

Protocol and call for research scholarships 2026

1. Purpose of the Call

Euncet Business School, committed to academic excellence, excellence in research and the promotion of talent, announces the Euncet Research Scholarship Programme 2026–2027.

The objective of this programme is to promote applied research in Euncet's core areas of knowledge: business, marketing, innovation, technology, sports management and digital transformation.

2. Priority Thematic Areas

Research projects associated with these scholarships must fall within at least one of the following areas:

Innovation and Entrepreneurship

- Open innovation models.
- Entrepreneurial ecosystems and business incubation.
- Innovation in services and customer experience.

Business Strategy and Sustainability

- Circular and sustainable business models.
- Corporate Social Responsibility and ESG.
- Internationalisation strategies.

Leadership and People Management

- Organisational culture and leadership transformation.
- Talent management and emotional intelligence.
- New hybrid work models.

Digital Marketing and Data Analytics

- AI applied to marketing and decision-making.
- Analysis of consumer behaviour.
- Branding and digital communication strategies.

Financial Management and Management Control

- Tools for economic analysis and financial forecasting.
- Sustainable finance and impact investment.
- Fintech and new trends in financial services.

Sports Management

- AI and data applied to club management.

- Economy and sustainability of the sports sector.
- Legal aspects related to sport.

Sports Performance Technology

- AI and data applied to sports performance.
- AI and data applied to club performance and management.
- Economy and sustainability of the sports sector.

Digitalisation of Sport

- Digitalisation of sports facilities and services.
- Digital transformation and artificial intelligence applied to business or sport.
- Ethical and responsible implementation of AI systems.
- Process automation and business optimisation.
- Impact of AI on leadership and decision-making.

3. Amount of the Scholarships

The maximum amount allocated by Euncet Business School for this call will be €150,000.

The specific amount of each scholarship will be a maximum of €14,000 and may vary depending on the requirements of the research project to be carried out.

The Academic Scholarship Committee (CAB) is responsible for allocation, quantification and monitoring.

4. Eligibility Requirements

- Be a Bachelor's degree student at Euncet Business School during the 2025–2026 academic year, or belong to the Alumni Community or any entity/organisation linked to Euncet Business School.
- Accredited a minimum average grade higher than 70 out of 100 in completed Bachelor's studies.
- Submit a motivation letter explaining the candidate's commitment to completing the research project.
- Submit an updated curriculum vitae accrediting academic and, where applicable, professional experience.
- Propose a preliminary research idea aligned with Euncet's strategic areas (maximum 500 words).

5. Evaluation Criteria

- Academic record (40%)
- Motivation letter and leadership potential (20%)
- Suitability and quality of the proposed research (25%)
- Alignment with the institution's strategy (10%)
- Relevant professional or extracurricular experience (5%)

6. Application Procedure

Applications must be submitted via the official scholarship form available on the Euncet Business School website, attaching the required documentation.

7. Deadlines

- Publication of the call: 10 January 2026
- Application deadline: 20 February 2026
- Scholarship Committee resolution: 10 March 2026
- Acceptance and formalisation of the scholarship: until 20 March 2026

8. Obligations of Scholarship Holders

- Develop a research project linked to their Master's Final Project (TFM), aligned with Euncet's priority research lines.
- Contribute, where appropriate, to Euncet's research lines through scientific publication.
- Authorise Euncet Business School to disseminate the research work, recognising authorship.
- Participate in at least one academic or institutional scientific dissemination activity.
- Enrol in an Official Master's at Euncet Business School and maintain active student status.
- Maintain exemplary academic, ethical and institutional conduct.
- Attend classes and fulfil academic obligations.
- Attend all tutorials and follow-up meetings.
- Submit the research work within the established deadlines, except where an exceptional extension is approved by the CAB.
- Formally communicate any circumstances that may affect compliance with the scholarship conditions.

9. Rights of Scholarship Holders

- To have an expert academic supervisor for their research project.
- To complete the Official Master's degree linked to the awarded scholarship.
- To access Euncet Business School research resources.
- To receive the approved financial benefit within the established deadlines.
- To obtain certification of their status as Euncet research scholarship holder.

10. Non-Compliance and Revocation

- Submission of a research project containing plagiarism, fraud or data falsification.
- Failure to submit the research report within the established deadlines without authorised extension.
- Partial or total withdrawal from the master's programme.
- Failure to pass course modules without justified cause.

The Academic Scholarship Committee (CAB) will assess each case individually, applying proportionality and academic fairness.

ANNEX 1 — Formal Characteristics of the Research Project

The research project must comply with the following criteria:

Length: between 12,000 and 20,000 words, not including appendices or bibliography.

Language: Catalan, Spanish or English (depending on programme language).

Recommended Structure

- Executive summary (maximum 2 pages)
- Introduction and justification of the topic
- Theoretical framework and literature review
- Research objectives and questions.
- Applied methodology.
- Results and analysis
- Conclusions and improvement proposals
- Limitations and future research lines
- Bibliographic references
- Appendices (if applicable)

Methodology and Research Approach

The research must follow a rigorous, systematic, and results-oriented methodology, with a clear empirical or applied approach. The student may choose, together with the supervisor, the most appropriate methodology.

a) Quantitative Methodology

- Analysis of primary data (surveys, experiments, simulations, econometric models).
- Use of statistical analysis tools (SPSS, R, Python, Advanced Excel, Power BI, etc.).
- Interpretation of results and hypothesis testing.

b) Qualitative Methodology

- In-depth interviews, focus groups, case studies, content analysis.
- Source triangulation and analysis of emerging patterns.
- Focus on innovation, culture or organisational strategies.

c) Mixed or Applied Methodology

- Combination of quantitative and qualitative analysis.
- Development of an action plan, prototype or applied model in an organisation.
- Validation of results through expert or stakeholder feedback.

Expected Outcomes

- Complete final report (academic research document with results and conclusions).
- Executive summary with practical implications for organisations.
- Oral presentation and public defence before an academic board.
- Proposal for academic or technical article for publication.
- In applied projects: validated implementation plan or prototype.

Responsible Bodies

Academic Supervisor

- Responsible for methodological support and process validation.
- Conducts continuous supervision of the project.
- Issues three compulsory reports: initial, mid-term and final.
- Proposes indicative grading to the evaluation board.

Research Project Evaluation Board (TATR)

- Composed of at least three members: supervisor, subject expert and Academic Directorate representative.
- Evaluates the written report, oral presentation, and research results.

Academic Scholarship Committee (CAB)

- Validates the final assessment of the board.
- Determines continuation or termination of the scholarship.
- May award special mentions or recognitions.

Assessment Phases

Phase 1 — Initial Monitoring

- Submission of research proposal (objectives, methodology and timeline).
- Approval report issued by the supervisor.
- Validation of topic alignment with Euncet strategic areas.

Phase 2 — Mid-Term Report

- Submission of progress report (minimum 50% of work completed).
- Assessment of progress based on rigour, coherence and applicability.
- Corrective plan proposed if deviations are detected.

Phase 3 — Submission of Final Research Project

- Submission of final digital version and executive summary (max. 2 pages).
- Compliance with formal and methodological requirements.
- Certification by the supervisor that the work is eligible for defence.

Phase 4 — Public Defence

- Oral defence before the Evaluation Board.
- Presentation lasting 15–20 minutes followed by questions.
- Demonstration of subject mastery, argumentation capacity and methodological-result coherence.