



Guidelines for Establishing Industry Partnerships

Center for Behavioral Business Research Carson College of Business

Director: Dr. Andrew Perkins

The **mission** of the Center for Behavioral Business Research (CBBR) is to bring together industry leaders, academics, and students to study issues critical to business, consumers and broader society in order to increase research productivity, enhance the undergraduate experience, and strengthen industry engagement.

The **vision** for the CBBR is to be the go-to behavioral business research facility for faculty and students, to forge topic-specific research partnerships with industry, and to increase the visibility of both academic research and undergraduate educational accomplishments across the northwest.

The current document describes the resources available to potential private industry partners through the CBBR. The CBBR provides industry partners access to students in our *undergraduate programs* (as research subjects, students who will participate in conducting client-related projects, and recruiting), as well as access to graduate students and faculty pursuing *research production and publication*. Each of these is described below.

Undergraduate Programs

One of our biggest assets is our access to our undergraduate population, both as research participants and team members working with industry on client-based research projects. It is the goal of the CBBR is to provide a transformational student experience for our undergraduates, and we are uniquely positioned to facilitate this goal by providing a structured opportunity to engage in primary and discovery research under the tutelage of our world-class research faculty. Specifically, the CBBR is focused on preparing WSU undergraduate students for employment positions with firms that require a detailed understanding of behavioral research methods, significant methodological training, and hands-on experience in business research techniques. In order to achieve this goal, the CBBR is in the process of developing a number of programs that will engage and help develop these skills in our undergraduate population. These programs are outlined below.

Class projects via CBBR: There will be numerous opportunities for undergraduates to engage with private industry via client-based projects both within and outside of their chosen electives. For example, the CBBR Director maintains a set of client-based projects to be completed in MKTG 450, Social Media Marketing and MKTG 461, Product Management. As a requirement for the class, teams of students are offered a choice of private-industry clients. These teams are tasked with a number of goals, including but not limited to, social media marketing, website development, and data analytics. The success of these projects over the last few years has created a foundation of clients and projects that can be re-upped or extended across semesters.

Students who are more interested in industry applications and marketing research also have the opportunity to participate in non-class projects as well. Currently, the CBBR has partnered with a number of industry partners to create three to five undergraduate student projects each year. These research projects are industry-focused and defined by the needs of the industry partner. Interested students are assigned to a project under the supervision of the CBBR Director.

These industry partners include:

- Cosmic Crisp, the new Honeycrisp hybrid set to retail in Washington State in 2019-2020
- “Natural” Christmas tree management, attempting to change opinions about the natural Christmas tree industry
- SNAP-Ed Rebranding, where students are leading focus groups and surveys to reassess the SNAP-Ed (food stamp) program in Washington State
- Farm-to-Table experiences in retirement homes (with Mark Beattie), examining food waste and nutrition in assisted living environments

Certificate of Academic Achievement: Consistent with the desire to increase undergraduate engagement, with a focus on primary and/or discovery research experience, there is a need for a formalized program for training WSU undergraduate students from across academic disciplines in behavioral research methods relevant to business that will **culminate with an industry project conducted for a partner company**. The *Certificate of Academic Achievement in Behavioral Business Research* is a new academic certificate that meets these needs. The first students who are attempting to complete the requirements for the certificate will be starting their industry projects during the Spring 2019 semester. Project capacity will expand over time by including additional faculty members and graduate students in order to accommodate additional undergraduate student participation as demand increases. **Private industry partners will be needed for these projects as well, and will have access to the best students at the Carson College of Business.**

Research Production

At its core, the CBBR is a research facility where faculty collect and analyze data for the purpose of publishing top-tier, impactful academic research and meeting private industry needs. Data acquisition and analysis is the glue that connects all aspects of the CBBR. Whether it be the

existing research-based offerings (described below) or the research projects required to meet the goals of our private industry partners, substantial resources are applied to the design, execution, and analysis of the data collected in the CBBR. **Research techniques available to researchers at WSU and private industry partners through the CBBR include:**

- Quantitative Techniques
 - Survey design and data collection
 - Experimental Design and Execution
 - Self-report measures
 - Unconscious measures, including the Implicit Association Test
 - Laboratory/Field/Semi-Field
- Qualitative Techniques
 - Focus Groups
 - Participant/Non-Participant Observation
 - Structured/Unstructured Interviews
 - Secondary/Archival
- Customer segmentation and targeting
- Social Media marketing
- Brand development and strategy
- Retail and environmental design

In addition to the organizational components presented above, the CBBR offers a number of research resources for the Carson College of Business, Washington State University, and private industry. Currently, the CBBR offers:

1. **Qualtrics research panel** – Our online Qualtrics panel provides an alternative source of research participants for academic researchers and private industry partners. The panel, managed in partnership with Qualtrics, allows researchers to access Qualtrics' online research participants with specifically targeted surveys or experiments. Interested researchers apply through the CBBR to access this panel. Funding is provided through financial research support. Once approved, Qualtrics and the CBBR will manage the execution of the study and collection of data.
2. **Access to the Online MBA student panel:** The Online MBA (OMBA) students will participate in one 20-minute session per seven-week class session (twice per semester). The initial contact with faculty teaching the OMBA students will be via the CBBR. Each data collection request will be evaluated and granted based on finalized criteria for accessing the MBA research pool. Researchers and private industry partners who are granted access to the research pool will be responsible for contacting the MBA instructors to coordinate the data collection efforts.
3. **Undergraduate Subject Pool for Class Credit:** The CBBR currently provides approximately 2000 research hours of undergraduate student research participation per semester. This participant population is drawn from MKTG 360 and MGMT 301. Student participants are rewarded with class credit upon completion of the required number of

hours. **This panel comprises the most valuable market segment available to researchers and business, and private industry projects have direct access to these research participants. Our undergraduate panel is 18-22 years old, 47.5% female, and 25.7% minority.**

- 4. Access to Online Undergraduate student panel:** Similar to the online MBA student panel, undergraduate students from 400-level electives in Marketing and Management can participate in an online panel for extra credit. We expect approximately 400 participants per semester, and students can participate up to three times. **Again, private industry partners have direct access to these research participants.**

Current CBBR-Associated Research Faculty

Dr. Andrew Perkins (Director): Dr. Perkins is an Associate Professor at WSU. Dr. Perkins joined the Carson College of Business Marketing department in 2014 after previous faculty appointments at Rice University in Houston, Texas and Ivey Business School at Western University, London, Ontario, Canada. Dr. Perkins has numerous peer-reviewed publications across many disciplines including Marketing, Psychology, Organizational Behavior, and Health and Medicine. His research interests include consumer decision-making, consumer self-identity, and the intersection of consumer psychology and the environment.

Dr. Jeffery Joireman: Dr. Joireman is a Professor of Marketing at WSU. Dr. Joireman's research interests include how temporal concerns impact decision-making, cooperation in social dilemmas, and responses to service encounters.

Dr. Chadwick Miller: Dr. Miller is Assistant Professor of Marketing at WSU. Dr. Miller joined WSU in 2015. Dr. Miller's research interests focus on how consumers choose between premium and basic products.

Dr. Leah Sheppard: Dr Sheppard is an Assistant Professor of Management at WSU. Dr. Sheppard's research interests include the impact of gender stereotypes on leadership attainment and perceptions of workplace conflict, and social sexual behavior in organizations that is not of a sexually harassing nature.

Dr. Rob Crossler: Dr. Crossler is an Assistant Professor of Information Systems at WSU. Dr. Crossler's research focuses on the factors that affect the security and privacy decisions individuals make.

Financial Support

It is expected that industry partners provide opportunities and/or resources to support our undergraduate/graduate students and faculty. Options include:

- A one time or on-going gift: For example, an industry partner might give a gift to the CBBR of \$100,000 with an additional \$15,000 each additional year.
- Short-term gift: An industry partner pledges \$250,000 of support over 5 years, allowing \$50,000 to be used each year.
- Naming campus units: Private industry partners have the opportunity to name entities on campus including research centers like the CBBR. Minimum gift is \$2M.
- Naming opportunities (endowed): Named endowments are a one-time gift that generates 3-4% funding for the center or faculty member per year. This funding is then used for supporting faculty, graduate, and undergraduate research. Amounts for different endowments are listed below:

Deanship	\$5,000,000
Distinguished Faculty Chair	\$3,000,000
Faculty Chair	\$1,500,000
Distinguished Professorship	\$500,000
Professorship	\$300,000
Faculty/Staff Fellowship	\$100,000
Faculty/Staff Excellence Award	\$25,000

Facility and Equipment

The CBBR includes a state-of-the-art facility designed to accommodate a wide range of research projects. Each space allows researchers to easily modify the environment to fit their needs. Full recording/audio/video exists throughout the lab, and is managed from the control room (see below).

Behavioral Lab: The behavioral lab can be used for focus groups, interactive research, or any number of different research methods. A small galley kitchen is included, as well as private viewing and a single-person lab room. Presentation and video conferencing capabilities are available in this room as well.



Computer Lab: Traditionally used for survey-based studies, participants can easily get from the behavioral or virtual reality lab to this room. Stimuli can be presented on the flexi-boards (right), and participants can be observed from the control room (see below).



Control Room: The entire lab can be managed from here. Participants in both the behavioral and computer labs can be directly observed from the control room, and the entire lab can be observed via audio and video. Recording is also available.



Reception area: Participants are welcomed into our comfortable waiting area. Researchers can present information on the screen above the receptionist, and participants can access all parts of the lab without disturbing ongoing studies.



Virtual Reality (VR) Lab: Our VR lab is state of the art. We currently have two stations, and a full-time programmer who can build any environment a researcher would need. Further, the CBBR is the leader in developing VR-based psychometric measures, allowing us to capture data within VR, rather than removing the participant from VR prior to measuring responses.

