



To Wharton PhD students from all academic departments:

## **Call for Proposals for Baker Center Ph.D. Research Grants 2017**

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 Sunday, December 18. The grant recipients, selected by a committee consisting of Wharton/Penn alumni working in the retail industry and the Baker Center team, will be announced in February 2017.

We are looking to fund retail-related research that addresses topics relating in some way to the changes and disruption happening in the retail industry, including but not restricted to:

- Omni-channel
- Online and mobile
- Big data and analytics
- Technology in retail, including new payment systems, AR, VR, Artificial Intelligence (AI) (chatbots, etc.)
- Pricing and promotions
- Social media
- Distribution topics (store in store, vertical integration, manufacturer-retailer relationships at a time when direct to consumer business is increasing)
- Customer and shopping experience, branding
- Supply chain, sourcing, operations
- Global aspects
- Management, leadership, and organizational adaptability
- Emerging new retail models, including new valuation metrics

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, 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 to cover expenses to conduct the research, including for data collection, lab usage, and data analysis, as well as for conference travel to present the funded and related research, and other project-related activities. The grants may be used anytime before graduating from the Wharton PhD program.

Research proposals should be about 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
- A description of the research project, including the methodology, what business questions it addresses, and how retail companies or the retail sector as a whole might benefit from it
- In addition to the description, please provide a brief summary (about 150-250 words) of the proposal (research question(s), how the project might benefit retail companies/the retail industry, methodology, etc.) at the beginning of the proposal. [Here](#) are examples from previous years. We will post the summaries of the funded projects on our website.
- 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 (expenses will be reimbursed)
- 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
- Present the research to the Center, including its core faculty and other PhD students
- Share the resulting research paper to post on the Center's website.

We look forward to reading your proposals. Please send them to Denise Dahlhoff at [dahlhoff@wharton.upenn.edu](mailto:dahlhoff@wharton.upenn.edu).

Barbara E. Kahn  
*Director, Baker Retailing Center  
Patty and Jay H. Baker Professor  
Professor of Marketing  
The Wharton School*

Denise Dahlhoff  
*Research Director,  
Baker Retailing Center  
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### **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/>.