

# RESEARCH SYMPOSIUM

## **Collaborative research: Create a Successful Research Team with College of Business Partners.**

### **Panelists:**

- Michelle Suki Bost Fox, Senior Lecturer, Graphic Communications
- Larry Fredendall, Professor, Management
- Benjamin Grant, Assistant Professor, Management
- Pravin Nath, Assistant Professor, Marketing
- Jennifer Siemens, Associate Dean, College of Business
- Erica Black Walker, Associate Professor, Graphic Communications
- Patrick Warren, Associate Professor, Economics

Excellent research requires a thoughtfully formed team of people that brings together the variety of talents required to successfully attract funding and execute the project. One of the joys of collaborative research is leveraging diverse talents to solve a problem. This process begins with an idea brought forth by the principal original investigator(s). As the project develops, team members are added to build out the skills necessary to attract funding and complete the required tasks. Faculty in the business disciplines bring a set of differentiated skills that can often substantially increase the impact of research projects. This panel explores successfully funded grant projects that include team members from the Wilbur O. and Ann Powers College of Business. Attendees will learn about what faculty from Economics, Management, Marketing, Graphic Communications, Brand Communications, and other members of the College of Business can contribute to their next grant proposal.