

Professor Michael J. Baker Doctoral Thesis Awards

Announcement of the 2026 awards process

These awards reward and acknowledge excellence in Marketing doctoral theses. Sponsored by the Academy of Marketing these awards honour the memory and achievements of the Academy's first President, Professor Michael J. Baker.

Professor Baker was particularly concerned with the conceptual development of marketing theory. He was a strong advocate for critical engagement with societal issues and challenges. Academic marketing's influence on marketing practice was a key driving force throughout his career. He encouraged marketing academics to '*eschew the bland formulaic contributions which can't be faulted technically but seldom attract any strong feelings either positive or negative*' (Baker, 1995: 633)¹. We invite contributions from doctoral candidates whose marketing research focuses on fundamental problems and concerns within our society, and whose theses offer robust, insightful and/or innovative contributions with significant implications for marketing practice.

Eligibility

Doctoral students who have been awarded² their thesis between the dates 01 January 2024 and 31 December 2025 are eligible to apply. (An applicant can only apply for this award once). The applicant and/or their supervisor must be a member of the Academy of Marketing at the time of submitting the application.

Key Criteria

Each submission must address five fundamental issues. Please explain:

- i) Potential theoretical contribution to the field of marketing
- ii) Potential contribution to society
- iii) Potential contribution to the practice of marketing
- iv) Methodological rigour
- v) Clarity of expression / cogency

The awards will be judged by a committee appointed by the Chair of AMRC. The award committee's decision is final and there will be no recourse to appeal. Please note that entries must comply with the AM Policy on use of AI, available at the Academy of Marketing's website.

Process for Making the Awards

The top three applicants will be invited to present their work at a Special Session of the Annual Conference. Final decisions on the order of the winners will be made following the presentations and announced at the Gala Dinner on Wednesday 8 July 2026. The prize for all three finalists includes the conference fee to attend the annual conference, attendance at the Gala Dinner, and a bursary to a maximum value of £300 to cover accommodation for two nights and travel. Any additional costs incurred are the responsibility of the recipient(s).

How to Apply

Please submit a single-spaced document of 20 pages (maximum) text in 12pt Times New Roman that includes:

- i) An Abstract of 200 words
- ii) An overview of your thesis that addresses all five criteria above
- iii) Where relevant, a table that includes all publications from your thesis including conference papers

All submissions should be in *Journal of Marketing Management* style. References are not counted in the 20 page limit but should be included as an Appendix.

The deadline for submission is 5pm GMT 02 March 2026.

The submission form can be downloaded from the Academy of Marketing website at <https://academyofmarketing.org/michael-j-baker-doctoral-thesis-awards/>

The submission form (and any queries) should be sent to: admin@academyofmarketing.org

¹ Baker, M.J. (1995). A comment on: The commodification of marketing knowledge. *Journal of Marketing Management*, 11(7), 629-634. <https://doi.org/10.1080/0267257X.1995.9964374>

² A student may not yet have graduated but the thesis has formally been passed by the University.