

**Call for Proposals
(Graduate Students Only)**

AAA 2026 Doctoral Dissertation Competition

Submission Deadline: Saturday, November 1, 2025

The American Academy of Advertising Doctoral Dissertation Competition aims to promote doctoral research in advertising. Each award is in the range of \$1,000 to \$2,500. Awards are based on a competitive review of dissertation proposals.

Any topic in advertising may be addressed. Winners must grant the Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA), or Journal of Interactive Advertising (JIAD) the right of first refusal on any papers resulting from the dissertation. Recipients receive half of the award at the time of selection and the other half of the award when the dissertation has been defended successfully. Recipients have three years from the time of the award to complete their dissertation and receive the second half of the award. For example, winners of the 2026 Competition must complete the dissertation and have the committee chairperson send a letter notifying the Chair of the AAA Research Committee by March 31, 2029.

Only graduate student members of the American Academy of Advertising working on their dissertations at the time of proposal submission are eligible for these awards. If funded, you must also maintain membership until you complete your project. Submissions based on completed or near-completed dissertations are not eligible; submissions should be in the proposal stage. Applicants must be currently enrolled in a graduate program. You must acknowledge that the project was funded by an AAA Research Fellowship in all publications resulting from the project. You are also asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.

Applicants must submit a proposal package including the following documents. It is important to follow guidelines with regard to length and format. Proposals that do not meet the guidelines will not be entered in the competition.

Contents of Electronic Submission Package:

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions must include the following:

1. A letter of endorsement from the faculty member chairing the dissertation committee. The letter verifies the credibility of the proposed topic and timetable for completion. This letter must be signed by the dissertation chairperson and sent in a PDF file.
2. A cover email, including the following:
 - The proposal's title.
 - The author's name, affiliation, and current contact information (address, phone, e-mail).
 - The name and contact information of the faculty member chairing the dissertation committee.
 - A list of faculty members on the dissertation committee.

3. To ensure that your paper is blind-reviewed, do not include a title page with the proposal itself (your cover email will serve as your “title page”). Additionally, you must delete all properties from your proposal. An instruction on how to remove document properties can be found by searching “remove hidden data and personal information” on <https://support.office.com/en-US/>. (or see the procedure for deleting properties for e-mail submission below)
4. The dissertation proposal: Because proposals are double-blind reviewed, the student's name, geographic location, or school affiliation should not be revealed in the body of the proposal. Each proposal should include:
 - A timetable. The timetable shall outline the schedule for the completion of the dissertation, including the expected dates of the final defense and graduation.
 - A budget that itemizes the expenses required to complete the proposed research.
 - Proposal Contents and Organization

The proposal's text should motivate the topic through a thorough but brief literature review. The literature review should include a paragraph or a statement that describes the importance of the contribution made by the proposed research. The literature review is followed by a set of research questions or hypotheses that are derived from the review. Questions/hypotheses are followed by a methodology section that succinctly outlines the research design, including the recruitment procedure (if any) to be used. If appropriate, authors should identify dependent and independent variables, treatment manipulations, experimental designs, data analysis techniques, statistical models, etc. in this section.

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 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>)

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 containing both realistic and adequate details.

- In addition to the proposal, each author's resume/curriculum vitae must be submitted.

The submission package – including the proposal and letter of endorsement - must be received via email to the Chair of the Research Committee **no later than 5 pm EST on Saturday, November 1, 2025**. Receipt of submissions will be acknowledged via email. Winners will be notified in early January 2026. The awards will be announced at the 2026 AAA Conference.

Please email your materials and all questions to:

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

For more information about the 2026 AAA Conference in Austin, visit AAA's website at www.aaa.org.