

London
Business
School



Wheeler Institute
for Business
and Development

Call for Proposals: Technology for Development

**GUIDELINES FOR LONDON BUSINESS SCHOOL
APPLICANTS AND AWARDEES**

DECEMBER 2024 - JANUARY 2025

WITH SUPPORT OF THE



Contents



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GUIDELINES FOR APPLICANTS

[Selection criteria](#)

[Eligibility](#)

[Application process](#)

[Funding](#)

[Calls for proposals committee](#)

GUIDELINES FOR AWARDEES

[Funding period](#) and [Cost centres](#)

[Datasets](#)

[Re-allocation of funds](#) and [Top-up funding](#)

[LBS expenses policy](#) and [Expenses and invoices](#)

[Research assistants](#)

[Bi-annual update](#)

[End of grant reporting](#)

[Contact](#)

[About the Wheeler Institute](#)

[About the Sui Foundation](#)

[Research projects we support](#)





Guidelines for Applicants

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SELECTION CRITERIA

The Wheeler Institute seeks to acknowledge outstanding, novel, and impactful research. The objective of this Call for Proposals is to encourage and support research at the intersection of business and development, with a particular emphasis on technology as a force for good to address the world's most pressing challenges.

The Wheeler Institute recognises that business contributions for sustainable development can be examined through the lens of any functional area or discipline. We leave it to those applying for support to demonstrate the relevance and impact of technology in their work as it relates to the topic of business and development. However, topics that fall at the outer edges of these areas will have lower priority than those with a strong fit to the focus of this call and the mission of the Wheeler Institute.

Guidelines for Applicants



SELECTION CRITERIA - our call for proposals committee will make the final selection based on:

A strong fit with the Wheeler Institute	As an Institute and pre-eminent hub for trusted insights on business solutions to development challenges, we will prioritise proposals that meet this criterion.
Technology	The call aims to promote research that looks at technology and business to address the world's development challenges. Proposals with connection to concepts or technologies such as Internet decentralization, Blockchain, Artificial Intelligent and the Sui Protocol will be desirable but are not compulsory.
Publishable in a top-tier journal	Contact the LBS Research and Faculty Office to inquire about A-List journals, which are known for publishing research with the highest impact in the field.
A letter of support from LBS faculty	A letter of support is compulsory for all PHD students. We also ask non-tenure-track faculty to submit a letter of support if their paper will be solo-authored.
Practical contribution	Research that offers tangible solutions and aims to achieve economic, social and environmental impact.
Theoretical contribution	Research that is novel in its approach in exploring new concepts.
Empirical contribution	Research that uses an appropriate methodological approach.

Guidelines for Applicants

ELIGIBILITY

This Technology for Development Call for Proposals is open to LBS Faculty, PhD Students, Post-Doctoral Students and Research Fellows. We support research in any stage of its life-cycle and will consider applications from all subject areas across the School including Accounting, Economics, Finance, Marketing, Management Science and Operations, Organisational Behaviour and Strategy and Entrepreneurship.

LETTERS OF SUPPORT

All LBS PhD Students, Post-Doctoral Students, and Research Fellows are requested to provide a letter of support from their LBS supervisor. Additionally, non-tenure-track Faculty members who will be the sole authors of their papers are required to submit a letter of support. This letter should assess the proposal's quality by highlighting its potential impact and the likelihood of achieving a top-tier publication.

Guidelines for Applicants

APPLICATION PROCESS

- ✓ **Complete the research proposal form, which includes:**
 - **Synopsis** (~150-200 words)
 - **The demonstrated fit with the Wheeler Institute's mission and scope of this call** (~150-200 words)
 - **Practical, theoretical and empirical description of the research** (~6000 characters)
Relevant background, research methodology, design, data collection and anticipated timelines – and how the research is novel. Please illustrate whether this proposal will generate a new dataset and why it may be a milestone for others, too.
 - **Details of funds requested**
 - Outline how the funding will be utilised, providing indicative budget categories. Discuss the broader funding strategy, indicating whether the project has secured prior funding and if our support could potentially unlock additional sources of assistance.
 - To ensure the completeness of your proposal, kindly indicate whether you have explored the availability of the items through the LBS Library or IT Service when considering data subscriptions. If you are estimating the costs associated with any data subscriptions, please reach out to the Library for accurate calculations, factoring in VAT.
 - **Publication plans** – Indicate the name of the targeted journal(s) and the anticipated timeline.

Guidelines for Applicants

APPLICATION PROCESS

✓ Complete the research proposal form (cont.)

- **Acknowledgment** – in consideration of the support, they agree to the following:
 - To support the Wheeler Institute and the Sui Foundation 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 and the Sui Foundation in publications ("We are grateful to London Business School's Wheeler Institute for Business and Development and the Sui Foundation for supporting this research").
 - If requested, to provide an end-of-grant report in the 3 months following the end of the funding.

Apply [here](#) to submit your proposal.

Deadline: January 20, 2025

Guidelines for Applicants

FUNDING PERIOD

The Wheeler Institute calls for proposals up to twice per academic year, typically in Spring and/or Autumn. Eligible applicants may apply for research funding of up to £20,000. We aim to make grants available quarterly on 1 August, 1 November, 1 February or 1 May, subject to application deadline and availability of the call for proposals committee.

Our grants have a life span of 18 months. In compliance with the LBS policy in support of donor funding, any funds will be automatically returned to the Wheeler Institute if a) they have not been used within 18 months or b) if the grant holder has graduated and/or their contract with LBS has terminated before the end of the funding period.

If the graduate collaborates with an LBS faculty co-author, these funds can be utilised to facilitate publications within 6 to 9 months after graduation.

Guidelines for Applicants

FUNDED ACTIVITIES

Research costs

Research assistance and other expenses incurred while conducting research or processing data.

Data acquisition costs

- Applicants have the opportunity to allocate funds for data and software; however, we strongly encourage them to verify the availability of these items through the LBS Library or IT Service.
- To obtain appropriate academic quotes, preferred formats, structures for multiple access to the data, etc. Please contact the [Library](#) to obtain appropriate quotes.
- To ensure that the contract meets both the School's and your own requirements, dataset contracts should always be submitted to the Library before signing.
- The School gains advantages from the Library's participation in all dataset acquisitions, facilitating a centralised overview of all subscriptions. It is recommended that applicants pursue multi-user licenses for open datasets to enable usage by other faculty members.

Conference travel costs

We may consider the funding of conference travel costs to support the proposed research.

Guidelines for Applicants

EXEMPTIONS

IT equipment

Our grants are not meant to support the purchase of IT hardware.

Expenditure prior grant approval

Expenditure incurred prior to the date of notification of success is generally ineligible; if your project is time-sensitive, please reach out to the Wheeler Institute to explore possible accommodations.

‘Revise and resubmit’

There is an additional procedure for funding requests related to 'revise and resubmits.' These requests are usually time-sensitive and often involve modest amounts, i.e. for additional data collection or research assistant time.

Buy-outs

We will not fund research buy-outs and journal submission costs.

Other exemptions

Additionally, the Wheeler Institute grant may not be used to ‘top-up’ an individual budget.

Guidelines for Applicants

CALL FOR PROPOSALS COMMITTEE



Kamalini Ramdas (Chair)
Professor of Management
Science and Operations



Elias Papaioannou
Professor of Economics,
Academic Co-Director of
the Wheeler Institute



Paolo Surico
Professor of Economics



Ahmed Tahoun
Professor of Accounting

With support from:



Tiago Martinho
Executive Director of the
Wheeler Institute



Ellie Whitbread
Team and Operations Assistant
of the Wheeler Institute

Guidelines for Awardees



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FUNDING PERIOD

Our grants have a life span of 18 months. In compliance with the LBS policy in support of donor funding, any funds will be automatically returned to the Wheeler Institute if a) they have not been used within 18 months or b) if the grant holder has graduated and/or their contract with LBS has terminated before the end of the funding period. If the graduate has a co-author of LBS faculty, those funds may support publications with 6 to 9 months of graduation.

COST CENTRES

Successful applicants will be able to access their grants and claim expenses via their dedicated Wheeler Institute cost centre. It may take up to 4 weeks to create a new cost centre.



Guidelines for Awardees



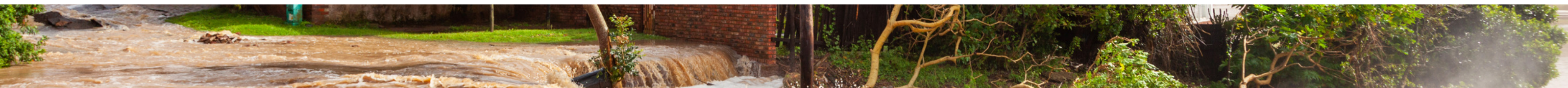
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DATASETS

Before making a definitive commitment, it is advised to submit all contracts to the LBS Library for review, ensuring that any data provider contract is suitable and has been assessed by the School lawyer, if required.

RE-ALLOCATION OF FUNDS

It is possible to make changes to the original budget proposed in the application if it is within the total budget awarded and the expenditure remains eligible within the rules of the funds. Where the changes are up to 10% of the total budget, grant recipients can amend the budget without seeking prior permission. If the proposed budget modifications surpass 10%, please send an email seeking approval to wibdresearch@london.edu before incurring the expenditure. Additionally, include a record of the budget changes in your end-of-year report.





Guidelines for Awardees

TOP-UP FUNDING

Previous Wheeler Institute call for proposals grant holders may seek top-up funding, subject to approval from the call for proposals committee. Applicants are requested to write a progress report on their research they are currently receiving funding for. Please send your request to wibdresearch@london.edu.

LBS EXPENSES POLICY

Please consult the School's current expenses policy for advice on policies related to expenditure. To download the expenses policy, please log into the [Portal](#), click on:

Operations > Accounts > Expense Claims > Expenses and follow the guidance.

This guide clarifies what you can claim and what won't be reimbursed. If you are unsure about what you can claim, please contact accts.expensequeries@london.edu who will be best placed to assist you with your query.

For reference, a user guide is available [here](#).



Guidelines for Awardees

EXPENSES AND INVOICES

See [page 16](#) for instructions to claim eligible expenses. Please note, expenditure incurred prior to the date of notification of success is generally ineligible.

To raise a purchase order and process an invoice click on:

Operations > Accounts > SunSystems Procurement

For reference, Procurement guides, procedures and policies with regards to submitting invoices and engaging with external suppliers/Research Assistants are available on [Portal](#).

When claiming expenses and submitting invoices, please ensure to only use your individual Wheeler Institute grant cost centre number and to provide a brief description about what the expenditure/service is for, the title of your research, WIBD call for proposals.

If your assistant will be processing expenses and invoices on your behalf, please kindly remind them to only use this cost centre number and to provide the cost centre and a description when processing and submitting invoices.



Guidelines for Awardees

EXPENSES AND INVOICES (cont.)

Once an invoice is submitted, please email the budget holder with the PO number, a description of the services, and total amount of the invoice. This will allow the budget holder, who is responsible for authorising all expenses, purchase orders and invoices, to know what is being approved - prior to any payments being made.

If you have any queries with regards to submitting expenses, purchase orders (POs), invoices, process/procedures in relation to adding suppliers on Procurement, please contact your Faculty Assistant / Subject Area Manager in the first instance who might be able to help.

Reimbursement for expenses only will take place weekly, once the claim has been fully approved by the budget holder and audited by the Finance team at the School. The system will display the status of an expense payment. Payment for invoices shall be made by the School within thirty days of the date of receipt of the invoice.

Guidelines for Awardees



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RESEARCH ASSISTANTS

If the research assistant is completing work in the UK, and has a UK address, they should be paid through LBS payroll as a casual worker. If the work is being completed overseas, payment should be made through the purchase ledger (procurement). It is important to note that payment should not be processed through LBS' expense system or your personal bank account.

If you have any questions or concerns regarding the hiring and payment process for a research assistant, please reach out to your Faculty Assistant or Subject Area Manager first. They can assist you in setting up the research assistant with a casual contract or setting them up as a supplier on LBS' Procurement system, and can provide more detailed guidance as needed.

Please do not allocate any work to the prospective research assistance until you have received approval from either the People team or Procurement team.

Guidelines for Awardees



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BI-ANNUAL UPDATE

Twice a year, typically in November/December and April/May we will reach out to you to request a short update about your research progression to be used for the Institute's submission to the School's Research Centre Review Committee (RCRC).

END-OF-GRANT REPORTING

Reporting on the Wheeler Institute research funding is a requirement and should be submitted to wibdresearch@london.edu in the 3 months following the end of the funding, unless the Wheeler Institute advises otherwise. The format for the report is available [here](#).

CONTACT

For any queries, please contact us at wibdresearch@london.edu.



ABOUT

The Wheeler Institute aims to promote research that applies business insights to address the world's most pressing challenges. At the core of the Institute's mission is the commitment to becoming a leading hub for trusted insights on business solutions that address the economical, social and environmental challenges that are prevalent in the developing world.

Emphasising impartiality and academic rigour, the Wheeler Institute adopts a systemic perspective when addressing global issues. The Institute encourages a broad perspective on business contributions to development, a problem-focused methodology, and an approach that is characterised by its multidisciplinary nature.

Though the primary focus of the Institute's research is on challenges faced by developing nations, we acknowledge the interconnected nature of these issues, recognising their linkages to challenges in the developed world.

The Sui Foundation



ABOUT

The Sui Foundation is committed to help future generations of developers and business leaders leverage the power of decentralised computing. To learn more about the Sui Foundation's gift to London Business School and the Wheeler Institute please read [here](#).

Sui Foundation Managing Director Dr Greg Siurounis is a graduate of London Business School's PhD programme and serves as an Assistant Professor in Economic Theory and Policy at the Department of Regional and Economic Studies at Panteion University in Athens, Greece.

RESEARCH PROJECTS WE SUPPORT - VISIT OUR [PORTAL](#)



THE DIFFUSION OF
DISRUPTIVE TECHNOLOGIES



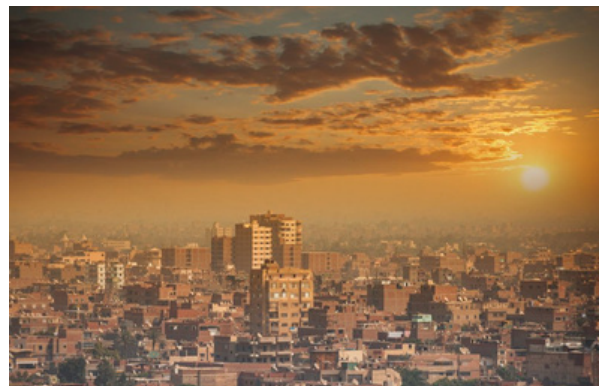
IMPROVING THE EFFECTIVENESS
OF FORMAL HOUSING DELIVERY
IN TANZANIA



THE POLITICAL ECONOMY OF
CLIMATE CHANGE
NEGOTIATIONS



WORKPLACE TOOLS TO
REDUCE THE WEALTH-BASED
ATTAINMENT GAP



INFORMAL PROPERTY RIGHTS AND
INNOVATION IN MARKETING
PRACTICES AMONG EMERGING-
MARKET MICRO-ENTREPRENEURS



UNPACKING THE BLACK BOX:
SHARED MEDICAL APPOINTMENTS
AND PATIENT ENGAGEMENT



A CROSS-NATIONAL EXAMINATION
OF RELIGIOUS BELIEFS AND
CORPORATE MARKET VERSUS
SOCIAL ORIENTATION

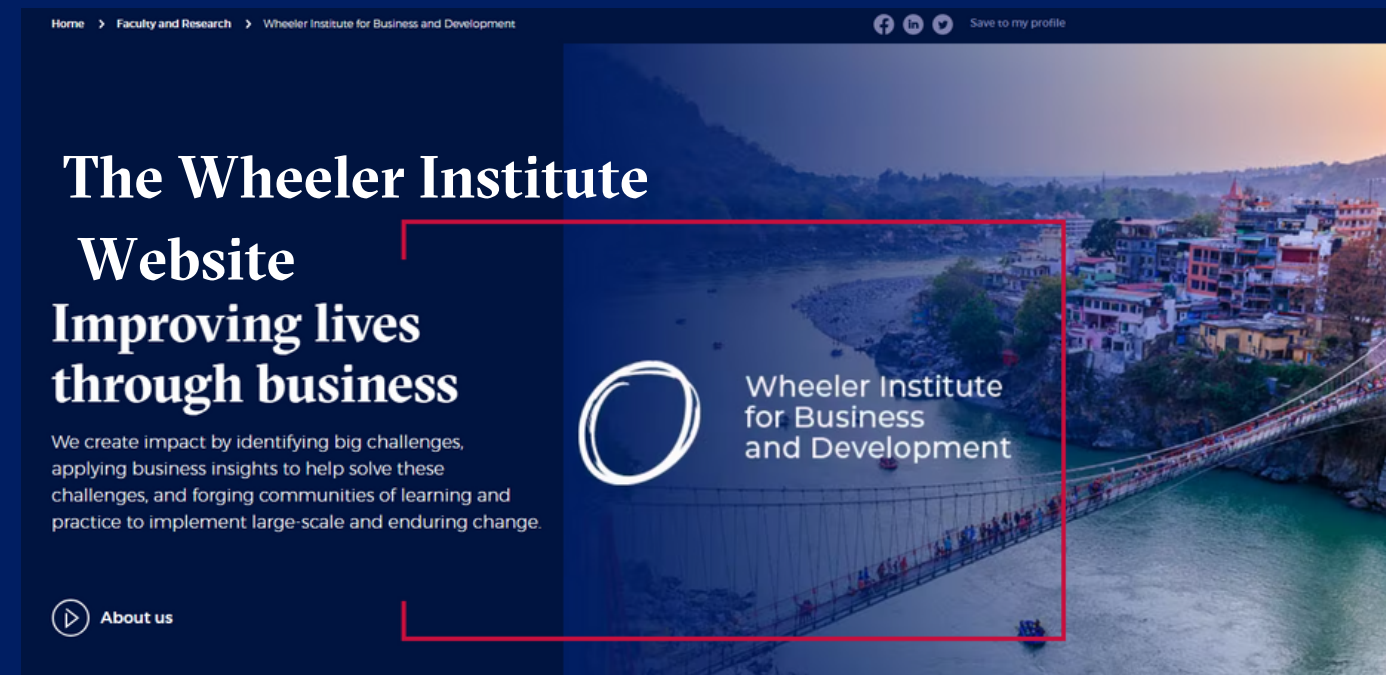
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Where to follow the Wheeler Institute's activities:



SOCIAL MEDIA:



For the Wheeler Institute's impact over the last seven years, please visit and explore [here](#).

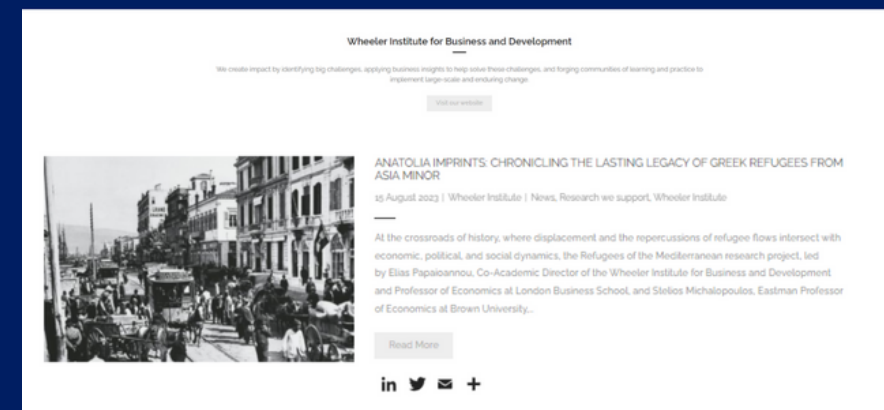
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Business Research for Impact

