

## **2017**

The Special Interest Groups (SIGs) is an initiative established under the leadership of ANZMAC to support, advance and enhance the research reputation and social and intellectual impact of marketing scholars, with the key goal of encouraging a collegial community of marketing academics seeking research excellence.

### **Purpose of the Special Interest Groups (SIGs)**

- Develop research leadership opportunities for researchers to undertake cutting-edge research;
- Provide a financial mechanism to support the publication of high-impact research outputs;
- Identify the focal research areas of interest and encourage research in its diverse forms;
- Provide a forum for discussion and opportunities for networking.

### **Establishment and coordination of SIGs**

- ANZMAC SIGs are governed by the Executive SIG Sub-Committee;
- The ANZMAC Executive SIG Sub-Committee comprises three members: the SIG Chair (an ANZMAC Executive Committee member) and two research-active members of the academic community;
- The ANZMAC SIG Chair is the Chair of the Sub-Committee and is responsible for coordinating all SIGs-related activities, including establishment, operation and termination;
- Each ANZMAC SIG should be represented by leaders from 2 different universities, with at least 1 employed by an Australian or New Zealand University;
- Each ANZMAC SIG should comprise at least 10 members, excluding SIG Leaders;
- Inactive SIGs will be discontinued by the ANZMAC SIG Chair.

### **ANZMAC SIGs Operation and Membership**

- Memberships in SIGs are open to all members of ANZMAC as well as other interested parties who can help achieve the objectives of the SIG (e.g. industry members, links with SIGs in other countries);

- SIGs should aim to establish working relations with non-academic organisations and the leading journal(s) of the field;
- SIGs should aim to establish working groups, who focus on specific research projects with publication-relevant outcomes, and run specialist research workshops;
- Each SIG should have at least one face-to-face meeting during the year;
- Information pertaining to each SIG would be available on the ANZMAC website.

### **Nomination of SIGs Leaders**

- SIG Leaders should be current ANZMAC members and are required to have an excellent track record in the domain of the proposed SIG;
- ANZMAC members seeking to be SIG Leaders must submit the Expression of Interest (EOI) Application to the Chair of ANZMAC SIG. The EOI statement should (1) specify an area of research interest with a 200 word synopsis justifying the significance and potential contribution of this SIG to academia and (2) contain a brief 1-page plan regarding their vision and activities for the SIG;
- SIG Leaders will be appointed for a period of no more than three years.

### **Responsibilities of SIGs Leaders**

- SIG Leaders are responsible for scheduling and facilitating at least one face-to-face meeting each year;
- Matters which cannot be resolved within the SIG operation should be discussed with the ANZMAC SIG Chair;
- Leaders must submit an annual report of up to 2 pages outlining the SIG's activities and progress to the ANZMAC SIG Chair by 15 October each year.

### **ANZMAC SIGs Competitive Funds**

- ANZMAC SIG Competitive Funds (CF) aim to fund data collection, analysis and academic publications in high-quality, high-impact journals;
- Each SIG can only be involved in one concurrent funding opportunity at any given time;
- If a SIG comprises several working groups, the CF can be distributed among those groups;
- Up to 5 CFs will be awarded per year. The ANZMAC Executive SIG sub-committee reserves the right not to award any CF in any given year if it judges that there is insufficient intellectual merit in the applications;
- CF proposals are evaluated by the ANZMAC Executive SIG sub-committee and the winners of CF proposals will be announced at the annual ANZMAC conference;
- CF applications will be judged on a combination of four criteria:
  - originality of the research idea

- quality of written application
- soundness of planning and methodology
- potential impact of proposed research output(s)
- potential to secure external funding
- CF applications (maximum 3 pages) should include the five criteria above as well as a proposed timeline of the research;
- CF applications can request funding for research-related expenditure (data collection, processing and cleaning), but not for travel-related costs. The maximum amount that can be awarded is up to AUD 10,000 per application. If the application is successful, the first 50% of this amount will be allocated at the commencement of the project. The remaining 50% will be awarded upon the manuscript progressing to the R&R stage or acceptance in a high-quality, high-impact academic journal;
- The deadline for submission of CF applications is 15 October each year.

#### **Expected outcomes of ANZMAC SIGs**

- Fostering collaborations and stronger working research-related relationships within the ANZMAC community;
- Publications in high quality, high impact journals;
- Media release of research highlights on ANZMAC website;
- Conducting specialised workshops.

Contact:

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[Chair](#), Special Interest Groups

ANZMAC

Website: <http://anzmac.org/>