

AMS-AFM Joint Research Initiative Description:
AMS-AFM Call For Common Research Proposals

In order to encourage international research collaborations, the French Marketing Association (Association Française de Marketing, AFM) 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 AFM member and one AMS member. Recipients of grants are required to present their research at special sessions during an AMS Annual Conference (or World Marketing Congress at the discretion of the Associations) and through a communication at the AFM Annual Conference (at the discretion of the AFM Organizing Committee). The presentations are aimed at creating constructive feedback from a diverse and experienced audience helpful in better positioning the research for maximum impact. Finally, the teams are encouraged to submit research papers from the project for publication in international ranked marketing journals and to acknowledge receipt of the grant on the cover letter. Any topic appropriate for potential publication in such journals is eligible.

The call for proposals is directed towards AMS members as well as AFM members and is open to junior as well as to more senior researchers. Researchers at any rank can submit a proposal.

AFM as well as AMS members who could have difficulties to finance their participation in the AMS conference, where they will present their communication resulting from an accepted AMS-AFM research proposal, can ask the AFM as well as the AMS for financial help as part of the proposal (this possibility will however be limited to \$1000 maximum per research proposal).

While AMS as well as AFM members can submit as many joint proposals as desired, authors cannot receive funding for more than one proposal.

Each co-author submitting a proposal must be a current member of the Academy of Marketing Science and/or the French Marketing Association.

Authors must acknowledge that the project was encouraged by the AMS-AFM Call For Common Research Proposals in all communications and publications resulting from the project. They are also asked to publicize this AMS-AFM 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-AFM Joint Research Initiative.

A maximum of 10 projects will be awarded in any given year. The funding for each grant shall be shared by equally by the Associations. While the ultimate goal is for the program to be held annually, there is no obligation to take place each year. In the formative years, a bi-annual process may better match to the number of submissions. The frequency of the program (annual or biannual) should be matched to the number of submissions (interest in the program).

Requirements for Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE WRITTEN IN ENGLISH AND SENT ELECTRONICALLY in MS Word format to the Chair of the Awards Committee (yet to be determined).

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 contact persons (one AMS 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 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 and timetable should be placed in an appendix and do not count toward the 3 page limit;
 - 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 5pm CST on Sunday, March 31, 2019 (proposed). Submissions will be acknowledged via email. Faxed or standard postal mail submissions are not allowed. Co-authors will be notified in May, prior to the 2019 conferences. The proposals will be announced at the 2019 AFM Conference in Tours (France) as well as at the 2019 AMS

Annual Conference in Vancouver, British Columbia, and to the membership through AMS as well as AFM Newsletters.

A joint Scientific Committee consisting of 6 members, 3 from AFM and 3 from AMS, will review all proposals. Prospective members of the committee include Barry J. Babin, John B. Ford, and Adilson Borges, from AMS, and Bertrand Urien, Joël Brée, and Jean-Luc Herrmann.