



## MSI-Adobe Initiative: Application Instructions

### Eligibility

We welcome submissions from faculty members at accredited academic institutions in the United States and internationally.

### Application form requirements

Your complete application must include the following:

- Contact information
- Abstract
- Main Manuscript
- Curriculum Vitae

Please review the instructions below for details on the required submissions.

### Abstract

- Text Input
- Main documents should not exceed 500 words.

### Main Manuscript

#### Proposal Details

- **Statement of Intended Contribution to Practice:** A clear, concise statement of how the proposed research would provide a novel and interesting contribution to practice and what marketing managers might do differently as a result of the research findings.
- **Brief Description of the Research Design and Methodology:** Study design, data sources/collection procedures, experiments to be run (if applicable), modeling techniques to be used (if applicable), and any other relevant details.
- **Overall Funding and Support Needs:** A brief description of the budget for the project including specific budget items and amounts (typically between \$3,000 and \$10,000).

#### Style Requirements:

- Font size: 12 point
- Text: Double-spaced, left-justified
- Page layout: 1-inch margins on all sides. No headers or footers.
- Acceptable file types: .pdf
- Main documents should not exceed 1,200 words.

Please upload the document as a PDF, using the following filename format:

FirstName\_LastName\_Adobe2026.



### **Contact Information**

Please provide the following:

- First name
- Last name
- Email address
- Current University
- Current Title/Position
- Gender
- Title of Submission
- Any additional author(s) information
- Methodology

### **Curriculum Vitae**

Please upload Curriculum Vitae of each of the researchers

Full details and background are provided [HERE](#).

For any questions or issues please contact [research@msi.org](mailto:research@msi.org)