If you would like information about an announcement, please contact Deborah Hamilton (8-2952).

Please visit our web site research.cba.ua.edu. This site has links to searchable databases such as SPIN and IRIS, the UA internal coordination sheet, and the C&BA supplemental compensation approval form.

Marketing Research

The Marketing Science Institute (MSI) funds high-quality research that deals with topics of importance to member companies. Results of MSI-supported studies appear first as MSI working papers and/or as conference presentations, and subsequently as articles in refereed journals, scholarly monographs, or books.

MSI supports research with the potential for application by managers as well as more basic or exploratory work.

Work dealing with global issues and cross-disciplinary work building on theories, research results, and methods from disciplines of relevance to marketing is encouraged. MSI and its member companies strongly endorse using actual consumers, customers, and executives rather than student subjects in research projects.

Academic researchers (faculty members or doctoral students working with faculty advisors) can apply for financial and/or nonfinancial support for research projects. Financial support is given in the form of standard grants or competition prizes and awards. Nonfinancial support usually takes the form of access to data, contacts with executives, or access to interview or study sites within firms.

Standard Grants: Most MSI grants are made to cover researchers’ out-of-pocket costs for data collection, respondent fees, computer time, research assistants, travel, and similar expenses. Generally, these grants are in the $5,000 to $20,000 range. Regardless of the level of support requested, the primary criterion for accepting proposals is quality. Note that MSI does not provide salary replacement for the principal researcher(s), funds for the purchase of equipment or software, university overhead, tuition, or travel to non-MSI conferences. Requests for larger sums may be funded, typically with additional financial support from corporations. Proposals are accepted year round.

Doctoral Competition: The annual Alden G. Clayton Doctoral Dissertation Proposal Competition for outstanding thesis proposals on any of the priority topics listed in this booklet is open to doctoral candidates in marketing and related fields. Up to five awards are given each year, and winners receive a $5,000 prize. To be eligible, a candidate must be actively working on his or her thesis and be no more than 50 percent finished, as certified by his or her chairperson.

Proposals must be no longer than 20 typed, double-spaced pages, including bibliography and all exhibits, and are due on July 31 of each year. They are judged on their fit with the MSI priority topics, potential contribution of the research, feasibility of the methodology, and relevance to managerial concerns. Those interested in entering this competition should visit www.msi.org for more information.

Special Topic Competitions: MSI occasionally sponsors special competitions on selected priority topics. Competition announcements specify eligibility and submission procedures. Academic researchers not currently on the MSI mailing list should contact MSI to ensure they receive notification of future competitions.

Nonfinancial Support: MSI can on occasion provide useful nonfinancial support to participating researchers. Examples include: (1) access to data, (2) advice and ideas from member company managers, and (3) in exceptionally strong cases, assistance in arranging for interview or study sites inside major corporations. The exact nature of this support varies widely from project to project and requires that the research provides clear benefits to member companies.

Financial Education Programs

Financial education, having a basic understanding of money and how it works in today’s society, is crucial to a person’s ability to develop assets—own a home,
start a small business, or save for future education. The Citigroup Foundation provides grants for financial education programs which lead to the development of assets that can help increase family stability, encourage better consumer habits and eventually increase an individual’s stake in his/her community. The Foundation also supports organizations that deliver economic and financial education to young people to help them learn how to create wealth in their community and make informed financial choices. Proposals are accepted year round.

**Innovation Grants and Learning & Leadership Grants**

The NEA Foundation for the Improvement of Education (NFIE) believes that educators in America’s public schools, colleges, and universities are critical to excellence in student learning. NFIE grants provide opportunities for teachers, education support professionals, and higher education faculty and staff to engage in high-quality professional development and lead their colleagues in professional growth. NFIE grants also fund innovations that significantly improve achievement and close the achievement gap for underserved learners. The structure of the grants provides educators with opportunities for collegial reflection about their experiences.

NFIE grants support public school teachers, education support professionals, and/or faculty and staff in public institutions of higher education for one of the following two purposes:

**Learning & Leadership.** Grants will fund recipients to participate in a high-quality professional development experience or organize a collegial study group that leads to improvements in practice, curriculum, and student achievement in the school or university. “One-shot” professional growth experiences such as attending a national conference or engaging a professional speaker are discouraged. Decisions regarding the content of the professional growth activities must be based upon an assessment of student work undertaken with colleagues and must be embedded in the institutional planning process. Grant funds may be used for fees, travel expenses, books, or other materials that enable applicants to learn subject matter, instructional approaches, and skills. Recipients are expected to exercise professional leadership by sharing their new learning with their colleagues. The grant amount is $1,000 for an individual and $3,000 for a study group. The NEA Foundation will award up to 75 grants per year.

**Innovation.** Grants will support collaborative efforts by two or more colleagues to develop and implement creative and unique ideas that result in high student achievement. The proposed work should engage students in critical thinking and problem solving that deepen their knowledge of standards-based subject matter. The work should also improve students’ habits of inquiry, self-directed learning, and critical reflection. Innovative ideas that focus on closing the achievement gap for underserved students are particularly encouraged. Grant funds may be used for resource materials, supplies, equipment, transportation, software, or professional development necessary to implement the innovative idea. Preference will be given to applicants who serve economically disadvantaged students. The grant amount is $2,000. The NEA Foundation will award up to 250 grants per year.

Applications may be submitted at any time. Notification will be made within seven months of receipt of the application.

**U.S.-Brazil Consortia**

The Department of Education is requesting proposals for the U.S.-Brazil Higher Education Consortia Program. The purpose of this program is to provide grants or enter into cooperative agreements to improve postsecondary education opportunities by focusing on problem areas or improvement approaches in postsecondary education. The Department is particularly interested in proposals that are designed to support the formation of educational consortia of American and Brazilian institutions, encourage cooperation in the coordination of curricula and the exchange of students, and create an opening of educational opportunities between the United States and Brazil. This invitation is issued in cooperation with Brazil, but the awards support only the participation of U.S. institutions and students in these consortia.

Eligible applicants include institutions of higher education or combinations of institutions and other public and private nonprofit institutions and agencies. The deadline for submitting applications is March 28, 2003. Intergovernmental reviews will take place no later than May 27, 2003. It is estimated that the funds available for this project are approximately $300,000, and the estimated range of awards is between $28,000 and $32,000. The Department estimates that approximately 10 awards will be granted this year.