**Call for Proposals**

**CSMR Business/Industry-related Projects**

**http://www.cb.cityu.edu.hk/research/csmr/**

With the increase in collaborations between faculty members in the College of Business (CB) and firms in the Greater China region, the Center for Social Media Marketing and Business Intelligence (CSMR) is calling for proposals to support such collaborations, which broadly include business/industry related research projects involving companies in various industries.

Applicants should submit proposals using the form below. The deadline for submission of proposals is **Monday, 20 February 2014**. For proposal guidelines, refer to the start-up grant for new faculty - <http://www.cityu.edu.hk/ro/stafflan/staff_form/Start_up_Budget_guidelines_notes.doc> -

All proposals will be evaluated by a Selection Committee comprised of CSMR Directors for funding consideration. Successful proposals will receive seed money for staffing, general expenses and travel (if any), totaling up to HK$100,000. Funded projects are expected to be of one year’s duration.

**Criteria for Evaluation of Proposals**

In addition to academic quality, general interest and relevance to Social Media, Electronic Commerce and Business Intelligence, the following criteria will be used to evaluate proposals:

* To promote inter-disciplinary research, preference will be given to research teams that include at least one inter-disciplinary member from CSMR (see <http://www.cb.cityu.edu.hk/research/csmr/people/members/> ) or a member from another academic unit outside of the College of Business who can bring an inter-disciplinary perspective to the research.
* To promote collaboration within CB, projects that lead to sharing of data with other members of CB will be given added consideration.
* To promote discovery-enriched curriculum, additional consideration will be given to proposals that includes CityU undergraduate students participating in the research.
* The project should lead to research publications, which will acknowledge CSMR as a source of funding.

**Eligibility**

* Faculty members of College of Business, CityU, and
* In CityU service for at least six months prior to start of the project, and remaining in service for at least one year following project completion.

CITY UNIVERSITY OF HONG KONG

Application Form for CSMR Industry Project Fund

{Please do not change or delete any section of this Application Form}

**PART I – Project Information**

**Project Title** (in English and Chinese):

**Project Team** (Please provide a one-page CV for each team member):

|  |  |  |  |
| --- | --- | --- | --- |
| Principal Investigator (PI): |  |  |  |
| Co-Investigators (Co-Is): |  |  |  |
| External Co-Investigators: |  |  |  |
| Plans for collaboration (this item must be filled in if the project involves more than one investigator): | | | |
|  | | | |

**PART II – Project Details**

**Project Abstract** (Maximum of 200 words):

**Aims and Objectives** (List in point form in clear and specific terms):

1.

2.

3.

**Project Background, Project Plan and Methodology** (Maximum of 5 A-4 pages):

**Expected Outcome** (List in point form in specific and tangible terms):

1.

2.

3.

**PART III - Proposed Budget** (Maximum of $100,000)

Duration: \_\_\_\_ months (maximum of 12 months)

(Provide estimated cost and justification for each item)

|  |  |  |
| --- | --- | --- |
| **Budget Item** | **Detail breakdown and Justification** | **Estimated cost $** |
| Staffing | Budget for:  Justification: |  |
| Equipment  (quotations required for single items costing more than $30,000) | Budget for:  Justification: |  |
| General Expenses *(e.g. data collection expenses or consumables please itemize)* | Budget for:  Justification: |  |
| Travel Outside Hong Kong  (e.g., *for data collection conducted outside HK only; not for conference presentation)* | *Cost of one overseas trip is allowed to enable the PI to visit External Co-Is for collaborative projects*  Budget for:  Justification: |  |
| **Total** | | **100,000** |

**PART IV – Research Ethics/Safety Approval**

[Ethical Review and Safety application form(s) should be submitted together with this grant application]

I confirm that:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| (a) | the research proposal | involves | | does not involve human subjects; and | | |
|  |  |  | |  | | |
| (b) | the approval is not required or has been/will be obtained in respect of the following : | | | | | |
|  |  | | Approval not required | | Approval being sought | Approval obtained |
|  |  | |  | |  |  |
| (i) | Human research ethics | |  | |  |  |
| (ii) | Animal research ethics | |  | |  |  |
| (iii) | Biological safety | |  | |  |  |
| (iv) | Ionizing radiation safety | |  | |  |  |
| (v) | Non-ionizing radiation safety | |  | |  |  |
| (vi) | Chemical safety | |  | |  |  |
|  |  | |  | | | |
| (c) | Approval required, if any, by other authorities and prospects of such approval : | |  | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Name of Principal Investigator: |  |  | Signature: |  |  | Date: |  |
| Name of Co- Investigator: |  |  | Signature: |  |  | Date: |  |
| Name of Co- Investigator: |  |  | Signature: |  |  | Date: |  |

(Please add more names if necessary)