difficulties encountered and planned outputs are due on 29th September 2018. The final payment for the project will not be released until the final report has been approved by the Chair of the Academy of Marketing Research Sub-Committee and a claim form (with full receipts) submitted to the AM Treasurer on or before 31st December 2018.

Proposal Format:
1. Proposals should be made using the Project Proposal Form which, when completed (word-processed), should be submitted as an email attachment to admin@academyofmarketing.org
2. Applicants should adhere to the word limits set out in the proposal form of 100 words for the abstract and 1,000 words for the description of the project (not including references). CVs for each applicant are restricted to 2 sides of A4, and must be submitted as separate files.
3. The funding can be used to further research in marketing by any agreed purpose (excluding conference/workshop attendance). This could include the cost of fieldwork, data analysis, short term employment of research assistance, buying out teaching to free time for research, travel for the purpose of data collection etc.

Proposal Content:
1. Title page including:
   i. The names and affiliations of the principal applicant and any co-applicants (who must also be paid up member(s) of the Academy of Marketing)
   ii. The title of the research
   iii. Approval from Head of School/Department
2. The Proposal Abstract (Max 100 words)
3. The Proposal (Max 1,000 words plus references), including the start date and duration of the project (must be completed by July 31st 2018).

There is no standard way in which the details of the research should be presented but the proposal should address the following questions:
   i. What are the objectives of the research?
   ii. How does the proposed research relate to other research in the same field that is either current or has been completed?
   iii. What contribution will the research make to the development of academic knowledge in the subject? Why should this research be done now rather than in several years’ time?
   iv. What general or specific practical application, if any, are expected to arise from the research?
   v. What contribution, if any, will the research make to marketing education?
   vi. Will the research make any contributions to methodology?
   vii. How will the research be done? What techniques will be used? What were the reasons that led to the adoption of these methods and techniques?
   viii. How will the research be organised and phased over the duration of the award? In particular how much time will be allowed for writing up results of the research?
   ix. What will be the outputs of the research, including proposals for future research? How will the results of the research be otherwise disseminated?
4. The Budget which must give full details and justifications of how the research grant of up to £5000 will be spent.
5. Signature of the Main Applicant