<center>

Call for Proposals

AAA 2025 Research Fellowship Competition

Submission Deadline: Friday, September 13, 2024

</center>

The American Academy of Advertising Research Fellowship Competition promotes the continued scholarship of professors and advertising professionals who have completed their education and are doing research in advertising. Doctoral students are not eligible to participate in this competition, including joint research with doctoral students.

Each award, typically, is in the range of $1,000 to $3,000. Any topic that is appropriate for potential publication in the Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA), or Journal of Interactive Advertising (JIAD) is eligible for the competition.

Awards are based on a competitive review of research proposals. While members can submit as many single or joint proposals as desired within a given year, authors cannot receive funding for more than one proposal. Based on the reviews, should more than one paper containing an author's name receive high rankings, only the highest-ranking one will be funded. Winners must comply with the following requirements:

- Persons submitting proposals must be current members of the American Academy of Advertising. If funded, you must also maintain membership until you complete your project.
- Winners must grant the JA, JCIRA, or JIAD first right of refusal on any papers resulting from the supported research. Research fellows receive the first half of the award at the time of selection and the other half of the award when the completed paper is submitted to the JA, JCIRA, or JIAD.
- Winners must complete the awarded research project in three years to receive the second half of the award. If the project is not completed in three years, the second half of the award is automatically forfeited. For example, a 2025 Fellowship winner has until March 31, 2028, to complete the project in order to receive the second half of the award.
- Winners must acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. Winners are also asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.
- Winners cannot apply for additional Research Fellowships while their award is active. Awards are active until winners (a) complete the Fellowship by submitting a manuscript to the JA, JCIRA, or JIAD within the three-year time limit and receive the second half of the award or (b) forfeit the second half of the award.

Requirements for Submission of Proposals

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions must include the following:

- A cover email, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors. This cover email is for record-keeping only and will be removed before submissions are sent out for review.

- Please designate a single contact person and provide a phone and email address for that person as well.
- Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal.
- To ensure that your paper is blind-reviewed, do not include a title page with your proposal (your cover email will serve as your title page). Additionally, per the instructions below, you must delete all properties from your proposal.

Submitters will receive an email acknowledgment shortly after submitting their material.

Procedure for deleting properties for e-mail submission (in MS Word):

- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box, be sure that the Document Properties and Personal Information are checked.
- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document.

    (For other versions (e.g., Word 2016), refer to the Microsoft Office website: https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356b7b5d-77af-44fe-a07f-9aa4d085966f)

The body of the proposal shall include:

- The body of the proposal should be no more than 10 pages, excluding tables, figures, budgets, and timetables (see details Proposal Format Requirement below).
- A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A methods section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- A conclusion, including expected results and implications.
- References

Proposal Format Requirements:

- 10-page limit, including references. Figures, tables, budgets, and timetables should be placed in an appendix and do not count toward the 10-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:
- A timetable for completion of the research
- A proposed budget, which should be both realistic and adequately detailed.
- In addition to the proposal, each author's resume/curriculum vitae must be submitted.

Proposals must be received via email to the Chair of the Research Committee **no later than 5 p.m. EST on Friday, September 13, 2024.** Receipt of submissions will be acknowledged via email. Winners will be notified in early 2025. The awards will be announced at the 2025 AAA Conference.

Researchers who previously have received an AAA Fellowship are eligible for the award upon completion or termination of the previous award. Researchers who have submitted proposals that have not been awarded in the past may resubmit proposals for similar projects.

Please email your materials and all questions to:

Dr. Mark Y. Yim
Chair, AAA Research Committee
Email: mark_yim@uml.edu