

SWOCC Open Research Grant

Regulations 2026

1. Goal and mission

The SWOCC Open Research Grant aligns with the mission of SWOCC, the Foundation for Scientific Research in Commercial Communication.

SWOCC's mission is as follows:

To promote cross-fertilization between science and practice in the fields of marketing, branding, and communication.

By:

- ▶ Inspiring research that matters in academia;
- ▶ Sharing knowledge that can be applied in practice.

The foundation seeks to achieve its goal by promoting research into the functioning of marketing, branding, and communication.

The SWOCC Open Research Grant is awarded to (university) lecturers and researchers working at a university or university of applied sciences in the Netherlands. The research topic must fall within one of SWOCC's areas of expertise*.

* 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.

2.

The following eligibility criteria apply for the SWOCC Open Research Grant 2026:

- ▶ The research 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*. See also: <https://www.swocc.nl/over-swocc/expertisegebieden-swocc/>
- ▶ The proposal and all required attachments are submitted on time, i.e., all documents must be received by SWOCC no later than Friday, 17 April 2026, at 5:00 PM.
- ▶ The proposal is written in either Dutch or English.
- ▶ Applicants have read the SWOCC Open Research Grant regulations and agree to them.
- ▶ The research results will be published in a SWOCC publication, to be delivered one year after winning the grant.
- ▶ The research results will be presented at a SWOCC event.
- ▶ Participants agree to respond to press inquiries related to the project.
- ▶ Nominees agree to participate in articles or blogs published by SWOCC on its website and in the SWOCC newsletter.
- ▶ Data arising from participation in the SWOCC Open Research Grant will be retained for the duration of the review process. After completion, data will only be kept with explicit consent.

3. Price

The SWOCC Open Research Grant carries a monetary award of €12.000 (twelve thousand euros). In addition, the winner will present their research at a SWOCC event.

4. Special provisions applicable to the winner

- ▶ The winner grants SWOCC permission to make their work public and to reproduce it. This will be done through the publication of a SWOCC publication, which is exclusively available to SWOCC beneficiaries.
- ▶ The research carried out by the researcher, as described in the research proposal, will result in a SWOCC publication, to be written by the researcher themselves.
- ▶ The publication should contain a minimum of 20.000 and a maximum of 40.000 words.

- ▶ The content of the publication must be suitable for inclusion in the SWOCC series. To this end, the publication must meet the following criteria:
 - The topic falls within SWOCC's areas of expertise;
 - The topic is innovative;
 - The topic is relevant to practice;
 - The research is of high scientific quality: it is independent and objective and includes thorough data collection and analysis;
 - The publication provides sufficient practical takeaways for the reader;
 - The publication is written in an accessible manner, with clear language and a logical structure;

The final evaluation of the publication based on the above criteria will be carried out by the Director.

- ▶ Interim discussions and feedback will take place between the Director and the researcher, at least during the following moments:
 - Intervision session 1: Presentation of the research plan and publication outline to SWOCC's Advisory Board.
 - Intervision session 2: Discussion of the research plan and publication outline based on input from the Advisory Board.
 - Intervision session 3: Discussion of the preliminary chapter structure.
 - Intervision session 4: Discussion of preliminary results and draft version.
 - Intervision session 5: Submission of the full version for final review by the Director and two reviewers appointed by the Director, after which feedback will be incorporated into the final text.
- ▶ The winner agrees to write a blog (approximately 700 words) for the SWOCC website on the research topic.
- ▶ The winner agrees to give at least one presentation at an event for SWOCC beneficiaries. The date of this event will be determined by SWOCC.

5.

The submission deadline for the SWOCC Open Research Grant 2026 is **17 April 2026** at 5:00 PM.

The submission procedure is as follows:

- ▶ A PDF version of the participation form should be sent to info@swocc.nl, stating "Submission SWOCC Open Research Grant 2026" in the subject line.
- ▶ The submission must clearly include the following information:
 - Name, phone number(s), and email address of the researcher;

- Name of the program, faculty, and university / university of applied sciences;
- A short curriculum vitae of the researcher.
- ▶ Incomplete submissions will not be considered.
- ▶ Submissions received after the deadline will not be considered, regardless of the reason for the delay.

6. Announcement procedure

- ▶ Submitters will receive an acknowledgment of receipt from SWOCC along with a schedule of the next steps in the procedure.
- ▶ The jury will make a preliminary selection from the submissions.
- ▶ Submitted materials will not be returned.
- ▶ Decisions of the jury are final and not subject to appeal.

7. Assessment criteria

Submissions will be evaluated based on scientific quality and originality, as well as their alignment with SWOCC's mission, which focuses on the development of knowledge, disciplines, methods, and techniques that are also applicable in practice in the fields of branding, marketing, and commercial communication (see the application form for the SWOCC Open Research Grant for more details).

8. Jury assessment

- ▶ The jury is appointed by the SWOCC Board and consists of academic researchers and members from the marketing and corporate communication practice, including members of SWOCC's Advisory Board. The jury comprises at least five members.
- ▶ The jury reserves the right not to award the SWOCC Open Research Grant, for example, if the number of submissions of sufficient quality is too low.
- ▶ The Chair of the jury will decide in all cases not covered by these regulations.