



## **AMS – SIM Climber Community Research Grants Call for projects**

AMS and SIM seek to encourage international research collaborations among young researcher. The Consulta Junior of the Italian Academy of Marketing (Società Italiana di Marketing, SIM) with the Academy of Marketing Science (AMS) invite their junior members (PhD, Post-doc researchers and Research Fellow) to develop research proposals aimed at furthering the advancement of marketing science.

The aim of this call for research proposals is to support junior scholars and research collaborations between at least one SIM member and one AMS member. 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 SIM junior members and is open to junior researchers. Proposal must be sent either by single authors (Junior members) or by a team composed by at least one junior member (principal investigator and first author of the paper).

Proposals must be written in English and sent electronically in MS Word format to be received no later than May 31, 2024. Author(s) will have to make a short pitch during the Junior Faculty Climber Community Meeting in Rimini (June 6, 2024). The projects will be evaluated by a SIM Committee. Winners will be announced the same day in Rimini. The chosen research project will be proposed to the AMS, which will associate AMS members to the SIM author(s), with the aim to further develop the research and to submit it at the 2024 AMS conference. Overall, the chosen project will receive a grant of 2,000 \$ within the AMS-SIM collaboration agreement.

Some topics could be, but not limited to:

- retailing and shopping behavior;
- branding;
- luxury marketing;
- consumer behavior – emotions;
- sustainability;
- cross-cultural studies;
- digital marketing and new technologies.

The criteria with which the projects will be evaluated are:

- originality;
- applicability;
- contribution to develop the existing knowledge;

While SIM junior 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 collaboration 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](mailto: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. Along with the university affiliation, clearly state membership for each individual in either SIM and/or AMS. 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.