



To encourage international research collaborations, AEMARK and AFM have decided to fund research grants to help their members present joint common investigations in the partner association's annual conferences.

The aim of these research grants is to support research collaborations between at least one AEMARK member and one AFM member. The collaborators will present a communication at the AEMARK and/or AFM Annual Conference. 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 internationally ranked marketing journals, any topic that is appropriate for potential publication in such journals is eligible.

AEMARK will fund two research grants of €500 (a maximum of one per AFM member and paper) to help AFM members attend the AEMARK Annual Conference and present a communication resulting from their AEMARK-AFM joint investigation. At the same time, AFM will fund two research grants of €500 (a maximum of one per AEMARK member and paper) to help AEMARK members attend the AFM Annual Conference and present a communication resulting from their AEMARK-AFM joint investigation. The grants are intended to fund the expenses of the researcher's trip to the Annual Conference venue, including supplementing the required conference registration, and he/she must register in and attend the conference.

The call is directed towards AEMARK members and AFM members and is open to junior as well as to more senior researchers. Researchers who wish to obtain this grant must submit a proposal describing their work in progress or paper before a deadline (see Appendix 1) and indicate which conference(s) they wish to attend.

A joint Scientific Committee consisting of 4 members, 2 from AEMARK and 2 from AFM will review all proposals. Prospective members of the committee include the president and the international relations representative from AEMARK, and the vice-president for international relations and the ambassador for Spain from AFM. When a member of this joint committee co-authors a proposal, the association he/she represents will appoint another of its members as replacement. The procedure for awarding grants will be based on the quality of the work presented, taking into account its originality and contribution to the marketing area.

The supported proposals will be announced to the memberships through AEMARK as well as AFM Newsletters. Also, winners will be announced at the next AFM Congress and AEMARK Annual Conference in which their paper will be accepted for presentation and included in the program by the local organizers. Authors would have to acknowledge that the research was funded by the AEMARK-AFM Collaboration Agreement in all publications resulting from the research.

This collaboration will be effective as of the date of its signature and will tacitly be extended, unless one of the parties, at any time, expresses its willingness to modify it or terminate it by sending the other a registered letter with acknowledgment of receipt.

This agreement is made on 24<sup>th</sup> of April 2023,


## Appendix 1. Requirements for Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE WRITTEN IN ENGLISH AND SENT ELECTRONICALLY in MS Word format to Martina Gallarza ([martina.gallarza@uv.es](mailto:martina.gallarza@uv.es)), Alain Decrop ([alain.decrop@unamur.be](mailto:alain.decrop@unamur.be)), Concepción Varela ([conchi.varela@usc.es](mailto:conchi.varela@usc.es)) and Natalia Rubio ([natalia.rubio@uam.es](mailto:natalia.rubio@uam.es)).

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 two potential beneficiaries of the grants (one AEMARK member and one AFM member) and provide phone and fax numbers for each of these two persons as well. Submitters will of course receive an email acknowledgement;
- The body of the proposal, which should be no more than 5 pages for work-in-progress and 15 pages for papers including tables, figures, and references, shall contain:
  - 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:
  - 5-page limit for work-in-progress and 15-page limit for papers, including references, figures, tables;
  - Contents must be single 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;
  - A resume/curriculum vitae for each co-author.

Proposals must be received no later than May 15th. Submissions will be acknowledged via email. Co-authors will be notified in maximum four weeks after that date.