



## Submission of Proposals

PLEASE NOTE THAT ALL SUBMISSIONS SHOULD BE WRITTEN IN ENGLISH AND SENT ELECTRONICALLY in MS Word format to Stefania Borghini ([stefania.borghini@unibocconi.it](mailto:stefania.borghini@unibocconi.it)), Alain Decrop ([alain.decrop@unamur.be](mailto:alain.decrop@unamur.be)).

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 potential beneficiaries of the grants (**one SIM 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 5 pages for work-in-progress and 15 pages for papers including tables, figures, and references, shall contain:
  - 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:
  - 5-page limit for work-in-progress and 15-page limit for papers, including references, figures, tables;
  - Contents must be single 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;
  - A resume/curriculum vitae for each co-author.

Proposals must be received no later than May 20th. Submissions will be acknowledged via email. Co-authors will be notified in maximum four weeks after that date.