UNIVERSITY OF AMSTERDAM
Amsterdam Business School



Call for grants – fifth round

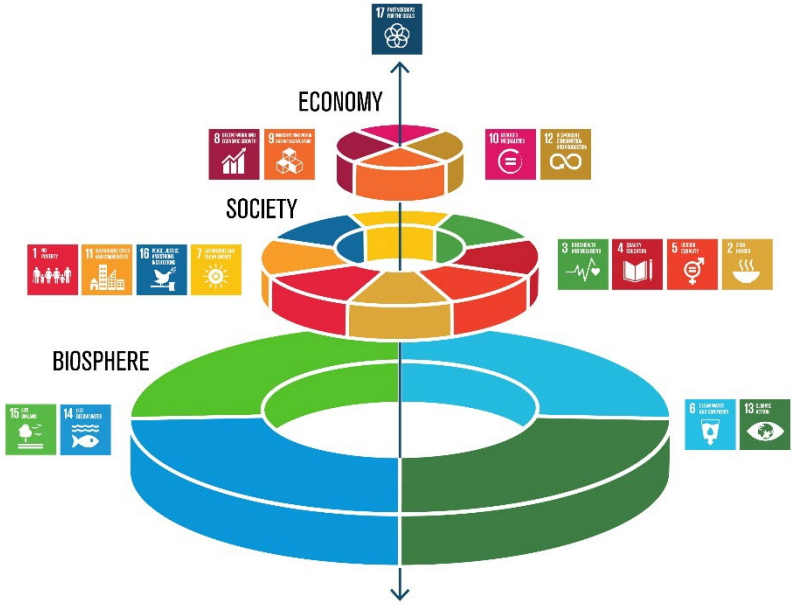
A Sustainable Initiative

May 11, 2022

- ASF: FEB initiative, ASE-ABS joint research effort
- A **platform, not a center**

- **Focus on sustainability research**
    - Distributes small grants
    - Promotes outreach Outside In
    - Promotes research interactions

    (ASE-ABS, FEB-UvA faculties, FEB-society)



Minimal structure, max participation

Mgt Board (no budget power)

- Jan Engelmann
- Enrico Perotti
- Michelle Westermann-Behaylo

ASF Advisory Board (assigns grants)

- 14 members (Chair: Vittoria Scalera)

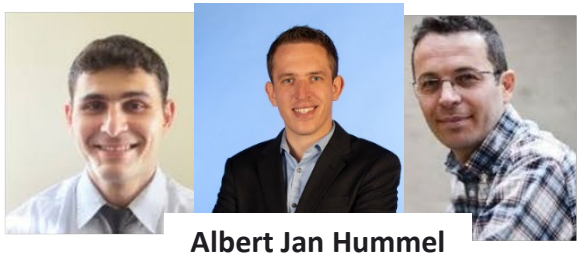
ASF Advisory Board



Thomas Douenne
MINT, ASE



Esther Eiling
Finance, ABS



Albert Jan Hummel

Panikos Georgallis
Str. & IB, ABS

Massimo Giuliodori
MINT, ASE



Tomislav Ladika
Finance, ABS



Pepijn van Neerijnen
Str. & IB, ABS



Rick van der Ploeg
MINT, ASE



Vittoria Scalera
Str. & IB, ABS



Randolph Sloof
Micro, ASE



Shaul Shalvi
CREED, ASE



Joeri Sol
Entr., ABS



Pushpika Vishwanathan
Str. & IB, ABS



Marlene Vock
Marketing, ABS



Joël van der Weele
Micro, ASE

History of ASF call for grants

Total submissions	**79**
Total granted projects	**47**
Total granted amount	**€339,136**
Average grant size	**€7,215**
Share per school	**ABS: 24, ASE: 18** **cross-School: 3** **cross-Faculty: 2**

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5th call for research grants

Three Categories

1. **Cross-school (and across faculties) applications**
2. **Junior faculty applications**
3. **General applications**

Two-thirds committed to applications of the first and second categories.

Overview – submissions

Total submission: 35 (3 re-submissions)

1. 2 Cross-School, 5 Cross-Faculties
2. Junior: 26
3. General (only outreach events): 2 (1 ASE, 1 ABS)

Total amount requested: 323.802 Euro
Average budget request: 9.251 Euro

Schools/Groups:

- ABS (S&IB, Business Analytics, Finance, L&M, Marketing, E&I): 18
- ASE (Microeconomics, Quantitative Economics, CREED): 8
- ABS + ASE: 2
- ABS + ASE + other faculties (FdR): 1
- ABS + other faculties (FdR, FMG, FNWI): 4

Keywords

Brand activism, consumer engagement, psychological ownership, responsible consumption behavior

Collective Decision Making, NLP, ESG, Institutional Investors

conference, workshop, process-tracing, sustainability, discrimination

Customer wellbeing, inequality, inclusive retail design, minorities

Damage assessment, satellite image analysis, computer vision, deep learning, interactive learning

discrimination, attention, process-tracing, performance-evaluation

Discrimination, Gender, Social image, Experiment

ethics, (dis-)honesty, negotiation, behavioral patterns

field experiment, climate action, information, consumer behavior, food

Framing Effects; Stakeholder theory; CSR, Profit Maximization, Field Experiment

Government intervention, alcohol consumption

Green patents, green trademarks, artificial intelligence, environmental innovation, stigma and legitimacy

History, water management, societal challenges, collective action, resources.

households; gender; inequality; careers; theories of the firm

Individual Health; Mental Health; Monitoring; Prediction; Health Statistics

Inequality, Unequal Growth, Redistributive Trends, Housing Wealth, Financial Stagnation

Interpersonal data, consumer privacy, responsibility attribution, privacy policy, sustainable society

Long Covid, inequality, labor supply, inflation dynamics, growth

luxury products, sustainable materials, sustainable economy, impression management, marketing strategy

meat tax, sustainability, inequality, survey, information

Mental health, health economics, counseling, education, academic performance

Racial biases, gender discrimination, explainable AI, fair AI, AI illiteracy

Racial biases, inequality, inclusive product design, trust, acceptance

Refugees; integration; human capital; cohesion

risk communication; risk perception; hurricane preparedness; evacuation strategies; online experiment

Second-hand product, Perceived Contamination, Psychological ownership, Product attractiveness, Consumer behavior

Sharing economy, Social movements, Sustainable economy; Categories; Semantic network analysis

social business, community wealth building, wellbeing economy, inclusivity, social cohesion

social sustainability,

discrimination, stigmatization, narratives, crowdfunding, entrepreneurship

stigma, gender bias, transgender community, workplace inclusion, societal integration

Sustainability, Creativity, Novelty, Usefulness, Willingness to Buy

sustainability, innovation, experimentation, contests, auctions, laboratory experiment

Sustainability, Organizations and the environment, Grand challenges, Business and climate change, Outreach.

Systemic Risk, Capital Regulation, Dividends, Excess Credit Cycles

Waste management, categorization, recycling

Assessment criteria

1. Quality of the proposal (45%):

a. relevance of the problem ; b. innovative character (e.g., new concepts or theory, methods, new data); c. feasibility of the research plan; d. societal impact of the proposal

2. Fit with the ASF goals (45%)

3. Efficient use of the amount of money requested, outlined in a detailed but brief (100 words) budget section (10%)

After 12/24 months the PI of accepted proposals will submit a brief report

Overview – Advisory Board evaluation

Total submission with positive evaluation: 22 (63%) **(8 out of 22 partial)**

Schools/Groups

- ABS (Business Analytics, E&I, Marketing, S&IB): 9
- ASE (Microeconomics, Quantitative Economics, CREED): 9
- ABS + ASE: 1
- ABS + other faculties (FdR, FMG): 2
- ABS + ASE other faculties (FdR): 1

Total amount to be granted: 166.384 Euro

Maximum budget for full funding (Claim for next round): 34.466 Euro

Evaluation outcomes

1. **Full grant:** 14 (64% of those with positive evaluation)

2. **Partial grant (with/without resubmission):** 8 (36% of those with positive evaluation) – on average 40% of requested budget

3. **Reject and resubmit** (feedback, can resubmit): 7

4. **Reject** (no money, no possibility to resubmit): 6

Highlights

- Strong participation from both Schools, mainly junior faculty
- Rising number of cross-School and cross-Faculty collaborations (ASF as network platform)
  - Wide variety of topics covering a broad portion of SDGs
  - Few more outreach events after Covid-19 crisis
- Feedback on research and direction for improvements

- Show importance of grassroot participatory events to promote research collaborations

Open issues for the ASF community

- Should be more of the Outside-In funding be assigned through this channel ?
- Should ASF aim at more interaction between ASE-ABS ?
- Can ASF promote FEB as sustainability leader within the UvA ?
- Should ASF help promote FEB visibility in society ?

Other ASF initiatives

- ASF Sustainable Future Prize (excellent FEB Master)
  - Winning team reveices 2000 € (student 1500 €, supervisor 500 €)
- ASF Networking events

Possible future events:

- ASF seminar series (FEB and external speakers; hybrid form)
- ASF conference – every two years
- ASF meets the other UvA faculties
- ASF blog posts (Blog editor and small editorial team)