



**BRITISH ACADEMY  
OF MANAGEMENT**



**MARKETING TRUST**

**BAM and Marketing Trust Marketing Impact Research Grant Scheme 2026 assessment criteria**

Criterion // Numeric value	5	4	3	2	1
<b>1. Innovative approach to research (20%)</b>					
<p><b>Does the proposed project demonstrate innovative and new research questions, ideas, and methodologies including appropriate EDIR, ethics and generative AI considerations?</b></p> <p>Fully - The project sets out well-defined aims, objectives, and research questions. The research questions consist of new ideas that haven't been explored before and provide the basis for innovative and new approaches. Methodology is explained transparently and in detail so that it is clear how methods will be used to answer research questions. Methodology is informed by latest high-quality research and methodological development. Claims of methodological innovation or originality are clearly explained and justified. EDIR, ethics and generative AI issues are clearly identified and appropriately addressed, with suitable arrangements for oversight and approval.</p> <p>Not at all - The research questions aren't new or innovative. Minimal explanation of methods to be used for data collection and analysis leading to lack of clarity about how research questions can be answered. No evidence of originality or innovation in methodology (or claims or innovation/originality that are not adequately supported with reference to the literature). EDIR, ethics and generative AI issues are not adequately identified or addressed, and there is little or no information about appropriate oversight or approval arrangements.</p>	Fully	Largely	Somewhat	Partially	Not at all
<b>2. Viability of the project (20%)</b>					
	Fully	Largely	Somewhat	Partially	Not at all

<p><b>Does the proposed project demonstrate a) sufficient expertise to deliver the project, with sound knowledge of the literature; b) a structured, organised and viable workplan that considers risks; and c) demonstrates value for money?</b></p> <p>Fully - The application presents a clear, realistic, and well-thought-through research workplan, including how the research will be carried out including an explanation of the project team's expertise and capacity to deliver the project. The main challenges and risks involved, and how these will be managed are explained thoroughly. The proposal also demonstrates good value for money by explaining why the research matters, showing that the requested funding is necessary and well matched to the work planned, and providing clear evidence that the research could not be carried out to the required standard without external funding.</p> <p>Not at all - The research design is weak or unrealistic, with little explanation of how the research would be carried out nor how the project team has relevant expertise and capacity to deliver the project. There is limited or no consideration of potential challenges or risks. The proposal does not demonstrate value for money, with insufficient justification of the importance of the research, weak or unclear links between requested funding and proposed activities, and no clear evidence that external funding is necessary to carry out the research.</p>					
<p><b>3. Engagement throughout the research process (20%)</b></p>	Fully	Largely	Somewhat	Partially	Not at all
<p><b>Does the proposed project engage with BAM Communities including SIGs, stakeholders, or practitioners and policy makers?</b></p> <p>Fully - the application clearly sets out how the project will engage meaningfully with BAM Communities, including relevant Special Interest Groups, and identifies appropriate stakeholders, policy makers, and/or practitioners where relevant. Engagement is well planned and proportionate to the scope of the project, with clear explanations of how these groups will be involved and how such engagement will enhance the quality, relevance, or impact of the research.</p> <p>Not at all - the application provides little or no evidence of engagement with BAM Communities, including Special Interest Groups, or with relevant stakeholders, policy makers, or practitioners. Plans for engagement are unclear, absent, or superficial, and it is not evident how any such engagement would contribute to the research or its wider relevance or impact.</p>					

4. Significance of the project in business and management academia (20%)	Fully	Largely	Somewhat	Partially	Not at all
<p><b>Does the proposed project contribute to the field with potential for publication and dissemination?</b></p> <p>Fully - the application clearly explains how the research has the potential to develop and/or test new theory and demonstrates why any proposed theoretical development or innovation is significant for academia and/or practice, with reference to relevant literature. It clearly shows how the research aligns with relevant constituent parts of BAM, supports BAM's Mission and strategic objectives, and fits within the remit of the Marketing Trust, addressing an issue of clear strategic importance. The proposal also sets out clear and appropriate expected outputs, aligned with the scope of the project, and demonstrates strong plans for dissemination, including meaningful engagement with BAM special interest groups and the wider BAM community.</p> <p>Not at all - the application does not clearly explain how the research would contribute to theoretical development or innovation, and the significance of the project for academia or practice is unclear or weakly justified. There is little or no evidence that the proposed research aligns with BAM's Mission, strategic objectives, or the remit of the Marketing Trust, and its strategic relevance is not convincingly demonstrated. Expected outputs are unclear, poorly defined, or inappropriate for the scope of the project, and there is little or no consideration of dissemination or engagement with BAM special interest groups or the wider BAM community.</p>					
<p><b>5. Impact of the project on the practice of marketing professionals, and marketing as a profession (20%)</b></p>	Fully	Largely	Somewhat	Partially	Not at all
<p><b>Does the proposed project demonstrate potential to impact on the practice of marketing professionals and marketing as a profession?</b></p> <p>Fully - the application demonstrates a) capacity to deliver new interpretations of existing marketing phenomena and establishing new marketing phenomena; b) potential changes in the way practitioners technically practice the profession and go about framing, leading, managing and operationally organising and implementing the practice of marketing; c) anticipated benefits</p>					

<p>to consumers, marketers, organisations, the profession, society more widely and policy d) potential impact on practice and, if relevant, policy.</p> <p>Not at all - the application does not demonstrate meaningful impact on the practice of marketing professionals. It a) fails to demonstrate capacity to offer new interpretations of existing marketing phenomena or to identify or establish any new phenomena; b) shows no credible potential to influence how practitioners technically undertake, frame, lead, manage, organise, or implement marketing practice; c) does not articulate any clear or plausible benefits to consumers, marketers, organisations, the profession, society, or policy; and d) provides little or no evidence of potential impact on professional practice or policy.</p>					
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