

# AMS-AFM Call For Common Research Proposals Application

We are pleased to call for proposals for this initiative sponsored by the Academy of Marketing Science, the French Marketing Association and the Berkman Charitable Foundation.

Fill in the names of the:

Applicant/Primary Investigator (contact author) (PI): \_\_\_\_\_

(PI) Applicant email address: \_\_\_\_\_ Member: AMS \_\_\_\_\_ AFM \_\_\_\_\_

University/Business School Contact Information:

Name: \_\_\_\_\_

Address, City, State: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Project Title: \_\_\_\_\_

Coauthor: \_\_\_\_\_ Member: AMS \_\_\_\_\_ AFM \_\_\_\_\_

Coauthor: \_\_\_\_\_ Member: AMS \_\_\_\_\_ AFM \_\_\_\_\_

Coauthor: \_\_\_\_\_ Member: AMS \_\_\_\_\_ AFM \_\_\_\_\_

Coauthor: \_\_\_\_\_ Member: AMS \_\_\_\_\_ AFM \_\_\_\_\_

Which term best describes the stage of this research:

- Research Development       Research Implementation

Is the PI in the first four years of an academic career beyond leaving his/her doctoral institute?

- Yes       No

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Briefly describe the nature of the research (200 words maximum):

Briefly describe how the work will contribute to the practice of marketing science and the improvement of marketing practices in general (150 words maximum):

Should your proposal be selected, do you agree to acknowledge publicly the generous support of the AMS-AFM Joint Initiative on all published papers, articles, presentations, and/or other publicly available dissemination outlets for this research?

- Yes       No

Signature attesting to conditions of application: \_\_\_\_\_ Date \_\_\_\_\_