

AMRC Research Funding - Eligible and Non-Eligible Costs (March 2026)

Academy of Marketing Research funding may be sought to cover the direct expenses incurred in planning, undertaking and developing marketing-focused research. **Eligible costs include** (but are not limited to):

- Initial project planning and development costs (including the cost of travel for discussion and/or developmental workshops with potential partners)
- Costs relating to travel and subsistence for principal researchers; including travel to disseminate results of the research (knowledge exchange and public engagement, *not* academic conferences)
- Research assistance costs (see later for ineligible costs) and travel and subsistence of research assistance in gathering and disseminating data. You will need to justify why you are considering a research assistant. You should also explain why they are pertinent to the project, how they will be recruited, what specific role they will play and what co-author arrangements you intend to put in place.
- Specialist software including licenses that extend beyond the duration of the research project where not avoidable
- Consumables directly related to the research project (such as datasets, microfilms etc.)
- Data collection costs (including informant recruitment costs (see later for maximum costs accepted), survey administration costs, experimentation costs etc.)
- In exceptional circumstances we will consider a proportion of the funding to replacement teaching costs if the case for this is clear and compelling.

With regret, the Academy is not able to consider all costs. Specifically, **the following items are not currently eligible for funding** (it should be noted that applicants with registered special needs may consult the Research Committee Chair regarding possible exceptions):

- Any institutional overheads (or any element that should be ascribed to institutional overheads);
- Any computer hardware including telephones, digital cameras laptops, notebooks, etc.;
- Books or bound materials and other permanent resources;
- Costs attributed to proof-reading, indexing, the preparation of any camera-ready copy, copy-editing, nor any other editorial tasks;
- Costs that are subventions for direct production costs (these include printing, binding, distribution etc.). This includes costs attributable of publication in electronic media;
- Any payments whatsoever to the principal researcher(s) in lieu of salary,;
- Travel and subsistence expenses for purposes such as lecture tours or to write up the results of research;
- Academic conference fees, travel and subsistence.

(Note, the registration fee for one person to attend the Academy of Marketing Conference to present the initial output of the project is provided as per the Funding Documentation. This amount should *not* be included in the project budget).

Suggested Costing Guidelines

When calculating research project costing, the following are suggested as guidelines at 9 March 2026. Costs that exceed these guidelines need to be carefully itemized and justified in the application.

Purpose	Location	Duration	Maximum reimbursement (£)
Hotel Accommodation	London	Overnight stay	175
Hotel Accommodation	UK outside London	Overnight stay	125
Hotel Accommodation	Overseas	Overnight stay	175
Day rate subsistence	All Locations	> 5 hours < 9 hours	15
Day rate subsistence	All Locations	> 9 hours	25
Day rate subsistence	All Locations	Evening meal only	40
Day rate subsistence	All Locations	Full day rate including evening meal	65
Purpose	Vehicle Type	Duration	Maximum reimbursement (£)
Mileage	Car	First 10,000 miles in any year	0.45 (per mile)
Mileage	Car	Mileage over 10,000 miles in any year	0.25 (per mile)

Please note that successful applicants will be required to provide receipts or documentary evidence of expenditure with their claims for funding.