

Research Grant Initiative 2026

Closing date for applications is noon (GMT) on **16 March 2026**.

The **Academy of Marketing Research Committee** in collaboration with the **Marketing Trust** will support research capacity development within the Academy through the 2026 Academy of Marketing / Marketing Trust Research Grant Funding scheme. The Committee invites members of the Academy of Marketing to submit research proposals for funding of up to £5,000 on any marketing topic. The Academy will make up to 5 awards, 1 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 detailed in this document.

It is a condition of the funding that the research be completed in time for presentation at the July 2027 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 2027 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 8th October 2027.

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 via email and at the Academy of Marketing Conference in Manchester in July 2026.

Key dates:

- **December 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/research-funding/>
- **16 March 2026** – Noon (GMT) deadline for submission of proposal forms via online form - the link to the form will be available from <https://academyofmarketing.org/research-funding/>
- **1 May 2026** – Applicants will be emailed regarding the outcome of their application
- **9 July 2026** – Formal announcement of the successful proposals at the Academy of Marketing AGM, being held at University of Manchester.
- **31 October 2026** – Deadline for return of the signed Funding Award Letter and first Claim.
- **July 2027** - A presentation on the activities undertaken and impact achieved to date will need to be presented at the Academy of Marketing's 2026 annual conference.
- **12 October 2027** – deadline for final report.
- **1 December 2027** – deadline for the final monetary claim.

Aims: The proposed work should be an original project and not be a part of any ongoing research. It should aim to contribute to theory and/or practice in marketing.

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.
3. Applicants may not reapply within 3 years of a successful award.
4. The proposed work should be an original project and not be a part of any ongoing research.
5. The Principal Investigator (PI) must be employed by the research organisation which will administer the funding process. All proposals must have internal approval from their research organisation prior to submission.
6. The PI will be the point of contact for the project and they/their research organisation will be responsible for administering the funding.
7. Grants will be administered by a single research organisation.

Process:

1. Submit completed proposal forms by the deadline via the online submission system – link will be available at <https://academyofmarketing.org/research-funding/>
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 typically been awarded their PhD within five years prior to the application date, but allows flexibility for those who have had career breaks. 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. Funding recipients, along with their Head of Department and a Research Officer from their Institution, will be asked to sign a Funding Award Letter which lays out the full details of the funding process, prior to funding being released.
5. The completed signed copy of the Funding Award 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 2026, or the award offer may be withdrawn. All claims are subject to approval by the AM Treasurer.
6. 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 solely responsible for administering the funding.
7. The PI is responsible for ensuring that the project adheres to the requirements of their research organisation.
8. The PI agrees to comply with any additional conditions of the funding communicated in the proposal feedback, or acceptance email.
9. The Academy of Marketing makes no claim to intellectual assets arising from the activity they support.
10. Any outcomes from the funded project should clearly acknowledge the support of the Academy of Marketing **and** the Marketing Trust. Suggested wording:
“This work was supported by the Academy of Marketing and Marketing Trust [grant number xxxx]”
11. 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 by 31 October 2026.
12. 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. Final reports summarising the project and planned outputs are due on 12 October 2027. Any difficulties encountered should be outlined separately in the email accompanying the report. A Final Report Template will be provided.

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13. The Academy of Marketing and the Marketing Trust may publish details of successful Funding/Award applications, including the resulting Research Reports, on their websites. However, we reserve the right not to publish a Research Report
14. The deadline for the final monetary claim is 1 December 2027. 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.*
15. 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 2027 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 AM2027 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 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.

Responsibilities:

16. Papers will be presented at the Academy of Marketing's 2027 annual conference. Funding recipients should submit a short paper (500 words plus refs) into the AM Funded Research Track by the deadline for submissions to the Conference, normally in the January prior to the event.
17. Final reports summarising the project and planned outputs are due on 12 October 2027. 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 December 2027.
18. The deadline for the final monetary claim is 1st December 2027. Final claims must be made by this deadline or funds will not be released. If there are exceptional reasons that require changes to the proposed project, or will prevent submission of the final report or financial claim by their due date, a written request may be made via the AM Admin Office for approval of changes or an extension. Requests for changes to the project must be submitted before any changes are made, and extension requests must be submitted before the final project report deadline. Project changes and extensions are permitted at the discretion of the Academy of Marketing Research Sub-Committee.

Proposal Submission:

1. Proposals should be made using the online Proposal Form.
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 submitted 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.
4. The funding can be used to further research in marketing for 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. For more details please see the AMRC Research Cost Guidelines document which can be downloaded from <https://academyofmarketing.org/research-funding/>

Use of AI in Submissions to the Academy of Marketing

The Academy of Marketing acknowledges that the ethical and responsible use of AI can be a useful tool to aid in refining and presenting research, for example, helping with classification or coding, or grammar and spelling – using AI to assist the researcher.

Generative AI (GenAI) tools, such as ChatGPT and Copilot, can be used to assist researchers in such ways. However, the use of GenAI tools also may extend to the creation of content.

The Academy of Marketing does not permit the use of AI when it replaces the role of the researcher.

Any use of Generative AI must be declared within the submission, and such use must be justified and adhere to the highest ethical standards⁽¹⁾. In all cases, authors are entirely responsible for the content of their submissions.

The Academy reserves the right to use software and other tools to identify inappropriate use of AI and may reject material which does not comply with this policy.

(1) Researchers should ensure that they comply with their Institutional Guidelines, and relevant guidance may also be found at <https://www.ukri.org/publications/generative-artificial-intelligence-in-application-and-assessment-policy/> and https://research-and-innovation.ec.europa.eu/news/all-research-and-innovation-news/guidelines-responsible-use-generative-ai-research-developed-european-research-area-forum-2024-03-20_en

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://oxfordabstracts.com/privacy-policy/> 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/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://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