



**BAKER**  
Retailing Center

To Wharton PhD students from all academic departments:

## Call for Proposals for Baker Center Research Grants 2019

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 end of day Tuesday, December 11, 2018. The grant recipients will be announced in February 2019.

We are looking to fund retail-focused research that addresses current topics in retail, especially those relating in some way to the changes in the U.S. and global retail industry, including in the subject areas below. Projects need to be set in the retail industry or specifically relate to an aspect of the retail industry as opposed to addressing a topic that can be translated or applied to retail.

- **Digital features of retail businesses:** Research questions could relate to topics such as product, customer experience and service, channels/distribution, communication, advertising, social media, geo-targeting, personalization, pricing, operations, delivery, supply chain, logistics, production, customer segments, etc.
- **Technology.** Any research that explores the usage and impact of technologies in retail is of interest, including mobile phones; Artificial Intelligence (AI); 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 distribution & communication:** Research may address any questions around the use and integration of mobile, online, and offline channels.
- **Strategy & innovation:** Research that explores novel initiatives by retailers or the retail industry, including but not limited to new retail business models, distribution and communication, growth, partnerships, M&As, valuation metrics, data analytics, etc.
- **Customer behavior & attitudes:** Research questions may focus on any topics related to customer behavior, attitudes, preferences, perceptions, trust, loyalty, word of mouth, customer reviews, privacy concerns, etc. in this new retail environment.
- **Management, HR, and leadership:** Research on how retail companies are navigating the changing landscape through talent and change management, what leadership qualities are becoming more important, how to manage and evolve culture, how to train employees continuously, etc.
- **Real estate & applied economics:** Research that examines how the physical retail landscape has been impacted by technology, changed consumer behavior, etc. and any economic analyses of retail-related business issues.

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 at the beginning of the proposal (question(s) addressed, how the project might benefit retail companies/the retail industry, methodology, etc.). The summary will be posted on our website if 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](mailto:dahlhoff@wharton.upenn.edu).

Thomas S. Robertson  
*Academic Director, Baker Retailing Center*  
*Former Dean*  
*Joshua J. Harris 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/>.