

## **Academy of Marketing Early Career Researcher (ECR) Capacity Building Workshop 2025**

Closing date for applications is noon (GMT) on **12<sup>th</sup> May 2025**.

The **Academy of Marketing Research Committee** in collaboration with the **Marketing Trust** will support research capacity development within the Academy through the 2025 Academy of Marketing / Marketing Trust ECR Workshop scheme. The Committee invites members of the Academy of Marketing to submit proposals for funding of up to **£4,200 per workshop** for capacity building events aimed at the broader ECR community. The Academy will make up to **3 awards** for workshops in 2025, with the potential for more in 2026. Proposals can cover any aspect that aids with of ECR capacity building (e.g. career development, publishing, methodologies, grant writing etc.) in the broad area of marketing. This does not preclude workshops that seek to foster inclusivity between ECR's, mid-career and senior academics.

Examples of workshops might include, but is not limited to:

- Demystifying the Research Excellence Framework – What is it and what I need to do?
- Applying for Funding – Opportunities, Applications and Approaches
- Alternative Research Representations in Marketing
- Designing Research for Social Impact
- Artificial Intelligence and Pedagogy

Workshops should be aimed at inclusivity, and participant attendance should be made available across the AM ECR membership. Applications aimed at serving only a single institution's ECR community will not be considered.

All applications must meet the requirements detailed in this document.

It is a condition of the funding that the workshops must be completed in the 2025 calendar year.

Each proposal will be independently assessed by two reviewers. The final selection of proposals to be funded will be made by the members of the AM ECR Sub-Committee. Successful applicants for the funding will be announced within 3 weeks of the closing date.

### **Key dates:**

- **March 2025** - Full details of the funding process and how to submit a proposal will be made available on the Academy of Marketing website <https://academyofmarketing.org/workshops/>
- **12 May 2025** – Noon (GMT) deadline for submission of Proposal Forms by email to [admin@academyofmarketing.org](mailto:admin@academyofmarketing.org)
- **15<sup>th</sup> January 2026** – Deadline for returning a report on the success of the event.
- **1 January 2026** – deadline for the final monetary claim.

## Academy of Marketing ECR Capacity Building Workshops 2025

### Terms and Conditions

#### Eligibility:

1. Lead Applicants (proposed Workshop Lead) must be paid-up members of the Academy of Marketing at the time of application.
2. The programme of events must be supportive of ECR scholars. ECR is defined as someone who has typically been awarded their PhD within five years prior to the application date, but allows flexibility for those who have had career breaks.
3. The applicants must be employed by the research organisation/s which will administer the funding process. All proposals must have internal approval from their research organisation prior to submission.
4. Funding academic time is not an allowable cost, although funding administrative support for the event is allowable.

#### Process:

1. Submit completed proposal forms, and the CV of the Lead Applicant, by the deadline of Noon (GMT) on 12 May 2025 to [admin@academyofmarketing.org](mailto:admin@academyofmarketing.org)
2. Each proposal will be independently assessed by two reviewers from AM ECR sub-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. Funding recipients, along with their Head of Department, will be asked to sign a Funding Letter which lays out the full details of the funding process, prior to funding being released.
4. The completed signed copy of the Funding Letter, along with a completed AM Claim Form for the first half of the funding, must be returned to the AM Admin Office by 31 October 2025, or the funding offer may be withdrawn. All claims are subject to approval by the AM Treasurer.
5. The Workshop Lead (WL) is normally the person who takes responsibility for the intellectual leadership of the workshop and overall management of the workshop in accordance with the terms and conditions. The WL will be the point of contact for the workshop and they/their research organisation will be responsible for administering the funding.
6. The WL is responsible for ensuring that the workshop adheres to the requirements of their research organisation.
7. The WL agrees to comply with any additional conditions of the funding communicated in the proposal feedback, or acceptance email.
8. The Academy of Marketing makes no claim to intellectual assets arising from the activity they support.
9. Any outcomes from the workshop should clearly acknowledge the support of the Academy of Marketing **and** the Marketing Trust.
10. Half of the award will be paid at the commencement of the project. Funding recipients need to complete an AM claim form with the necessary payment details and submit this to the Administrative Office by 31 October 2025.
11. The second half of the funding will be paid when the final report has been submitted and approved by the Chair of the Research Sub-Committee. Final reports summarising the project and planned outputs are due on 15 January 2026. Any difficulties encountered should be outlined separately in the email accompanying the report. A Final Report Template will be provided.
12. The Academy of Marketing and the Marketing Trust may publish details of successful Funding applications, including the resulting Reports, on their websites. However, we reserve the right not to publish a Report.
13. The deadline for the final monetary claim is 1st January 2026. 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.

### Institutional Approval

***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 returned to AM, prior to funding being released.***

### Responsibilities:

1. Final reports summarising the project and planned outputs are due on 15 January 2026. Any difficulties encountered should be outlined separately in the email accompanying the report. A Final Report Template will be provided. 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 January 2026.

### Proposal Submission:

1. Proposals should be made using the Proposal Form which can be downloaded from the AM website.
2. Applicants should adhere to the word limits set out in the proposal form. The CV for the Lead Applicant is restricted to 2 sides of A4, and must be submitted as separate PDF files.
3. The Lead 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.

### 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. The legal basis for this processing is our legitimate interests, namely the proper administration of our Learned Society.

The Academy of Marketing and the Marketing Trust may publish details of successful Funding 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/> You can find the full Privacy Policy of the Marketing Trust at <https://www.marketingtrust.org> and click on Privacy Policy at the bottom of the Home Page