



To Wharton PhD students from all academic departments:

Call for Proposals for Baker Center Research Grants 2018

The Baker Retailing Center invites Wharton Ph.D. students from all academic disciplines to apply for a research grant. The deadline to submit proposals is Tuesday, December 19. The grant recipients will be announced in February 2018.

We are looking to fund retail-focused research that addresses topics relating in some way to the changes that have been happening in the domestic and global retail industry and its current state, specifically in the following subject areas.

- **Digital retail and digitized features of retail businesses:** Research questions could relate to product, customer experience and service, channels/distribution, communication, advertising, social media, geo-targeting, personalization, pricing, operations, delivery, supply chain, logistics, production, target customers, customer base and segments, and other topics.
- **Technology.** Any research that explores the usage and impact of technologies in retail will be of interest, including mobile phones; Artificial Intelligence (AI), including chatbots and voice-based personal assistants; AR; VR; new payment systems; in-store technology and data collection; the role of human interaction in a tech world; and other tech-related topics.
- **Multi-channel integration:** Research may address any questions around the connection of mobile, online, and offline channels, both related to distribution/purchasing as well as to communication.
- **Innovation:** Research that explores any kind of novel approach by retailers or the retail industry, including but not limited to new retail business models, distribution and communication strategies, growth initiatives, partnerships, valuation metrics, data analytics, etc.
- **Customer behavior and attitudes:** Research questions may focus on any topics related to customer behavior, attitudes, expectations, preferences, perceptions, trust, loyalty, information/recommendation sharing, privacy concerns, etc. in this new retail environment.

Generally, we are looking for research proposals that not only meet high academic standards but are also of great value to retail companies or the retail industry as a whole.

Since your advisers ensure the high academic quality and merit of your research, the review committee, which includes Wharton/Penn alumni working in the retail industry and members of the Baker Center team, will focus on how the proposed research can benefit retail companies or the industry as a whole.

The grants are funded by an endowment by Jay and Patty Baker and may be used anytime before graduating from the Wharton PhD program to cover expenses to conduct the funded research, including for data collection and analysis, lab usage, and incentives for research subjects, and for conference travel to present the funded research. The funds can't be used for general hardware, software, and subscription purchases unless they are required specifically for the funded project. The maximum amount of each grant is \$5,000. The granted money will be provided in the form of reimbursements for incurred expenses related to the funded projects.

Research proposals should be 2-3 pages long (not counting the CV) and include:

- Project title
- Name of the academic adviser(s) or primary faculty member(s) with whom the Ph.D. student is working, along with their electronic/scanned signature
- Project description, including what business questions it addresses, methodology, and how retail companies or the retail sector as a whole might benefit from it
- In addition to the description, a brief summary (about 150-250 words) of the project (question(s) addressed, how the project might benefit retail companies/the retail industry, methodology, etc.) at the beginning of the proposal. It will be posted on our website in case your project will be funded. [Here](#) are examples from previous years.
- Outline of the project timeline and at what stage the project is (projects are eligible for a grant as long as they haven't been completed)
- Itemized description and estimated amount of the anticipated research expenses
- Other sources of funding
- Plan for publication of the research
- Applicant's CV

Applicants should be willing to

- Acknowledge the Baker Retailing Center grant in their papers and presentations
- Share any resulting research papers to post on the Center's website
- Present the research at Center events.

We look forward to reading your proposals. Please send them to Denise Dahlhoff at dahlhoff@wharton.upenn.edu.

Thomas S. Robertson
Interim Director, Baker Retailing Center
Former Dean
Joshua J. Harris Professor
Professor of Marketing
The Wharton School

Denise Dahlhoff
Research Director
Baker Retailing Center
The Wharton School

About the Baker Retailing Center

The Jay H. Baker Retailing Center is an interdisciplinary research center at the Wharton School established in 2002 through a generous gift by Patty and Jay Baker (W'56), former President of Kohl's Corporation. Our mission is to be the global leader in retail knowledge and education through cutting-edge academic research; student and alumni activities, academic-industry programs, and global initiatives. For more information about the Baker Retailing Center, please visit <http://www.wharton.upenn.edu/bakerretail/>.