

Application form SWOCC Open Research Grant

The SWOCC Open Research Grant is a research grant awarded through an open competition for a research publication based on a self-written research proposal. The grant is awarded following a review process conducted by jury members from both academia and professional practice. The SWOCC Open Research Grant offers a unique opportunity to carry out or further develop your research!

Do you have an interesting research project that addresses a timely and relevant question within SWOCC's area of expertise*? Then SWOCC warmly invites you to submit a short proposal (approximately 1000 - 2000 words) in which a research question is investigated through a literature review (and an empirical study). The proposal should translate the central research question into more specific sub-questions and include a clear description of the proposed methodology.

The SWOCC research grant is intended for (university) lecturers and researchers working at a university or university of applied sciences in the field of communication science and amounts to twelve thousand euros. An important condition for participation is that the topic is innovative compared to previously published SWOCC research and falls within one of SWOCC's areas of expertise: Brand & Consumer, Brand & Organization, or Brand & Communication*. The research will result in at least one SWOCC publication (a red SWOCC booklet), as well as several presentations and short publications in other media (supported by SWOCC's communications officer). The project will commence as soon as possible. For more information, please contact Dr. Joost Verhoeven (Director of SWOCC) via info@swocc.nl. The deadline for submitting the research proposal is Friday, 17 April at 5:00 PM.

Title research proposal:	
Expected publication date:	
Researcher 1:	
Name:	
Title:	
Educational institution:	
Expertise:	
E-mail adress:	
Phone number:	
Onderzoeker 2:	
Name:	
Title:	
Educational institution:	
Expertise:	
E-mail adress:	
Phone number:	

1. **What is the (practical/scientific) motivation for the research?**

In other words: explain why this research is particularly relevant at this moment and what the publication contributes in terms of new knowledge and insights related to (one or more of) SWOCC's themes: Brand & Consumer, Brand & Organization, and Brand & Communication*.

2. **What is the research question (main research question and sub-questions)?**

In other words: explain what the study seeks to investigate and how it builds on existing and relevant theories and previous research.

3. **How will you approach this?**

In other words: explain which research methods you will use. Is the approach suitable for answering the research question? Are the methodology and operationalization robust and sound? Is the research feasible within the given timeframe (deadline Q2 2027)?

4. **How will you ensure that your results and conclusions are accessible and practically applicable?**

In other words: will the publication result in a model, a step-by-step plan, recommendations, a checklist, a measurement instrument, etc.?

5. **Why is this publication valuable for an audience of marketing (communication) professionals and advertisers?**

In other words: clearly describe how the results will be made accessible and applicable. What insights does the research provide that are relevant for SWOCC and its beneficiaries?

* SWOCC conducts its research within three areas of expertise, which together cover the full research domain of SWOCC: Brand & Organization, Brand & Consumer, and Brand & Communication.

BRAND & ORGANISATION

Brand & Organization focuses on research into processes and policies related to the brand and brand communication within organizations. The central question is how organizations think about and act with respect to brands, consumers, and communication. This includes topics such as brand orientation, brand personality, brand identity, brand portfolio strategies, brand equity, and customer insights.

BRAND & CONSUMER

The second area of expertise focuses on research into people's cognitions, attitudes, and behaviors regarding brands and brand communication. The central question is how people think, feel, and act in relation to brands and brand communication. Topics within this research line include brand image, brand relationships, advertising responses, advertising irritation, and unconscious influence.

BRAND & COMMUNICATION

Brand & Communication focuses on research into the communication tools used to convey brand messages. Topics within this research line include multimedia strategies, tracking, personalized marketing communication, brand design, sports sponsorship, and word-of-mouth.