

AMS Board of Governors (BOG)

***Building the Bridge* Research Grant Proposal**

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Call for Proposals

In recognition of 50 years of service by Harold W. Berkman, the late Executive Vice-President and Director, (see [Babin and Krey 2022](#)), the Academy of Marketing Science (AMS's) will proudly award up to \$15,000 in research grants to support AMS's commitment to *practically* relevant research. Proposals will be submitted and winning proposals must show an obviously relevant and important practical problem faced by marketing practitioners that can be addressed by a research project in a timely fashion. To be clear, positive academic efforts with no clear aim at improving organizations' marketing performance and/or without any practitioner involvement will not be funded. One goal of this initiative is to involve marketing scholars with marketing practitioners in a collaborative effort to resolve important practical marketing challenges and subsequently improve marketing performance.

Proposal Description

A proposal packet should be prepared as a MS Word document using 12-point Calibri or Times New Roman font. The packet should consist of the following:

1. A cover page with Title of the Proposal and primary investigator (PI) contact information
2. A 900-word (maximum – strictly enforced) of the practically relevant research question(s) and proposed research project description
 - Industry-relevant descriptions are encouraged
 - A clearly convincing argument as to the practical relevance and practical importance of the research question
 - Examples of companies, organizations, and/or industries that would benefit from answers to the research questions are encouraged
3. A budget indicating the total amount of funding requested (maximum of \$15K) and how those funds will be used
 - The efficient use of funds is highly encouraged
 - Amounts may be allocated to overhead. Keep in mind that high overhead is a factor that could be considered in the funding decision.
4. A timeline for completion of the project that includes points involving significant use of funds and marking milestones in the research project
5. Bios for the PI and any co-investigators (co-investigators actively engaged in marketing as a practitioner are encouraged)
6. Appendices for references or supplementary information

Review

A review committee selected by the BOG will oversee the award process. The Building the Bridge Research Grant Review Committee will consist of at least three BOG members, three AMS Distinguished Fellows, one former *AMSR* or *JAMS* editor, and the VP of Publication. Members of the BOG and all serving on the committee are ineligible to receive the grant.

Finalists for grant awards will be selected from the proposals and invited to participate in a special session at the Academy of Marketing Science® Annual Conference. Following the session, final award decisions will be made. Up to 3 projects could receive some funding. Funding may be partial.

- Deadline for submission: December 31, 2023.
- Submit by email to: bbabin@bus.olemiss.edu with ams-web@outlook.com in cc.
- Funds will be disbursed in the name of the PI to the affiliated Institution (i.e., University or School) at points consistent with an invoice schedule noted in the timeline. The first possible invoice date is within 60 days of notification of an award.
- Support from the funds should be prominently acknowledged in all public dissemination of the research.

Approved by Board in 2019 and revised in 2023

Terms and Conditions

1. The source of funding is the Academy of Marketing Science Foundation® (AMS). AMS is a not-for-profit entity registered with the U.S. Department of Treasury.
2. Grant recipients agree to abide by the guidelines stated in the CFP and any research conducted should strictly abide by the AMS Code of Ethics (<https://www.ams-web.org/page/CodeOfEthics>).
 - a. The recipients must follow appropriate protocols for institutional approval for research. Proof of institutional approval (IRB or Human Subjects Committee, where appropriate) is required.
 - b. The recipient is solely responsible for any legal implications which may follow from the research.
 - c. The Principal Investigator (PI) must be clearly acknowledged.
 - d. The PI presumes responsibility for the conduct of all coinvestigators (or coauthors).
 - e. The authors must acknowledge fully the team of investigators involved in the research. Failure to do so may result in the forfeiture of any award.
3. Grant recipients are solely responsible for any overhead or tax liabilities that may result as a consequence of accepting funds.
4. Recipients must agree to a timely audit of the use of funds upon request of AMS.
5. A progress report will be due set to coincide with the timing of each AMS Annual Conference or at the deadline for project completion set in the timeline included in the submission packet. The progress report shall be presented to the AMS VP of Publication and Chair of the Board of Governors. A completed manuscript suitable for submission to a major academic journal qualifies as a suitable report of the research progress or culmination. The report should document in detail the use of any funds.
6. Unused funds shall be returned promptly to AMS at the end of the research period specified in the timeline included in the submission packet.
7. The PI may request to cancel the project by submitting written notice to the AMS Board of Governors and returning funds to AMS.
8. Any change or modification to the grant terms and conditions requires a written statement signed by both the PI and the AMS Chair of the Board of Governors or AMS Executive Director or AMS Deputy Director.
9. The PI must make prominent notice of the funding from the AMS Building the Bridge Grant Program in any public dissemination of research resulting from the project described or that otherwise involves Grant funding. Otherwise, the PI risks the forfeiture of funds received.
10. Funding will not be made to individuals but rather to an account at the PI's institution as so designated by the PI.