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The Wharton Interactive Media Initiative
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**The Wharton Interactive Media Initiative (<http://www.whartoninteractive.com>)
Announces a Call for Research Proposals**

Deadlines:

Papers/Abstracts Submissions and Proposals: November 1, 2009

Author Notifications: November 30, 2009

The Wharton Interactive Media Initiative (WIMI) is a data-driven research endeavor focused on the use of individual-level data arising from interactive media in order to better understand customer behavior, company activities, and the role/effectiveness of different business models that are constantly evolving in this domain. Designed to capitalize on Wharton's longstanding strength in conducting data-driven research, WIMI passionately pursues relevant, well-validated research that will drive winning business strategy for years to come.

WIMI invites proposals for relevant, leading-edge research from colleagues at the University of Pennsylvania. While our principal interest is on empirical work that capitalizes on (and offers substantive insights about) these new data sources, we are also open to other methods of investigation that focus squarely on issues related to different aspects of interactive media. Possible areas of inquiry may include:

- The emergence and impact of user-generated content
- Social networks
- Privacy and security issues associated with the collection and use of individual-level data
- Resource allocation across multiple media platforms
- Sponsored search
- Business models to guide the shift from print to digital content consumption
- Optimal design of interactive media properties and their impact on customer behavior



Proposals: We invite research proposals on these and other topics related to interactive media. In cases where appropriate data are unavailable to the researcher, WIMI will make every attempt to find appropriate corporate “data donors”. We encourage researchers to make such requests, though we offer no guarantees that we can fulfill them. All proposals that request funding should include a concise budget describing the specific use of funds. Maximum funding for any one researcher is \$5,000 per funding cycle – \$1,500 will be paid upon selection of the abstract and the remainder will be paid upon completion of associated papers. Authors are expected to acknowledge the support of WIMI in their papers and any associated presentations. Papers resulting from the research will be eligible for promotion/dissemination to the WIMI audience and will be encouraged for submission to scholarly journals and/or inclusion at upcoming WIMI conferences and speaking engagements.

Submissions: Please e-mail submissions or inquiries to Rebecca Alig, Associate Director, Wharton Interactive Media Initiative, at ralig@wharton.upenn.edu.

Selection Panel:

Eric T. Bradlow, The K. P. Chao Professor, Professor of Marketing, Statistics and Education, Co-Director, Wharton Interactive Media Initiative, The Wharton School.

Peter S. Fader, The Frances and Pei-Yuan Chia Professor, Professor of Marketing, Co-Director, Wharton Interactive Media Initiative, The Wharton School.

Steve Ennen, Managing Director, Wharton Interactive Media Initiative, The Wharton School.