

**Center for the Advancement of Social Entrepreneurship (CASE)**  
**The Fuqua School of Business**  
**Request for Proposals**

The CASE Faculty Research Pool supports high-quality research that applies business and management expertise to the social sector, including social entrepreneurship, nonprofit management, and philanthropy. It will support three broad types of research, covering all management fields:

- *Empirical research* addressing issues relevant to the social sector.
- *Conceptual papers* applying and adapting management thinking and concepts for the social sector.
- *Case development* focused on social sector organizations for use in MBA classes.

**Eligibility:** Full-time Fuqua faculty and PhD candidates, as well as Duke University faculty who are collaborating with Fuqua faculty or PhD candidates, are eligible for funding, with a preference for tenure-track faculty members.

**Criteria:** CASE will consider the following when reviewing proposals:

- *Potential for social sector impact:* The primary goal of CASE is to improve the effectiveness of the social sector. Thus, CASE prefers projects that have discernible implications for action and enhanced performance by social sector leaders, organizations, and policy makers.
- *Creativity of research project:* CASE favors research proposals with the potential for breakthrough results. Therefore, CASE encourages applicants to be creative in identifying projects that will build on their existing intellectual interests and expertise. We are happy to meet with interested faculty/PhDs to brainstorm ideas and help discover innovative links between their work and the social sector.
- *Interdisciplinary collaboration:* Though it is not a requirement, CASE encourages proposals that involve interdisciplinary collaboration with faculty from other departments and institutions at Duke.

**Grant Details:** CASE has a total of \$75,000 allocated for 2004-2005. We envision grants in the range of \$5000-\$25,000. However, these expectations should not be regarded as constraints. We are willing to exceed \$25,000 if we receive especially compelling proposals. We encourage potential applicants to seek us out to discuss their ideas and the scope and scale of their proposal, especially if they feel their project might warrant a higher level of funding. Additionally, we are committed to assisting with continued support for larger-scale, ongoing projects, either through our own research pool in future years or assisting researchers in raising additional funds elsewhere.

Funds can be used to cover direct research expenses, including RA support, hiring MBAs for summer projects, travel, data collection, contracting with market research firms, etc. Grants may also cover a portion of faculty summer salaries in addition to existing summer support provided by the school.

**Format:** Faculty and PhD students interested in applying for funding should submit a 2-3 page proposal describing the research project and specific deliverables, its potential for impact on the social sector, a timetable including the date of project completion, the amount requested, and the use of the funds. In some cases, the review committee may ask for a more extensive proposal before making its final decision.

**Timing and Review Process:** CASE will review proposals on a rolling basis as long as funds are available. However, we encourage interested parties to apply by Monday, April 5th in order to be included in the first round of reviews. Proposals should be emailed to [case@fuqua.duke.edu](mailto:case@fuqua.duke.edu). The CASE Faculty Committee (listed below), with input from CASE Faculty Director Greg Dees and Managing Director Beth Anderson, will review proposals. All applicants will be notified of decisions within two weeks of their submission, and those accepted for funding will receive an agreement that details the responsibilities of the researcher(s) and CASE as well as the deliverables of the research project. Funds will be available one month after notification, assuming all paperwork is complete.

**Deliverables:** Upon completion of the research project, or at agreed-upon intermediate stages in the process, recipients must produce a working paper or a case for inclusion in the CASE Working Paper or Case Study Series. All CASE working papers and case studies will be made publicly available for download from the CASE website and links to them may also be included in periodic electronic newsletters distributed to the CASE mailing list. This arrangement is nonexclusive and is not meant to preclude publication elsewhere.

**CASE Faculty Committee:**

Jennifer Francis, Professor of Accounting

Joel Huber, Professor of Marketing

Bruce Jentleson, Director, Terry Sanford Institute of Public Policy and Professor of Public Policy Studies and Political Science, ex officio

Christine Moorman, Professor of Marketing

John W. Payne, Joseph J. Ruvane, Jr. Professor of Management

If you have any questions or would like to discuss any research ideas you may have, please contact a faculty committee member, Greg Dees, or Beth Anderson.