

**Academy of Indian Marketing (AIM) – Academy of International Business (AIB) - SHETH
FOUNDATION MARKETING RESEARCH PROPOSAL COMPETITION**

Call for Research Proposals in Marketing

**Special Theme: Marketing in the Age of Artificial Intelligence (AI) and
Sustainability**

2025 Research Proposal Competition Theme: Marketing in the Age of AI and Sustainability

Marketing can be a constructive force in serving society by using AI. It is perhaps the most critical function for social causes, government programs for social development, and all NGOs' initiatives, primarily when AI is used.

Proposals focusing on theory development, empirical testing of theoretical frameworks, and examining marketing practice as a force for good are all equally welcome.

Proposals are due by midnight, November 30, 2025, Indian Standard Time.

A maximum of six proposals will be selected and awarded up to \$ 10,200 grants, \$ 1,700 each, by the selected applicant.

The Research Grants are for Early-Career Scholars (Doctoral Students, Post-Doctoral Fellows, Lecturers, Assistant Professors) affiliated with institutions for higher education based in India. The program is coordinated and managed by the Academy of Indian Marketing (AIM). Selected scholars are to utilize the funds to undertake a research project aligned with the theme of the call for proposals, “Marketing in the Age of Artificial Intelligence and Sustainability,” and an international focus, leading to a publishable journal article. AIM will offer up to six grants annually to scholars affiliated with institutions for higher learning based in India for pursuing research in *marketing with an international focus*. Applicants should submit their proposal following the guidelines outlined in a later section of this call for research proposals. A panel of judges chosen by AIM will evaluate the proposals and select the funding proposals. Winners will receive up to \$1,200 to cover expenses relating to their research (about 100,000 Indian rupees).

In addition, the Academy of International Business (AIB) and the AIM will offer a stipend of up to \$500 (about 43,000 rupees) to each grant recipient to attend the AIB South Asia annual conference to present their research. Such attendance would most likely occur one or two years after receiving the research grant. Thus, the stipend would be conditioned on completing a scholarly paper within two years of receiving the initial research grant and confirmation that the grant recipient has registered for, and plans to attend, the AIB South Asia chapter conference.

We should administer the grant applications. The AIB will oversee the grant disbursements, which will be paid to the grant recipients directly, after receiving notification of the identities of the grant recipients and their contact information. As indicated in the grant request above, the grant recipient will be paid in two payments as follows: (i) the original grant (up to \$1,200) to do the research and, once the research is complete and the recipient has completed a manuscript for presentation at the conference, (ii) a second grant (up to \$500, which makes a total of \$1,700) to attend and present the paper at the AIB South Asia chapter annual

conference. Accordingly, the AIM will oversee whether the grantees meet the grant requirements. This implies the AIM is responsible for following up with the individuals to ensure they complete the research requirements after receiving the grants. Accordingly, the second grant (up to \$500) will be contingent on fulfilling the research requirements specified in the grantee's research proposals.

Once the AIM determines the grant recipients, they should email Ms. Bernice Davenport at finance@aib.msu.edu (our AIB Components Coordinator and finance person) with the details about each grantee. These details should include:

Full Name	
City	
Country	
Institution	
Email	Address
Research Title	Title
Approved grant	amount
Any conditions imposed on the grant	

We are pleased to announce a call for research proposals in marketing focusing on South Asian Markets. The proposals can be sole-authored or co-authored. Proposals that are co-authored by teams of international scholars are especially welcome.

- With a generous grant from the AIB, Sheth Foundation, and AIM, we plan to fund **up to six** high-quality research proposals in 2025; three tracks: consumer behavior, marketing management and strategy, and marketing analytics.
- An author/co-author can submit *only one* proposal.
- Members serving on the committee and track chairs cannot submit proposals.

While authors have some leeway in structuring their research proposals, authors should strive to address the following in their proposals:

1. Research Proposal Outline

- Research proposal title
- Statement of key research questions
- Importance of research topic and research questions
- Potential contribution of proposed research to marketing literature (substantive domain, marketing practice, theory, and/or methodology)
- Literature review and theoretical background
- Conceptual model (if applicable)
- Hypotheses and conceptual rationale for the hypotheses (if applicable)
- Overview of the proposed empirical research study
- Appendix – Full CVs of all the authors

2. Research Budget

Breakdown of estimated costs for various cost items (activities) related to proposed research.

Authors are strongly encouraged to proofread their proposal for typographical errors before submission.

Track Co-Chairs

1. Consumer Behavior Track

A. Prof. Russell Belk, Schulich School of Business, York University, Toronto, Canada

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B. Prof. Elodie Jouny-Rivier, ESSCA School of Management, France

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C. Prof. Nora Bezaz, University of Lorraine, France

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D. Prof. Anuj Kapoor, Indian Institute of Technology Jodhpur, India

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2. Marketing Strategy Track

A. Prof. Rajan Vardarajan, Dept. of Marketing, Mays Business School, Texas A&M University, US

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B. Prof. Cynthia Assaf, ESSCA School of Management, France

Cynthia.ASSAF@essca.fr

C. Prof. Rahul Sindhwani, Indian Institute of Management, Sambalpur, Odisha, India

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3. Marketing Analytics Track

A. Prof. Rahul Kumar, Indian Institute of Management, Kolkata, India

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B. Dr. Oula Bayarassou, EM Normandie Business School, Clichy, France

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C. Dr. Philipp Brüggemann, University of Hagen, Hagen, Germany

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Prof. Varsha Jain, Chairperson Committee (AGK Professor of Marketing, MICA, India) mail id:

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Submission Requirements

Authors must submit research proposals in English and in the MS Word format. Grant recipients are expected to send a progress report every quarter until the research project is published in the three to four years after the funds are received. Funds could be for research-related expenses e.g., for purchase of databases and analysis software, conducting field surveys or laboratory experiments.





Submission Details

Research proposals must include a cover letter, which will serve as an application form. The cover letter should include the research project title and all authors' names, affiliations, email address, contact phone number, and postal addresses. The cover letter should designate one author as the corresponding researcher for multiple authors. This designated author must be available to communicate regularly and liaise effectively with us.

Key Elements of the Proposal

The body of the proposal should not be more than three pages (1.5-spaced, Times Roman 12-font, with a 1-inch margin) long. Tables, figures, and references can be included as additional pages. The proposal should be consistent with the APA style.

The proposal should succinctly state the rationale and motivation of the research, along with the expected contributions, at the beginning of the document. It should include relevant literature and make a strong case for how/why the proposed research (including any research propositions) is novel and likely to lead to significant new knowledge. The proposal should also describe the research design/ methodology and data analysis approach. Finally, the proposal should articulate the expected implications of the proposed work for future research, practice, and/or policy-making.

Proposal Format Requirements

1. Three pages (excluding figures, tables, references, appendices)
2. 1.5 spacing
3. Times New Roman, 12-point font
4. 1-inch margin from all sides
5. Page numbers, Proposal title centered and bolded on the first page
6. The timeline with various stages of completion of research, from conceptualization to publication
7. Budget with the outline of the expected expenses
8. Expected outcomes (including names of journals likely to be targeted for publishing the research)
9. Fully updated CVs of all applicants (as an appendix – research proposal)

Please submit your research proposals along with these documents **no later than November 30, 2025**, to [Google Form Link](#)

. The selection committee for evaluating the submissions will consist of seven co-track chairs and the chairperson mentioned earlier.





Timeline

- Call for proposals: **August 15, 2025**
- Deadline for proposal submissions: **November 30, 2025**
- Communication of evaluation decisions and feedback to authors: **January 30, 2026**

