

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

AAA 2025 Non-dissertation Research Grant for Graduate Students

Submission Deadline: Saturday, November 1, 2025

The American Academy of Advertising announces a Non-dissertation Research Grant for Graduate Students' research proposals. This one-time grant is launched in recognition of former AAA president, Professor Don Jugenheimer, and aims to encourage and support graduate students to implement research about diverse advertising topics. The purpose of this grant is to advance advertising research while assisting graduate students in enhancing and expanding their research portfolios by funding projects that are separate from their dissertation work. Faculty and practitioners are not eligible to participate in this competition, and joint research proposals with faculty members are likewise not accepted. Importantly, all submitted proposals must be original ideas that are not part of the dissertation proposals.

Two award recipients/teams will be awarded \$500 each. 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 the 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 two years to receive the second half of the award. If the project is not completed in two years, the second half of the award is automatically forfeited. For example, a 2026 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.
- Awards are active until winners (a) complete the Fellowship by submitting a manuscript to the JA, JCIRA, or JIAD within the two-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 number 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, including references but 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 containing both realistic and adequate details.
- 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 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.

Graduate students who have previously received an AAA Non-dissertation Research Grant (not a Dissertation Award) 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

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