

Call-for Proposal
CSMR-Alibaba/Taobao Collaboration
<http://www.cb.cityu.edu.hk/research/csmr/>

Following the Alibaba/Taobao Visit in 6-10 Sep 2012, the Center for Social Media Marketing and Business Intelligence (CSMR) seeks to initiate collaboration with Alibaba/Taobao, especially the AliResearch Unit of Alibaba Group.

To pursue research opportunities, a call-for-proposal is initiated by the CSMR. Successful proposals will be provided a seed-money of up to HK\$100,000. The project and fund is expected to last for one-year. The proposal submission will comprise the following stages:

1. Preliminary Proposal of up to 3-pages to be submitted, describing the research motivation and objectives, research and practical contributions, study plan, deliverables, initial budget, and the research team. The deadline for submission of preliminary proposal is **Wednesday, 2 January 2013**. For guidelines, please refer generally to the start-up grant for new faculty - http://www.cityu.edu.hk/ro/stafflan/staff_form/Start_up_Budget_guidelines_notes.doc - *** Please note however that funding will only be provided for staffing, general expenses and travel, totaling up to HK\$100,000 ***
2. The preliminary proposal will be evaluated by a Selection Committee comprising CSMR Directors and Alibaba/AliResearch management members.
3. Selected preliminary proposals will be invited to submit a more detailed proposal.
4. The Selection Committee will then evaluate the detailed proposals for funding consideration.

Requirements

1. Interest and relevance to Alibaba/Taobao.
2. Academic quality.
3. The proposal should include a Chinese version.
4. 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 College of Business who can bring an inter-disciplinary perspective to the research.
5. To promote discovery-enriched curriculum, additional consideration will be given to proposals that includes CityU undergraduate students to participate in the research.
6. The budget and ethics approval guidelines should follow that of Start-Up Grant for New Faculty.

Eligibility

1. Faculty member of College of Business, CityU
2. In CityU service for at least half a year at the start of the project, and will be in service for at least one year after ending of the project.