

2024 Lundgren Retail Collaborative Call for Proposals

The Lundgren Retail Collaborative (LRC) is a groundbreaking joint initiative between the Eller College of Management and the Norton School of Human Ecology. The vision of the LRC is to be a world-class retail center at the University of Arizona that will transform retail education, research, and practice. The core activities of the LRC are providing retail thought leadership and training for the next generation of retail leaders. In accordance with these goals, the LRC is pleased to announce the **2024 Lundgren Retail Collaborative Call for Research Proposals**. Proposals are welcome from all University of Arizona faculty. Funding will be between \$2500 to \$7500 per grant.

Grant Description

- LRC Research Grants are intended to support academic research that addresses challenging and interesting questions broadly related to the retail context. The LRC defines [retailing](#) as any aspect of the value chain that facilitates and enables the sale and delivery of goods and services to an end-consumer.
- In addition, the 2024-2025 strategic focus of the LRC is to generate thought leadership especially related to Sustainability and Social Responsibility in Retail (e.g., ESG, CSR, Social Justice, DEI/B).
- Because of this broad focus, relevant research proposals may come from a wide range of disciplines, including but not limited to: consumer psychology, marketing, retailing & consumer science, digital retailing, e-commerce, technology, management & organizations, supply chain, operations management and more.
- The selection committee will prioritize research proposals that directly relate to a retail context or research proposals related to Sustainability and Social Responsibility that will yield insights directly applicable to the retail context.
- The intent of the grant is to support academic research that will result in peer reviewed publications. Grants can be used to germinate new ideas or to support and extend ongoing projects.

Guidelines for Submitting Proposals

1. All University of Arizona faculty are eligible. While proposals that include students as co-authors are encouraged, at least one author must be a University of Arizona research faculty member (meaning 10% or greater research appointment).
2. Applications should be in the form of a single-spaced memo of two pages or less, not including references.
3. The application memo should:
 - a. List the names and affiliations of the research team.
 - b. Motivate the proposed research and explain the research approach, data collection and analysis plan.
 - c. Clearly state the connection of the proposed research to the retail context. Note that because funds are limited, only *proposals that clearly and significantly address topics relevant to retail contexts or have the potential to provide insights to retail leaders* will be eligible.
 - d. Delineate the amount of funds requested and how the funding will be used to advance the research project. Include the name and email of the Office Manager/Administrator that will manage the award distribution for the recipient.
 - e. Provide a timeline of research progress.
 - f. Specify the desired outcome for the research (e.g., to be published in a top academic journal).
 - g. Clarify if the proposed research is a new project or an extension of an existing project. If funds are requested to extend an existing project, provide background information on the current status of the research and an IRB approval number, if applicable.
4. A current CV should be included for all co-authors.

Submission Instructions & Timeline

- Lundgren Retail Collaborative Grant Proposals should be uploaded through Cultivate (<https://arizona.infoready4.com/#competitionDetail/1927808>) or e-mailed to Jennifer Savary, co-director of the Lundgren Retail Collaborative jennifersavary@arizona.edu by **January 22, 2024 at 11:59 PM**.
- Announcements of awards will be made by **February 5, 2024**
- Recipients will provide a progress report by **September 1st 2024**. Progress reports can be either a 1-page single spaced update, or a 1-3 minute video.
- The project should have results (preliminary findings at least) ready to share during the 2025 [Global Retailing Ideas Summit](#) (exact date TBD, likely **March/April 2025**).
- All funds should be spent within one year of award. Successful applicants may be eligible for future funding if deemed appropriate.

Questions about the applicability of a research project for the grant program or about LRC more generally should be e-mailed to Jennifer Savary, co-director of the Lundgren Retail Collaborative. jennifersavary@arizona.edu.

About the Lundgren Retail Collaborative

This research grant program is sponsored by the Lundgren Retail Collaborative, a partnership between the [Marketing Department of the Eller College of Management](#) and the [Norton School of Human Ecology](#) to build a world-class program that impacts retail education, research, and practice at the University of Arizona. We gratefully acknowledge the generous support from Terry and Tina Lundgren that makes the Lundgren Retail Collaborative a reality.

Lundgren Retail Collaborative

