Marketing Trust and the Academy of Marketing Impact Funding Initiative 2019

Generating Impact from Research in Marketing

Closing date for applications is noon (GMT) on 8 April 2019.

The Academy of Marketing is delighted to announce a joint Impact Funding Initiative with the Marketing Trust. Total Funding of up to £60K over 3 years will be provided by the Marketing Trust to advance impact from research in marketing, with awards of up to £4K available. Applications for funding will be administered by the Academy of Marketing to ensure that projects meet the Academy’s rigorous criteria for research excellence. This is an exciting initiative for the Academy that will clearly help to deliver on the requirements of its membership to demonstrate the impact of their work (2021 Research Excellence Framework). The collaboration is also beneficial for the Marketing Trust which has a remit to ‘make grants of financial assistance to charitable, volunteer, educational and other organisations for the purposes of training their staff, volunteers, young people and the general public in any or all aspects of marketing understanding and/or execution, and to appreciate the role of marketing in today’s society’.

Within the REF2021 framework, impact is broadly defined as knowledge generated by our research that contributes to influences and/or benefits society, economy, our environment or culture. As such, impact extends beyond engagement and is wide-ranging and varied. Some of the key areas of research impact include:

- Societal or social impacts;
- Economic impacts;
- Environmental impact;
- Impact on broader health and wellbeing;
- Impacts of policy (including influences and changes);
- Technological developments; and/or
- Legal impact.

The aim of these impact grants is to support AM members in developing wider impact from their research beyond academia. We welcome applications for impact projects from all areas of marketing. We expect projects to have the potential for significant impact across one or more of the key areas listed above. Impact project proposals should clearly demonstrate the excellence of the underpinning research on which the impact case is built (‘excellent’ research within the REF framework means that the quality of the research is at least equivalent to publication(s) in two-star journals and produced during the period from 1 January 2000 to 31 December 2020) (REF 2021¹). Therefore, details should be provided on the publications that are linked to research (at least one should be accepted).

¹ REF 2021 - https://www.ref.ac.uk/publications/initial-decisions-on-the-research-excellence-framework-2021-ref-201701/
The expected outcomes of these Impact Grants are to:

- To advance the wider understanding of the role of marketing in today's society and the publics' understanding of any or all aspects of marketing;
- Improve the wider impact of Academy members research;
- Disseminate Academy members marketing research to a wider audience of stakeholders;
- Raise the profile and awareness of the research being undertaken by academy members; and
- Help academics establish a track record for impact and develop materials that could support them in building Impact Case Studies for the Research Excellence Framework.

Queries may be addressed in the first instance to Anne Foy, Academy of Marketing Administrative Office at admin@academyofmarketing.org

All applications must meet the requirements given in this document.

It is a condition of the funding that a presentation detailing the impact achieved during the year and any ongoing impact efforts 2 in relation to the grant be given at the July 2020 Academy of Marketing Annual Conference. An amount equal to the conference fee for one person from each successful application will be provided for attendance at the 2020 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 final report (maximum 4000 words) to Professor Lisa O'Malley, Chair of the Academy of Marketing Research Sub-Committee by Friday September 27th 2020.

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 2019.

Key dates:

- 4 February 2019 - Full details of the funding process and how to submit a proposal will be made available on the Academy of Marketing website www.academyofmarketing.org
- 4 March 2019 – The Online Funding System will open for submissions.
- 8 April 2019 – Noon (GMT) deadline for submission of proposals via the online system.
- 3 July 2019 – Announcement of the successful applicants at the Academy of Marketing Conference dinner, being held at Regent’s University London.
- July 2020 A presentation on the activities undertaken and impact achieved to date will need to be presented at the Academy of Marketing’s 2020 annual conference, being held at Edge Hill University.
- 1 December 2020 - deadline for the final monetary claim.

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2 Impact projects are expected to be completed within the year, in terms of the funded activities undertaken, but that the impact being achieved, and measurement of this impact, may still be ongoing at the point of presentation and, in exceptional circumstances, at report submission.
Terms and Conditions

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. Submit applications by the deadline via the AM online funding system. The link will be provided on the Impact Funding webpage https://www.academyofmarketing.org/research/marketing-trust-am-impact-funding-initiative/ from 4 March
2. 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.
3. 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 Administrative Office. 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 1 December 2020. All claims are subject to approval by 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. Payments are made on a claims basis, invoices are not permitted.
4. 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. The Academy of Marketing and the Marketing Trust make no claim to intellectual assets arising from the activity they support.
5. 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 2020 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 AM2020 Conference host and reclaim the fee from the Academy by sending a claim form to the AM Treasurer with evidence of payment.

Institutional Approval

All proposals must have internal approval for their form from their own Institution prior to submission to AM, and it is the applicant’s responsibility to make sure that they leave enough time in their preparations to clear this approval prior to the submission process.
Responsibilities:

1. A presentation on the impact achieved and activities undertaken will need to be presented at the Academy of Marketing’s 2020 annual conference. Funded projects will be given an extended deadline for report submission to the conference.
2. Final Reports summarising the impact of your research generated by the grant and further impact activities planned are due on 27 September 2020. Any difficulties encountered should be outlined separately in the email accompanying the report. These reports should clearly demonstrate the impact generated from the funding through a compelling narrative that describes the impact and provides evidence to corroborate the impact discussed. All reports will be assessed on completion by the Academy and The Marketing Trust and rated on a 1 - 4 star basis and uploaded to The Marketing Trust and the Academy websites by October 2020. 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 Admin Office and approved by the AM Treasurer on or before 1 December 2020.

Proposal Submission:

1. Proposals should be made using the online funding system. A list of the questions is available in the Example Impact Proposal Form, which can be downloaded from the AM website.
2. Applicants should adhere to the word limits set out in the proposal form. CVs for each applicant are restricted to 2 sides of A4, and must be uploaded as separate PDF files.
3. The Main Applicant will be asked to confirm that they have read and agree to the Terms and Conditions, and that all named applicants have approved the submission.

The proposal should consider the following key points:

- The funding can be used for any impact activities (excluding academic conference/workshop attendance). This could include the cost of events, short term employment of research assistance, buying out teaching to free time for impact, travel for the purpose of creating impact etc.
- A problem statement is required to frame the significance of the impact – why it is important to generate impact in this area, who is likely to benefit and how the work can make a difference to individuals, society, the economy, our environment or culture;
- Explain what kind of impact will be achieved and how this impact will be evidenced and communicated. Capture the multiple and diverse pathways and mechanisms through which impact is likely to arise from the funding, and through which real benefits to the UK and wider world will be delivered, focusing on measurable changes that the activities are expected to achieve;
- Proposals should have an explicit focus on knowledge exchange - including the application of principles and practices of co-production - as opposed to just dissemination activities (e.g. company reports);
- Provide details of the underpinning research and the contribution this research makes to the development of academic knowledge in the subject;
- Provide details of any written outputs that are planned for disseminating the research findings to wider audiences beyond academia;
- Proposals should be clear about the costs and the rationale for them and should be for no more than £4,000;
- Detail how the impact efforts will be organised and phased over the duration of the award;
Data Protection

If you apply for Funding or Awards made by the Academy of Marketing, we may use your data as required to administer the Funding/Award Process. We may process personal data you submit through our Funding Management System which is supplied by the third party provider Oxford Abstracts Limited. Oxford Abstracts Limited Privacy Policy is available at https://www.oxfordabstracts.com/privacy-security/ The legal basis for this processing is our legitimate interests, namely the proper administration of our Learned Society.

The Academy of Marketing and our funding partner the Marketing Trust may publish details of successful Funding/Award Recipients, including the resulting research reports, on their website(s). However, we reserve the right not to publish a Research Report on our websites.

The Academy of Marketing is registered with the Data Protection Register. You can find the full Privacy Policy of the Academy of Marketing at https://www.academyofmarketing.org/privacy-policy/