

Call for Proposals

AAA 2026 Temerlin Advertising Institute Grant for Industry Self-regulation & Socially Responsible Advertising Practices Submission Deadline: November 1, 2025

The American Academy of Advertising announces the Temerlin Advertising Institute research grant for professors, advertising professionals, and doctoral students, undertaking research focused on ***Industry Self-Regulation and Socially Responsible Advertising Practices***.

One award recipient will be awarded \$1,000. The focus of the research must be in line with stated conceptual definitions (see below) but in general should advance our knowledge and practice of Industry Self-Regulation and Socially Responsible Advertising Practices with the potential for publication in the Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA), or Journal of Interactive Advertising (JIAD).

The award is 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 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 sponsored by the Temerlin Advertising Institute at SMU 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 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 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 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.

Researchers who have previously 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

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

Specific Conceptual Definitions of the Research Grant Focus

Industry Self-Regulation: Industry self-regulation is when the advertising industry and advertisers monitor themselves to ensure compliance with legal and ethical standards in advertising. This type of monitoring is a way for businesses and advertising agencies to demonstrate corporate and social responsibility. The goal is to generate creative and workable solutions to problems rather than having the government impose behavior through legislation or regulation.

Industry self-regulation areas can include and help:

- ease compliance and the creation of new standards,
- provide a transparent accountability framework for advertisers and advertisements,
- uphold consumer rights and protections via ethical and representative advertising practices
 - particularly in relation to deceptive advertising,
 - techniques that may impact vulnerable consumers such as children and the mature, as well as tactics such as Native Advertising or other forms of subtle messaging,
- mitigate bias and risk,
- support enforcement of existing rules and regulations,
- reflect a commitment to sustainable change such as Net Zero, Sustainability, and Green initiatives,
- support adaptation to new business, media, and creative techniques, such as those associated with DEI initiatives, Privacy policies, emerging technologies e.g. Generative Artificial Intelligence (A.I.), and so on.