



AMS – SIM Research Grants Call for projects

In order to encourage international research collaborations, the Italian Academy of Marketing (Società Italiana di Marketing, SIM) and the Academy of Marketing Science (AMS) invite their members to develop joint common research proposals aimed at furthering the advancement of marketing science.

The aim of this call for research proposals is to support especially research collaborations between at least one SIM member and one AMS member. As an initial report of progress, the collaborators would present a communication at the 2021 AMS Annual Conference in New York City. The presentations are aimed at providing constructive feedback from a diverse and experienced audience helpful in better positioning the research for maximum impact. As the final objective is to encourage common publication in international ranked marketing journals, any topic that is appropriate for potential publication in such journals is eligible.

The call is directed towards AMS members as well as SIM members and is open to junior as well as to more senior researchers. Researchers at any rank are invited to submit a proposal.

The projects will be collected by a SIM Committee and proposed to the AMS, which will evaluate them and associate AMS members to them.

Some topics could be, but not limited to:

- retailing and shopping behavior;
- branding;
- luxury marketing;
- consumer behavior;
- sustainability;
- international marketing and cross-cultural studies;
- digital marketing and new technologies;
- social and political marketing.

The criteria with which the projects will be evaluated are:

- originality;
- applicability;
- contribution to develop the existing knowledge;
- (preferred) groups' variety in terms of researchers' rank and affiliation (university)

At least one SIM member per group that will be chosen, will have to join the AMS conference in Coral Gables to be introduced to the AMS partners.

While SIM members can submit as many joint proposals as desired, no author can receive funding for more than one proposal.

Authors must acknowledge that the project was encouraged by the AMS-SIM Call for Common Research Proposals in all communications and publications resulting from the project. They also should publicize this AMS-SIM collaboration on their campuses, in their communities, etc., attaining as much publicity as possible. For example, any refereed journal publication resulting from the research project should explicitly acknowledge the support of the AMS-SIM Joint Research Initiative.



Requirements for Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE WRITTEN IN ENGLISH AND SENT ELECTRONICALLY in MS Word format to info@simktg.it

Submissions must include the following:

- A cover email, a completed application form, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors, etc. Please designate the contact person. Submitters will of course receive an email acknowledgement;
- The body of the proposal, which should be no more than 3 pages (double-spaced, 12-point font) excluding tables, figures, and references, shall include:
 - A statement of the proposed, substantive contribution and importance of the proposed research, and ending with relevant research questions, propositions, proposed theory or critical hypotheses.
 - A summary literature review sufficient to demonstrate the integration of the research into the extant marketing research base or a written argument demonstrating the innovative nature of the research precluding such integration.
 - A methods section that succinctly outlines the possible research design, including the relevant population and nature of the sample (respondents or subjects, if any) and procedure.
 - A tentative conclusion, including expected results, potential implications, and a discussion of the potential for impact from the research.
- Proposal Format Requirements :
 - 3-page limit, excluding references, figures, tables;
 - Contents must be double spaced;
 - 12 point Times New Roman font (or equivalent);
 - One inch margins on all four sides;
 - Title of proposal at the top of page one;
 - Page numbers;
 - An appendix that includes references, tables and figures (if relevant), a timetable for completion of the research, and a resume/curriculum vitae for each co-author.

Proposals must be received no later than Friday, **January 17, 2020**. Submissions will be acknowledged via email. Co-authors will be notified by February 2020.