

AMI-ANZMAC APPLIED RESEARCH GRANTS 2024 COMPETITION INSTRUCTIONS

Eligibility

The focus for this grant competition is on research with strong industry application. Practitioners should be interested to know the results (i.e., this grant competition is not intended for academic audience only research). The chief investigator (lead author) on the project must be a full-time academic at an Australian or New Zealand University. Additional academics from anywhere else may participate as co-investigators. An industry practitioner on the research team as a co-investigator is not required, though this would be viewed as a positive. This grant competition is aimed at academic research and is not meant to subsidise commercial research projects. Eligible expenses include legitimate academic research expenses such as for research assistance or data collection but would not include salary supplementation or buy-out of teaching.

Submission

Research proposals for the AMI-ANZMAC Academic Grant competition should follow this format.

- **Title:** Title of Research
- **Researchers:** Name, affiliation and contact information for all researchers
- **Statement of Intended Contribution:** This section should include a clear, concise statement of how the proposed research would provide a novel and interesting contribution and what *marketing managers* might do differently as a result of the research findings.
- **Fit with AMI's Research Priorities** (if applicable): We especially encourage research proposals that fit with AMI's current Research priorities, but are also open to additional research topics that significantly advance marketing knowledge and practice. See elsewhere on the application webpage for the AMI ANZMAC Research Priorities document.
- **Motivation and Research Question(s):** This section should include a statement of the specific research question(s) that will be addressed, why they are important and interesting to marketing professionals, and what the researchers expect to learn from answering these questions.
- **Brief Description of the Research Design and Methodology:** This section should include study design, data sources/collection procedures, experiments to be run (if applicable), and any other relevant details. Include brief justifications and address potential validity concerns such as external validity.
- **Overall Funding and Support Needs:** This section should include a brief description and justification of the budget for the project including specific budget items and amounts (typically between \$3000 and \$10,000). Specify co-contributions (e.g., from your research funds or from your university).
- **Timeline (estimates):** Start date, funds expenditure dates, working paper and AMI webinar date.
- **Vita(e) of each of the researchers.**

Proposals should not exceed 1500 words excluding vita(e) and title page (Title and Researchers) and Reference section.

Proposals should be emailed in pdf format **by 30th June 2024**, to: amianzmacgrant@ami.org.au.

Proposal evaluation

Proposals are welcome to draw upon diverse theoretical perspectives and methodologies. Studies may be conceptual or empirical; and they may involve combinations of methodological approaches including literature reviews, comparative studies, observational and ethnographic studies, naturalistic, laboratory, or field experiments, econometric models, and so forth.

Your research proposal will be evaluated by the AMI-ANZMAC Academic Grants Committee (which will be majority marketing practitioners but will also include at least one academic nominated by ANZMAC). For the second phase, the questions and concerns of the AMI-ANZMAC Academic Grants Committee will be given to promising proposals as feedback on the initial proposal. Researchers are required to respond in writing to each of these questions. Academics should think of it as similar to responding to journal reviewer comments as part of seeking publication at a scholarly journal.

The AMI ANZMAC grants program demonstrates AMI's ongoing commitment to the industry in 2023 grants were awarded to the following projects:

- Massey University: Ethical and viable solutions following the deprecation of the third-party cookie in programmatic advertising
- University New South Wales: Media Customer Lifecycle: Drivers of Customer Loyalty and Retention
- Swinburne University of Technology: The Impact of Generative AI on Advertising Agencies
- University of Wollongong: Consumer resilience in the face of the cost-of-living crisis

The applicant commits to producing a research paper from the research. The AMI shall receive a copy of the working paper and any final publication version. An acknowledgement to the AMI and ANZMAC for the grant must be included in the research paper and any publications arising from this research. Grant winners will be required to give a presentation (such as a webinar) on the research for AMI members. A summary of the research, written for practitioners, will be provided to the AMI for it to publicise and share with its members.

Additional requirements on award winners are as follows. A brief annual report on the status of the project and use of funds must be provided. The presentation to AMI members may be as early as when findings are available but should be no later than the completion of the working paper. A presentation must be made to ANZMAC members, such as at an ANZMAC annual conference, probably at a featured session. The AMI and ANZMAC presentations may done online if in-person is unavailable. Upon completion of the project, a brief report describing outcomes to this point and showing the use of funds must be provided. Applicants agree that a violation of the terms of this grant process, such as use of funds for purposes other than as approved for this grant, will be reported by the AMI-ANZMAC Academic Grants Committee to the management of their organisation.

The deadline for submissions will be 30th June 2024. Initial feedback from the AMI-ANZMAC Academic Grants Committee should be received around one month after that. Respondents will have three weeks to reply in writing to the feedback. The final decision by the AMI-ANZMAC Academic Grants Committee will is expected to be announced in August 2024.

Any questions, contact the Chair of the AMI-ANZMAC Academic Grants Committee at amianzmacgrant@ami.org.au.