



CALL FOR PROPOSALS – TADC 2019

Research funding from the Wheeler Institute for Business and Development

Our ambition is to be a pre-eminent hub for trusted insights on business solutions to development challenges. We are impartial, academically rigorous and take a systemic view on problems. Our approach is multidisciplinary and problem focused.

As part of the 19th [Trans-Atlantic Doctoral Conference](#) (TADC) for PhD students from leading business schools in North America and Europe, we are now inviting proposals with a deadline of

Monday, 26 August 2019

A faculty panel will consider successful applications the week commencing **Monday, 16 September 2019** with funds made available immediately thereafter.

[Apply now](#)

Eligibility

This call for proposals is open to PhD students who have been invited to present their paper at the 19th TADC and who would like to apply for research funding from the [Wheeler Institute for Business and Development](#). We will support research in any stage of its lifecycle and consider applications from the following departments:

- Accounting
- Economics
- Finance
- Marketing
- Management Science and Operations
- Organisational Behaviour
- Strategy and Entrepreneurship

The scope of research that we will fund

The Wheeler Institute aims to promote research that applies business insights to address the world's most pressing challenges. We are particularly keen on business research that addresses economic and social challenges in the developing world, although we recognise the often inter-connected nature of these challenges, and their linkages to those in the developed world.

For an illustration of the topics covered by the above definition, explore the examples showcased in the section [Research in Action](#) and watch our most recent supported research [here](#).

The Wheeler Institute recognises that business contributions for development can be examined through the lens of any functional area or discipline. We leave it to those applying for support to argue the relevance and impact of their work to the topic of business and development. However, topics that fall at the outer edges of these fields will have lower priority than those with a strong fit to the interests of the Wheeler Institute.



Funding up to £15,000

The type of research activity that we will favour can be sought to:

- Pay for direct research costs – including research assistance and other expenses incurred in the course of conducting the research or processing data.
- The Wheeler Institute will support data acquisition – it is desirable (but not a requirement) that the applicants are willing to open up such datasets for use by other faculty.
- The Wheeler Institute will consider the funding of conference travel costs to support the final destination of the PhD student's research.

This is not a closed set of activities. Applications for funding of other activities that are a part of research projects will also be warmly welcomed where these are congruent with the overarching objectives of the Wheeler Institute. However, this funding will not support some activities:

- × **Research buy-outs**
- × **Journal submissions costs**

There is a supplementary process for funding 'Revise and Resubmits' requests. These tend to be urgent and typically need small sums, perhaps for further data collection or some RA time.

Selection criteria

The Wheeler Institute seeks to award outstanding, novel and impactful research at the intersection of business and development, with a particular focus on some of the world's most underprivileged communities.

Our faculty committee will make the final selection based on the following criteria:

- (i) Practical contribution**
 - Research that offers tangible solutions and aims to achieve economic and social impact.
- (ii) Theoretical contribution**
 - Research that is novel in the way it explores new concepts and approaches.
- (iii) Empirical contribution**
 - Research that uses an appropriate methodological approach.
- (iv) Fit with the Wheeler Institute's mission statement**
 - See appendix
- (v) Letter of support**
 - The letter should reflect on the quality of the proposal by indicating the potential impact, the reasons why they support this research and the extent to which it is likely to result in a top tier publication.

Application

[Apply now](#) to submit your proposal online. Applicants receive an Interfolio dossier account and can send all application materials, including letters of support, free of charge.

Please submit/complete the following items:

- (i) Privacy Statement**
- (ii) Application Form**
- (iii) Reference Form**
- (iv) Research Proposal Form**



- **Synopsis**
A summary of the research (~150-200 words)
 - **Practical, theoretical and empirical description of the research**
Relevant background, research methodology, data collection and anticipated timelines – and how the research is novel. Please illustrate whether this proposal will generate a new dataset and why this particular dataset may be a milestone for others too (~1500 words).
 - **Fit with the Wheeler Institute’s mission statement**
(~150-200 words)
 - **Funding strategy**
How funding will be used, including indicative headline budget lines.
The wider funding strategy – whether the project has already received some funding and whether our funding may unlock additional sources of support.
 - **Publication strategy**
The name of target journal(s), an indication of how the work contributes to the existing literature and why it fits with the named journal(s).
 - **Acknowledgement**
Applicants should confirm in writing that, in consideration of the support, they agree to the following:
 - To support the Wheeler Institute to create written and video content, both at the outset of the project and later when results and working papers are available. In common with other of the school’s publications, faculty have editorial rights.
 - To provide a short bi-annual update to be used for the Institute’s submission to the School’s ‘Research Centre Review Committee’ (RCRC).
 - To make us aware of any presentations, working papers and publicity arising from the research.
 - To acknowledge the Wheeler Institute’s support in publications (“*We are grateful to the London Business School’s Wheeler Institute for Business and Development for supporting this research*”).
 - To make generated datasets publicly available and acknowledge the Institute for funding it.
- (v) Letter of support**
(vi) A short bio (~150 words)

Contact

If you have any questions or would like to discuss a potential project then please contact Amelia Whitelaw, Executive Director of the Wheeler Institute for Business and Development via email (awhitelaw@london.edu) or phone (+44 (0)20 7000 7565).

We look forward to receiving your application.

Wheeler Institute for Business and Development

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Wheeler Institute
for Business
and Development

Improving Lives Through Business

We create impact by identifying big challenges, applying business insights to help solve these challenges, and forging communities of learning and practice to implement large-scale and enduring change.

We are committed to developing, sharing, and implementing business expertise to solve the three development challenges:

- **Lives:** Millions of people remain unable to fulfil their potential and their aspirations because they lack access to basic health, education, and skills.
- **Livelihoods:** Most of the world's poor eke out a living as entrepreneurs, and most of their businesses are forever stunted. Employment opportunities are often scarce, and employment conditions poor. Opportunities for successful entrepreneurship and employment are unequally distributed.
- **Environments:** Too many people live in societies that are fragile. They have limited access to enabling institutions and infrastructure, and their lives are too frequently disrupted and calamitous.

The Wheeler Institute will create positive change through three mutually reinforcing activities that address these challenges:

Conducting Rigorous Research

Our ambition is to be a pre-eminent hub for trusted insights on business solutions to development challenges. We are impartial, academically rigorous and take a systemic view on problems. Our approach is multidisciplinary and problem focused.

Forging Communities of Practice

We help forge communities of practice to create impact. We seek large scale and enduring change, and recognize the many others – across business, government, and civil society – who have ideas, energy, resources, and skills to make this change happen. We develop frameworks for collaboration that promote systemic change and progress.

Shaping business education

We inform and influence learning so that the business leaders of tomorrow are long term agents of positive change. We promote evidence based practices to enable the scaling of solutions within business organisations



We will:

- Change the mind-set and practices of influential business leaders and other stakeholders, and practically impact their decision-making
- Create communities of practice - through convening business, policy makers, civil societies, and academic communities - to make an impact and to identify innovative, scalable and sustainable solutions
- Impact and influence scholars by drawing them into development spaces or influencing the way they teach/conduct research
- Create communities of engaged scholars (including early career researchers) who have an interest in business for development and who will make an impact through their research and at their institutions
- Illustrate through our cutting edge research in business for development that LBS is a preeminent business school
- Demonstrate LBS is a practice leader in equipping our student with skills, behaviours, knowledge and experience that will help them become more ethical, aware and well rounded leaders

Target audience:

- Individuals (alumni, business leaders, civil societies, policy makers) who are driving change in developing countries and are looking for the methodology/business insight to be effective
- Students (including prospective students); and
- Researchers (especially Early Career researchers) at LBS and beyond

We need to demonstrate our relevance to two key enablers:

- Ethical donors who are looking to support institutional/systemic change for the better; and
- Media