

CALL FOR SUBMISSIONS BEAR PH.D. AWARDS

You are invited to apply for a BEAR graduate student research grant for the 2020-21 year. To apply, please review the following information and send us a brief proposal by 5 P.M. on **Friday, June 12th, 2020**.

Two successful proposals will each receive **\$7500** in research funding. This funding could be used for eligible research expenses that might include data-collection and analysis, hiring casual research assistants or travel for data collection or relevant conferences. Successful projects will be listed on our BEAR webpages and in our e-newsletters to our corporate and government partners. Should there be interest, we will also be happy to help successful projects connect with our industry or government partners.

About BEAR

BEAR [Behavioural Economics in Action at Rotman] is a research centre that conducts academic and field research, helps our partners accomplish behaviour change through better touchpoints and interventions, and encourages a culture of experimentation and data collection to design empirically informed business practices and evidence based policies. More information is available on our webpages

<http://www.rotman.utoronto.ca/FacultyAndResearch/ResearchCentres/BEAR>

Last year, we launched a new initiative called “Behaviourally Informed Organizations” – more information is available at <https://www.biorgpartnership.com/>

Eligibility

All current (as of the deadline) **Rotman Ph.D.** students are eligible to apply for the award. Students who expect to complete their graduation requirements in the 2020-21 academic year will not be eligible to apply.

Projects from all academic areas at Rotman (Accounting, Business Economics, Finance, Organization Behavior / Human Resources, Marketing, Strategy and Operations) are welcome, but **must be in the area of behavior change**. In particular, we are looking to fund research that accomplishes one (or both) of two broad themes

Theme 1: Research that helps us better understand and develop a framework for behavior change (of individuals, groups or organizations). This might include a) novel insights on behavior change in the short-term or the long-term, b) the relative efficacy of choice architecture, economic incentives or other forms of persuasion techniques, c) the role of time in behavior change (for example, when is the optimal time to intervene, or what are the longer

term consequences of interventions), or d) other contributions that help us better understand behavior change.

Theme 2: Research that studies behaviour change (or its aggregate marketplace effects) in complex and dynamic settings. Examples might include (but are not restricted to) real estate markets, climate change, financial decisions, health decisions, preventive health and healthy eating, crime, education or poverty alleviation.

Your project should use methodology that is most appropriate to the research questions you ask. While laboratory experiments are perhaps the most common methodology used in this field, we strongly encourage students to propose other methodologies that may include (but are not restricted to) field experiments / RCTs, econometric analysis of datasets, mathematical simulations or content analysis. We also strongly encourage mixed methods.

Proposals

Proposals should be no more than 3 pages in length, and will be reviewed by a team of faculty fellows of BEAR.

Page 1: Should include the title of the project, the name of the student (and their primary academic area), the name of a faculty supervisor, a 200 word abstract of the proposed research, and a short paragraph describing how the proposed research addresses one (or both) of the themes. This paragraph should also include a statement of what the primary contribution of your proposed research is.

Pages 2 and 3: A short conceptual section, hypotheses, methodology and plans for analysis.

Note: A faculty supervisor need not be a collaborator on the project, but might serve two roles. 1) S/he might provide guidance and advice as needed. 2) Her / his PI research account will receive the funding for successful candidates, who will then be able to charge eligible expenses.

Submit proposals (and send any questions) by email to Dilip Soman (Dilip.soman@rotman.utoronto.ca) and Bing Feng (Bing.Feng@rotman.utoronto.ca)

Timeline: Decisions will be made by the early July, and you should have access to funds shortly thereafter.