



Research at Columbia Business School

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New grants

Dr Maria Guadalupe has won a \$10,000 policy research grant from the Upjohn Institute for Employment Research to investigate the value and consequences of giving shareholders a "Say on Pay". The goal is to evaluate to what extent "Say on Pay" provisions (shareholders' right to a nonbinding advisory vote on a company's executive compensation) plan can affect the level of executive compensation, overall employee compensation, and firm performance.

Awards

- **Brett Gordon:** Recipient of the 2010 Management Science Meritorious Service Award.
- **Ran Kivetz, Oleg Urminsky, and Yuhuang Zheng:** Finalists for the 2011 William O'Dell Award for the Journal of Marketing Research article published in 2006 that "made the most significant long-term contribution to marketing theory, methodology, and/or practice."
- **Oded Netzer, Ran Kivetz and Rom Schrift:** Winners of the 2010 Best Competitive Paper Award granted by the Society of Consumer Psychology.
- **Michel Tuan Pham:** Elected President-Elect of the Society for Consumer Psychology as of February 24, 2011. In this capacity, Professor Pham will serve a three-year term in the executive leadership of the Society: one year as President-Elect, one year as standing President, and one year as Immediate Past President. Michel Tuan Pham is the Kravis

Funding opportunities

APRIL 2011 DEADLINES

APRIL 12, 2011

[Columbia University Institute of Social and Economic Research and Policy Seed grants](#)

APRIL 25, 2011

[Project Management Institute Research Grants](#)

APRIL 29, 2011

[KPMG Global Valuations Institute \(GVI\) Grant Program](#)

MAY 2011 DEADLINES

MAY 5, 2011

[Robert Wood Johnson Foundation Junior Investigator Program](#)

MAY 13, 2011

[Yahoo! Faculty Engagement and Research Program \(FERP\) FERP Proposal form](#)

MAY 21, 2011

[AXA research projects](#)

Note: these don't fund US researchers, but could be of use if you are doing collaborative research with EU Principal Investigators.

JUNE 2011 DEADLINES

JUNE 12, 2011

- [NIH Mentored Quantitative Research Development Award](#)
- [NIH Mentored Research Scientist Development Award](#)

JULY 2011 DEADLINE

JULY 27, 2011 (FOR SOCIAL, BEHAVIORAL & ECONOMIC SCIENCES)

Professor of Business in Marketing at the Graduate School of Business of Columbia University. He received his PhD in Marketing from the University of Florida, Gainesville.

NSF CAREER awards

For further information and assistance with preparing a letter of inquiry or proposals please contact [Dimitra Koutsantoni](#), Sponsored Projects and Research Officer. Information on grant application procedures and tips for proposal preparation can be found on the [Research Support](#) web pages.

Featured grant opportunities: NSF and NIH awards for early career investigators

National Science Foundation

The [Faculty Early Career Development \(CAREER\)](#) awards are the National Science Foundation's most prestigious awards in support of junior faculty. The stated intent of the NSF CAREER program is "to provide stable support at a sufficient level and duration to enable awardees to develop careers as outstanding researchers and educators who effectively integrate teaching, learning and discovery." About 600 CAREER Awards are awarded per year, and the minimum CAREER award size is \$400,000 over a five-year period. In order to be eligible, proposers must:

- hold a doctoral degree by the deadline date in a field supported by NSF;
- be employed in a tenure-track (or tenure-track-equivalent) position as an assistant professor (or equivalent title) (associate professors are not eligible) and remain untenured until October 1 following the deadline;
- have not previously received a CAREER award by October 1st following the deadline for submission of CAREER proposals.

Next due date: July 27, 2011 (for Social, Behavioral & Economic Sciences)

National Institutes of Health

The NIH has two early career awards, which are 3 – 5 years in length, provide substantial salary support, and include a team of mentors, co-mentors, advisors, etc. These awards typically require PIs to devote 75% of their time to the research project.

- [Mentored Research Scientist Development Award \(Parent K01\)](#): The purpose of the omnibus (parent) K01 program is to provide support and "protected time" (3-5 years) for an intensive, supervised career development experience in the biomedical, behavioral, or clinical sciences leading to research independence. Awards are not renewable, nor are they transferable from one principal investigator to another. Some NIH institutes use this award for individuals who propose to train in a new field. Other NIH institutes use this award to increase research workforce in particular types of research.
- [Mentored Quantitative Research Development Award \(K25\)](#): The purpose of the Mentored Quantitative Research Career Development Award (K25) is to attract to NIH-relevant research those investigators whose quantitative science and engineering research has thus far not been focused primarily on questions of health and disease. This award will provide support and "protected time" for a period of supervised study

and research for productive professionals with quantitative (e.g., mathematics, statistics, economics, computer science, imaging science, informatics, physics, chemistry) and engineering backgrounds to integrate their expertise with NIH-relevant research.

Next due date: June 12, 2011

Overviews on major research funders: Sloan Foundation

With \$1,620,997,612 in assets and total giving of \$67,777,187, Sloan's grant-making is primarily to "support original research and broad based education related to science, technology, economic performance and the quality of American life." The Sloan Foundation has a fellowship program and six major program areas, most with several subprograms: (1) basic research, (2) science education, (3) public understanding of science and technology, (4) digital information technology and the dissemination of knowledge, (5) economic performance and quality of life, and (6) selected national issues.

One of the most relevant to the Business School programs is Economic Performance and Quality of Life. This program funds high-quality original research that promises to broaden the understanding of how the U.S. economy is essential to improving the American quality of life or that can be used to improve institutions.

Select relevant grants:

- Columbia University (Business School): \$85,682 (2010) To perform experiments on experiments on how consumers' characteristics affect annuity decisions.
- Dartmouth College: \$119,591 (2010) To create and study network models of systemic risk in banking and finance.
- University of California, Los Angeles: \$70,385 (2010) To test how choice architecture can affect how consumers make inter-temporal tradeoffs.

Further details on this Foundation's funding priorities is provided in the [Grant Opportunities section](#) of the Research website. For further information, please contact Kristen de Paor, director of Corporate and Foundation Relations or Pam Wilkie, senior associate director of Corporate and Foundation Relations.

Doctoral fellowships

There are several funding opportunities for doctoral students offered by private foundations (such as Deloitte, Ford, Kauffman and others) and the National Science Foundation. There are also opportunities for international fellowships that support research

abroad as well as partial support awards. Please refer to this [list](#) for further information.

Featured upcoming research event

The next seminar of the Marketing Division Spring Seminar Series will be given by Anindya Ghos from NYU. Professor Ghos will give a talk on "Designing Ranking Systems for Hotels on Travel Search Engines by Mining User-Generated and Crowd-Sourced Content."

The talk will take place on Tuesday, April 5, 2011, 12:30-1:45, in Uris Hall, Hepburn.

For more upcoming research events, please visit:

<http://www4.gsb.columbia.edu/faculty/information/research/event>

Recently accepted papers

Ames, Daniel. "Pushing up to a point: The psychology of interpersonal assertiveness." In *Social Conflict and Aggression*. Ed. J. Forgas, A. Kruglanski, & K. Williams. New York NY: Psychology Press (forthcoming).

Correa, José, and Nicolás Stier-Moses. "Wardrop equilibria." *Wiley Encyclopedia of Operations Research and Management Science* (forthcoming).

Esch, F., T. Moll, Bernd Schmitt, C. Elger, C. Neuhaus, and B. Weber. "Brands on the brain: Do consumers use declarative information or experienced emotions to evaluate brands?" *Journal of Consumer Psychology* (forthcoming).

Ingram, Paul. "Trouble in Store: Probes, Protests and Store Openings by Wal-Mart: 1998-2005." *American Journal of Sociology* (forthcoming).

Kunz, W., Bernd Schmitt, and Alan Meyer. "How does perceived firm innovativeness affect the consumer?" *Journal of Business Research* (forthcoming).

Kuwabara, Ko. "Cohesion, Cooperation, and the Value of 'Doing Things Together': How Economic Exchange Creates Relational Bonds in Exchange Relations." *American Sociological Review* (forthcoming).

Mason, Malia, Joe Magee, Ko Kuwabara, and Louise Nind. "Specialization in Relational Reasoning: The Efficiency, Accuracy and Neural Substrates of Social versus Non-Social Inferences." *Social Psychology and Personality Science* (forthcoming).

Nakamura, Alice, Emi Nakamura, and Jón Steinsson. "Price Dynamics, Retail Chains and Inflation Measurement." *Journal of Econometrics* (forthcoming).

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](#), Vice Dean for Research

[Kerith Gardner](#), Director of Faculty Affairs

[Dimitra Koutsantoni](#), Sponsored Projects and Research Officer

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

[Columbia Business School Homepage](#)

[Faculty and Research Site](#)

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