

# AM Research Funding Initiative 2023 – Proposal Form Example Questions

**Applicants must submit their proposal via the online system** – a link for this will be provided on the Research Funding webpage of the AM website. This form lists the questions that are included in the online form. *The online system will not allow answers in excess of the indicated word limits.*

## Project Proposal Form Questions

### 1. Proposed Project Title

### 2. Early Career Researcher

Is this an application for Early Career Researcher Funding? If so, provide the date PhD was awarded to Principal Applicant. (ECR is defined as someone who has been awarded their PhD not more than four years prior to the application date.)

### 3. Main Applicant Details and Project Team Members (if applicable)

Name:

Email:

Institution:

Country:

Job Title:

Department:

Academy of Marketing Membership Number:

Role: (Principal Applicant / Co-Applicant / Mentor):

The **Principal Applicant** and any **co-applicants must all be paid up individual member(s) of the Academy of Marketing**. (ECR Mentors can be project members but for the purpose of this research funding are *not* co-applicants.)

**If the application is for ECR funding, all co-applicants must also be ECRs.** 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.

### 4. Please upload PDF CVs of the applicant(s) (maximum 2 sides of A4 for each CV).

These will not be seen by the initial reviewers but may be consulted by members of the AM Research Sub-Committee in making their final selections.

### 5. Head of School or Department Approval

The Principal Applicant will be asked to confirm that they have secured approval from their Head of School/Department and their Institutional Research Office that they support the project proposal, and agree to it being undertaken within their Department/Institution, should funding be granted.

All proposals must have internal approval for their proposal 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. Successful applicants will be sent a document outlining the funding process which must be signed off by their HOD and Research Office and returned to AM, prior to funding being released.

**Please see the Research Funding Information Document for further guidance**

**Please note, proposals are double blind reviewed. Applicants must not include identifying information in the following part of the form**

## **6. Abstract (Max 200 words)**

Please provide a brief abstract. This will form the text used to introduce the project on the website if the project is selected for funding.

## **7. Detailed Description of the Project**

1. **The aims, objectives and rationale of the project** (Max 250 words).
2. **The location of the work in terms of relevant literature and underpinning theories** (Max 500 words). How does the proposed research relate to other research in the same field that is either current or has been completed?
3. **Methodology** (Max 300 words) 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?

## **8. Impact and Outputs of the project**

1. **The proposal implementation plan.** How will the research be organised and phased over the duration of the award? (Max 200 words) Applicants will also be asked to upload a **Gantt chart** – applicants should create a jpeg image of the chart to paste into the form.
2. **How the project will contribute to advancing theory, methodology and/ or practice** (Max 500 words). 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? What general or specific practical application, if any, are expected to arise from the research? What contribution, if any, will the research make to marketing education? Will the research make any contributions to methodology?
3. **The expected outputs of the project (e.g conference presentations, journal articles, other forms of dissemination).** (Max 300 words) 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 impact potential of the project** (Max 250 words) What is the impact potential of this project?

## **10. Budget** (please do not include any identifying information)

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, travel for the purpose of data collection etc. Proposals should be clear about the costs (if estimates then how were they arrived at) and **should not exceed Total £5,000**. The proposed costs need to be justified. A Research Costs Guidelines document is available from the AM website:

<https://academyofmarketing.org/research-funding/>

Please provide an itemised list of the funding requested.

## **11. Please provide any additional information relevant to the proposal (max. 100 words)**

(please do not include any identifying information) e.g. would the host institution be contributing in any way (time, money etc.)

## **12. Confirmation**

The Principal 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.