



**BRITISH ACADEMY  
OF MANAGEMENT**



**MARKETINGTRUST**

**British Academy of Management**  
**and**  
**Marketing Trust**

**Marketing Impact Research Grant Scheme 2026**

**Guidance for Applicants**

## SECTION 1: GENERAL GUIDANCE

### **1.1 Introduction**

These guidance notes apply to the British Academy of Management and Marketing Trust Marketing Impact Research Grant Scheme 2026 which is aimed at researchers at any stage in their career who want to carry out research in the impact of marketing as a standalone discipline, or in its interface with any other field of business and management by:

- Exploring innovative and new ideas in marketing in the widest sense of its definition;
- undertaking a new research project highlighting the social and business value of marketing in other areas of management research;
- or connecting with other scholars across disciplines to produce collaborative outputs

The Marketing Trust's broad aim is for the advancement, for the benefit of the public, of education, practical training and research into the art and science of marketing where the expression 'marketing' includes the creation, promotion, sale and distribution of products and services and helping to understand the role of marketing in today's society.

We welcome and encourage applications from:

- either single-discipline marketing teams, or project teams that demonstrate collaboration between marketing and other BAM SIGs
- teams involving members from underrepresented ethnic groups, countries, or regions; and teams involving practitioners.
- Early Career Academic (ECA)-led project teams. ECAs are defined as being within 5 years of having their Doctorate confirmed.

**It is expected that up to 3 projects will be funded in 2026, with a maximum value of £6,000 per project, with an additional £600 to contribute to mandatory attendance at BAM Conference 2027 to present proposed research. At least one project will be ringfenced for ECA-led project teams.**

### **1.2 Lead Applicant eligibility**

1. **Current members of BAM Executive, Marketing Trust, and/or the Grant Award Decision-making Panel are not eligible to apply as Lead Applicants or be named as Co-Applicants or project members**
2. Lead Applicants must work with at least one Co-Applicant in academia or with an industry/third-sector Co-Applicant
3. Lead Applicants (any discipline), and Co-Applicants in business and management schools, must have active BAM membership at the time of the deadline date.
4. Lead Applicants with previous funding on any BAM (and Partner) research grant must have completed their project and fulfilled any reporting requirements by the time of the deadline.
5. Lead Applicants must have a Doctorate at the time of applying.
6. International Lead Applicants and Co-Applicants and/or industry or third-sector collaborations are possible as part of this grant scheme.

7. Any application previously submitted to one of BAM's other Grants Schemes must be significantly revised if it has gone through academic desk reject or peer review processes.

## **SECTION 2: Preparing and submitting an application**

### ***Application process and key dates***

- **Online application form and call documents available (Friday 19<sup>th</sup> June 2026)**

Applications must be submitted electronically via the [BAM grants portal](#). You can register on the grants portal at any time. The grants portal is available here:

<https://bam.grantplatform.com/>

It is currently not possible for more than one person to edit the same application in the grants portal.

It is recommended that you draft your application in a separate Word document using the Application Form Questions for Reference template available on the funding call page before completing the online application form

- **Application deadline (Wednesday 23<sup>rd</sup> September 2026 at 16:00 BST)**

Applications must be submitted by Lead Applicants in the [BAM grants portal](#) by the above date and time.

You are strongly advised to submit your application before the deadline in case of any technical issues. Applications will not be accepted after the deadline. Unsubmitted draft applications will not be considered.

- **Deadline for institutional approval (Wednesday 30<sup>th</sup> September 2026 at 16:00 BST)**

**\*Important\*:** The Head of Department or other nominated institutional approver named in your application form will receive an email asking them to approve the application in the grants portal. This must be completed the date and time outlined above. Approvers do not need to have a registered account in the grants portal.

### ***Use of Artificial Intelligence in applications***

Artificial Intelligence Generated Content (AIGC) tools—such as ChatGPT and others based on large language models (LLMs)—cannot be considered capable of initiating an original piece of research without direction by human actors. They also cannot be accountable for research design or published work. Therefore—in accordance with [COPE's position statement on AI](#)—these tools cannot fulfil the role of, nor be listed as, an applicant on a research grant application. If an applicant has used this kind of tool to develop any portion of an application, its use must be described, transparently and in detail, in the Methodology section. The applicant is fully responsible for the accuracy of any information provided by the tool and for correctly referencing any supporting work on which that information depends. Tools that are used to improve spelling, grammar, and general editing are not included in the scope of these guidelines. The final decision about whether use of an AIGC

tool is appropriate or permissible in the circumstances of a submitted grant application lies with the grant awarding panel in collaboration with BAM Executive.

### ***Review process and criteria***

Applications will first go through an administrative desk reject process.

Applications are usually rejected at this stage for one of the following reasons:

- Lead Applicant (any discipline) and Co-Applicants working in business and management schools don't have active BAM membership
- Lead Applicant doesn't currently hold a doctorate
- Institutional approval not provided by the specified deadline

Applicants whose proposals were desk rejected will be notified within 3 weeks of the application deadline. Notifications will be sent via email from the BAM Grants Portal. Please add [sender@app.goodgrants.com](mailto:sender@app.goodgrants.com) to your safe list of email

Complete and developed applications will be proceed to the decision-making panel for the Research Grant Scheme, with subject and methodological experts drawn from BAM's Executive, SIGs, Peer Review College and ECA Network

Applications will be scored against the following criteria on a scale of 1 to 5 for each criterion to inform the decision-making panel's in recommending projects for funding:

- **Innovative approach to research (20%)**  
*Does the proposed project demonstrate innovative and new research questions, ideas, and methodologies including appropriate EDIR, ethics and generative AI considerations?*
- **Viability of the project (20%)**  
*Does the proposed project demonstrate a) sufficient expertise to deliver the project, with sound knowledge of the literature; b) a structure, organised and viable workplan that considers risks; and c) demonstrates value for money?*
- **Engagement throughout the research process (20%)**  
*Does the proposed project engage with BAM Communities including SIGs, stakeholders, or practitioners and policy makers?*
- **Significance of the project in business and management academia (20%)**  
*Does the proposed project contribute to the field with potential for publication and dissemination?*
- **Impact of the project on the practice of marketing professionals, and marketing as a profession (20%)** - *Does the proposed project demonstrate potential to impact on the practice of marketing professionals and marketing as a profession?*

## SECTION 3: FINANCIAL GUIDANCE

### *Eligible costs under the Grant Scheme*

1. **Staff costs (teaching replacement, project-specific research salaries, project support and subcontracts):**
  - 1.1. Directly Incurred Research Assistants and other research staff to enable delivery of the project
  - 1.2. Directly Allocated or Directly Incurred Project administration
  - 1.3. Assistance in transcription, translation, data collection and data inputting may be funded from the grant if the following conditions are met:
    - 1.3.1. The costing must be based on an established costing method used within the lead institution, or based on a quote from an official source, such as a professional transcription service that is used by the lead institution.
    - 1.3.2. The application must include details of how the estimated number of hours has been calculated.
2. **Travel, Accommodation and Subsistence (including BAM conference attendance):**
  - 2.1. **Accommodation:** Applicants should obtain reasonably priced hotel accommodation in accordance with their own institution's travel and subsistence policy.
  - 2.2. **Travel:** Travel should be by the most economical means of transport, taking in to account any specific accessibility needs. Applicants should book early and take advantage of cheaper advance tickets, where possible. BAM expects that travel will be at the lowest available fare, which should normally be economy/standard travel.
  - 2.3. **Conference attendance:** BAM may consider expenses relating to conference attendance if the following criteria apply:
    - 2.3.1. The theme and subject of the conference is of direct and particular relevance to the application; and
    - 2.3.2. There are no other sources of funding available to the applicant.
    - 2.3.3. **\*\*Nb - Contribution to costs up to a maximum of £600 to attend BAM Conference 2027 to present the proposed research is available.**
3. **Other Research Costs: The following is an example list of other research costs that may be covered under the Grant Scheme if sufficient justification is provided:**
  - 3.1. Stationery
  - 3.2. Computing consumables (e.g. physical or cloud-based storage), equipment rental charges and software fees or purchases specifically required for the project
  - 3.3. Specialist publications that cannot be obtained through the host institution
  - 3.4. Digital recorders
  - 3.5. Camera and video equipment
  - 3.6. Subject/interviewee incentives

- 3.7. Cost of microfiche records
- 3.8. Specialist reprographic services
- 3.9. Copyright permission fees

4. **Ineligible costs:**

- 4.1. Salary costs for directly allocated or permanent academic staff
- 4.2. FEC estates and indirect overheads
- 4.3. Laptop, desktop, tablets or phones
- 4.4. Article Publication Charges (APCs)
- 4.5. The Grant holder(s) must not commit any expenditure prior to the contract being issued and the period of grant having commenced. All expenditure must have taken place within the dates of the project and been accounted for within two months of the project end date.