



Research at Columbia Business School

Contents

[Updates from the Office of the Vice Dean for Research](#)
[Recent papers covered in "Ideas at Work"](#)
[New grants](#)
[Slides from External Research Funding Information Sessions](#)
[Internal funding opportunities](#)
[External research funding opportunities](#)
[Contact Us](#)

Updates from the Office of the Vice Dean for Research

New RA Hiring Procedure for Faculty

If you are interested in hiring a research assistant but have not identified a candidate yet, please send a job description (including job duties, expected number of hours per week, and skills required) to Melody Brumfield (mb3488@columbia.edu) and CC Paul Tylkin (pt2302@columbia.edu). If we currently have an available RA who can help, we will let you know; otherwise, an advertisement for the position will be placed on the Columbia Student Employment website and/or disseminated through specialized channels (e.g., undergraduate computer science majors). Please indicate the population that you are targeting for this position.

Some guidelines for RA pay are below, although individual circumstances and budgetary considerations may change these values:

- Basic tasks, including data gathering and data entry: \$10 - 12 per hour
- Basic economics / statistical analysis: \$15 - 19 per hour
- Tasks requiring specialized skills such as web

Research Events

Joint DNA/Marketing Seminar: "Paradoxical Effects of Randomized Response Techniques", Leslie John (Harvard Business School)

February 12, 2013, 12:30-1:45 PM
 Uris 303

19th Annual Columbia Business School Private Equity & Venture Capital Conference

February 15, 2013, 9:00 AM - 5:30 PM
 Lerner Hall

For information on research events coordinated by the Divisions, please go to the [Research Calendar](#).

programming, etc.: \$20 - 30 per hour

Please note that if you hire a non-student to assist you, fringe of 33.7% will be charged by the University in addition to salary.

Please indicate your preferred method of receiving the candidates' resumes (e.g., as they apply, at a specific date, etc.); by default, the resumes will be sent to you two weeks after the initial posting date.

Melody Brumfield (mb3488@columbia.edu) will be available to help screen the resumes based on your specific directions as well as provide sample interview questions if requested. If you need help identifying the appropriate tools and methodologies for a research project, including the skills an RA would need to possess, please contact Paul Tylkin (pt2302@columbia.edu).

If you are interested in hiring a research assistant and have already identified the candidate, please use the new web form:

https://columbia.qualtrics.com/SE/?SID=SV_cOY0dWonjK8mOJ7.

The above web-based form is a result of joint work with HR and ITG, and replaces the previous manual process. Many steps, including home school permission, UNI validation etc , have now been automated. This form can also process other types of hires, including Teaching Assistants. As a reminder, students cannot be appointed as both a Research Assistant and a Teaching Assistant simultaneously, but in certain cases it may be possible to pay additional compensation to a Teaching Assistant who assists you with other tasks. If you have any technical questions about using the webform, please contact Ray Morales (rm2526@columbia.edu) and Allen Lewis (al2422@columbia.edu). For any questions about the HR paperwork, hiring details, and post-hire follow up (such as time sheets, pay, etc.), please contact Julide Kandemir (jk2139@columbia.edu).

Assaf Zeevi, Vice Dean for Research
Paul Tylkin, Director of Research and Planning

[Back to top](#)

Recent papers covered in "Ideas at Work"

January 2013

- [Egocentric Categorization and Product Judgment: Seeing Your Traits in What You Own \(and Their Opposite in What You Don't\)](#), Liad Weiss and Gita Johar
- [The Networking Payoff](#), Scott Shriver, Harikesh Nair, and Reto Hofstetter
- [When Talk Is 'Free': An Analysis of Subscriber Behavior Under Two- and Three-Part Tariffs](#), Eva Ascarza, Anja Lambrecht, and Naufel Vilcassim
- [Q&A on Risk, Innovation, and Social Value](#), Bruce Kogut

Columbia Ideas at Work is a Business School initiative that presents faculty research to the world in an engaging, practitioner-friendly way. *Ideas* articles are compiled in a newsletter that is mailed electronically each month to graduates and subscribers, while print issues feature select content and are published twice a year.

For more information, please contact [Kimberly Kinchen](#), Managing Editor, *Columbia Ideas at Work*.

[Back to top](#)

New grants

Keith Wilcox, Assistant Professor in Marketing, has been awarded a \$15,000 grant from the Provost's Office as part of the "Provost's Grants Program for Junior Faculty who contribute to the Diversity Goals of the University." This program is designed to support Schools' diversity plans. Eligible faculty were female junior faculty in the STEM (science, technology, engineering, mathematics) disciplines, underrepresented minority junior faculty, and junior faculty members with a demonstrated commitment to diversity as evident in their research, teaching, service and/or mentoring activities.

The grant will support Professor Wilcox's research project with title "Depletion-as-Information: The Role of Feelings in Resource Depletion."

[Back to top](#)

Slides from External Research Funding Information Sessions

The Dean's Office in collaboration with Corporate and Foundation Relations at External Relations and Development, co-organized a series of informational sessions focusing on external research support resources and opportunities for faculty.

The sessions presented various funding opportunities from federal, foundation, and corporate sponsors, customized to research areas in each Columbia Business School division.

The slides from the sessions can be accessed on the [internal Research website](#) (UNI log-in required).

For further information, please contact [Dimitra Koutsantoni](#), Associate Director of Sponsored Projects and Foundation Relations.

[Back to top](#)

Internal funding opportunities

Requests for Proposals for Centers Initiative Seed Funding

The Offices of the Senior Vice Dean and Vice Dean for Research request proposals for seed funding from existing institutes, centers, and programs at the Business School to support new projects and initiatives.

The School seeks to support new center initiatives that will have a significant impact on students, faculty, alumni, and/or industry. Funding will focus on projects that need to be seeded but will not require ongoing financial support from the School. Funding requests will be accepted for projects up to \$20,000 in seed support. Under special circumstances, requests for greater funding can be submitted, but such requests should begin with a conversation with the Vice Dean for Research or the Senior Vice Dean prior to formally submitting a proposal.

Funding priority themes for 2012-2013 round will focus on projects that advance the Center's research agenda, including direct support for research as well as ways to disseminate research to various constituencies.

For further information and to submit proposals, please contact [Kerith Gardner](#), Executive Director of Faculty Affairs and

Special Projects.

[Back to top](#)

External research funding opportunities

GRANTS

February due dates

February 15, 2012

- [NSF Civil, Mechanical and Manufacturing Innovation \(CMMI\): Operations Research](#)
- [NSF Civil, Mechanical and Manufacturing Innovation \(CMMI\): Service Enterprise Systems](#)

March due dates

March 4, 2013

[NSF Research Coordination Networks](#)

No deadline

- [Marketing Science Institute Research Support](#)
- [Russell Sage Foundation: Small grants program in Behavioral Economics](#)

DOCTORAL FELLOWSHIPS AND AWARDS

February deadlines

February 15, 2013

- [NSF SBE Doctoral Dissertation Research Improvement grants \(Sociology\)](#)

No deadline

- [Institute of Internal Auditors Michael J. Barrett Doctoral Dissertation Grant](#)

Further information

For further information on the above or if you have a research project that needs funding, please contact [Dimitra Koutsantoni](#), Associate Director of Sponsored Projects and Foundation Relations.

[Back to top](#)

Contact Us

We would appreciate any comments and suggestions on the content of this newsletter. We would also like to invite you to share with us any achievements, grants, awards or any other research-related news.

Thank you

[Gita Johar](#), Senior Vice Dean

[Assaf Zeevi](#), Vice Dean for Research

[Kerith Gardner](#), Executive Director of Faculty Affairs and Special Projects

[Dimitra Koutsantoni](#), Associate Director of Sponsored Projects and Foundation Relations

[Paul Tykin](#), Director of Research and Planning

More information and resources on research issues can be found on the internal [research website](#)

[Back to top](#)

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