



CCB Subject Pool Policy
Revision 2/2024

This template outlines how an area would implement a **research experience requirement** in their large undergraduate courses. Each semester, a student in all sections of the area's 303 (or similar) course will be required to complete a research experience requirement to fulfill a new research component of the course. This assists area and CCB faculty researchers by providing a ready pool of potential research participants each semester – thereby creating an area-wide research/subject pool. It simultaneously assists the student by introducing them to the research side of management by reinforcing the importance of *evidence-based practice* in practice.

Currently only the Management and Marketing areas are participating in the subject pool.

Outline:

I. Information for MKTG/MGMT 303

II. Research Pool Coordination

III. Allocation of Subjects

IV. Requirements to use the Research Pool

V. Semester Timeline

I. Information for MKTG/MGMT 301

Information to be included in syllabus and master syllabus

- An introductory paragraph outlining the importance of evidence-based practice. See Appendix A.
- The requirement will be for each student to acquire from one-half to two hours of research experience depending on trends in demand. This can be accomplished directly by taking part in a study as a research project participant or indirectly by attending research lectures, if they choose not to participate in the research sessions (for specific information about research lectures as an “alternative” to research participation, see Appendix B) or by combining one lecture with one hour of research participation (for the two hour requirement).

- A statement about the course credit received for the research component of the class. The completed research session(s) will be worth 2.5% of the final grade in the course. Research sessions will range from one-half to two hours. As an alternative, students may attend one (two) research lecture(s) for the full 2.5% of the grade. When the requirement is two hours of participation, partial credit (2.5%) will be given for attending one research lecture. Additionally, students can combine an hour of research participation with an hour of research lecture to earn the full 2.5%.
- Students who do not complete the requirement by a specified date (e.g., one week prior to last day of class) will receive a zero for this portion of the class.
- Semester timeline: Students should be encouraged to sign up and participate in research as soon as projects begin showing up on SONA (described below). All research participation must be completed before the last day of classes for the semester.
- Students who fail to show up for a scheduled research participation appointment may not be allowed back into the experiment at the discretion of the researcher.
- The subject pool will be administered via SONA, a web-based software program. SONA will allow students to get information about the research participation component of the class, read a list of FAQs, read about and sign up for research sessions, cancel scheduled appointments up to 24 hours prior to the session, and receive e-mail reminders for scheduled sessions. Syllabi should provide the web address for the GMU CCB SONA site (<https://gmubus.sona-systems.com>) and instructions for signing up to use the SONA site.
- All questions, problems, issues from students should be directed to the Subject Pool coordinators or the principle researchers. 303 instructors should not have to handle these problems. Please have students make use of the Subject Pool e-mail address: somstudy@gmu.edu

II. Research Pool Coordination

A research pool coordinator from each area (Marketing and Management) will oversee the undergraduate research participant pool for that area. This person will be a volunteer from the area faculty (with duties counting towards the Service component of their annual review). Duties would include:

- 1) Solicit and receive requests for use of research pool
- 2) Coordinate the assignment of student hours from MKTG/MGMT 303 to researchers and project based on semester's supply and demand
- 3) Assure that research projects are available every semester and that sessions are approximately ½, 1 or 2 hours in length
- 4) Manage the various stakeholders in the process to make sure the process is well understood and that conflicts are resolved in a timely manner (e.g., instructors, researchers, student services, dean's office, IRB, SONA, etc.)
- 5) Manage the SONA website for the CCB subject pool
- 6) Promote due diligence with regard to the process and identify best practices to improve the process.
- 7) Communicate reports on participation to instructors in a timely manner
- 8) Resolve issues on a real-time basis.
- 9) Address the "balancing" issues of supply of subjects and demand for subjects as

described here:

III. Allocation of Subjects

Subjects will be allocated to researchers using the following system:

Before re-allocation date (ONE MONTH PRIOR TO END OF CLASSES):

MGMT/MKTG Tenure-track (T-T) faculty that request subjects will be allocated a maximum of 150 subjects to begin the semester. Additional allocations will be considered if supply/demand allows.

MGMT/MKTG Tenured (T) faculty that request subjects will be allocated a maximum of 100 subjects to begin the semester. Additional allocations will be considered if supply/demand allows.

If a faculty member uses their full allocation of subjects before one month prior to the end of the semester, they will be allocated more subjects at the discretion of the research pool coordinators.

After re-allocation date (Approximately one month prior to end of classes):

At this point, subjects will be made available on a first-come, first-serve basis. If two requests come in at the same time, subjects will be allocated in the following order: i) MGMT/MKTG area tenure-track faculty, ii) MGMT/MKTG area tenured faculty, iii) MGMT/MKTG area contract faculty, iv) CCB tenure-track faculty, v) CCB tenured faculty, vi) CCB contract faculty, vi) faculty from other Colleges on campus (e.g., Psychology). No faculty will be given more subjects until all current subjects have been scheduled, and subjects will be given in the following increments:

MGMT/MKTG Tenure-track: up to 150 subjects at a time

MGMT/MKGT Tenured: up to 100 subjects at a time

All other categories: up to 50 subjects at a time

In the event that no researcher is using the student subject pool in a given semester or supply exceeds demand, the research pool coordinator(s) will be responsible for finding an appropriate alternative experiment. Options include 1) use of a research experiment from a prior semester (IRB approval must not have expired), 2) administration of a published survey or experiment (determine whether IRB approval is necessary), 3) administration of a marketing/management area instrument designed to collect data about our programs, students, careers, and what we'd like to learn about them.

IV. Requirements to use the research pool

- **All research conducted by CCB faculty must receive IRB approval or confirmation of exempt status prior to data collection and the posting of sessions on SONA. This should be done as early as possible to ensure approval in a timely manner!**
- Researchers should complete the *Application for use of the Marketing/Management Area Research Pool* form (see Appendix D) no later than the first day of classes. Other requests for subjects will be accepted up until one month before the end of classes (subject to availability). Researchers must also fulfill all other IRB requirements.
- Debrief the student research subjects regarding the research project (see Appendix C for sample information on Debriefing)
- Researchers who use the pool (with oversight by the coordinator) are responsible for scheduling and conducting *their own* research sessions (this includes providing enough time slots outside of class to accommodate reasonable attempts by students to participate) and *participating in the* giving of the research lectures. Researchers will need to arrange for locations for conducting *their* sessions prior to posting them on SONA. Online experiments will be accommodated in place of in-person sessions where applicable.
- The research pool coordinators will be responsible for tracking and monitoring student participation in the research project (SONA will provide reports to allow for this). The researchers will be expected to provide a list of students who completed the requirement to the 303 instructors by the end of the semester.

V: Semester Timeline

First day of classes: Researcher requests for subjects must be given by noon on this date for priority. First consideration of assignment of subject hours. Subject hours will be assigned on an “as-needed” basis until one month before the end of the semester.

Two weeks after first day of classes (approximate): Students will be enrolled on SONA after this date by the research pool coordinators.

One month before end of semester: Deadline for researchers to submit requests to area for subjects. If supply exceeds demand or no one is using the research pool as of this date, area will set up alternative experiment.

Two days before end of classes: Last day to participate/schedule experiments. Last day for research lectures to be offered.

Last day of class + one day: Deadline for experimenters to assign credit. SONA report on participation will be distributed to all 303 faculty.

Appendix A
MKTG/MGMT 301
Sample Paragraph for Syllabi

As scholars and educators in the School of Business, the faculty strives to add value to the knowledge of future managers. We do this by teaching principles and practices that are based in fact and supported by evidence – thereby stressing the importance of *evidence-based practice* in our teaching. This ensures that when new claims come along, managers will be better able to evaluate their validity and potential usefulness. To this end, students must be familiar with the relevance of research to management practice. We believe this is accomplished through direct experience with academic business research. Students should be able to understand *where* research is used to inform practice, *how* research should be done, *what* research tells us about business issues, and *why* such systematic inquiry is useful above and beyond direct experience.

As a result, all students in Marketing and Management 303 courses must participate in one half-hour (one credit) of “research activity” for each course (this will make up 2.5% of the class grade). The specific requirement is for students to take part in **one half-hour activity (1 credit)** for each 303 course they are enrolled in. Credits must be earned for each 303 class (MGMT and MKTG) separately – they do not double count (so if you are in both Marketing and Management 303 courses you will need to participate in a total of two (2) half-hour activities in order to complete full course requirements for both classes). These activities include either participation in actual business research/experiments or attendance at alternative, research lectures if available.

Appendix B
Alternative Research Assignment
Research Lectures

Guidelines for Research Lecture Alternative Assignment

- 1) There will be multiple research lectures offered during the semester. Based on the number offered in a given semester, the area coordinators will try to offer lectures at a variety of time and on a variety of days, including online options. The goal is to provide enough opportunities for students wishing to participate in the alternative assignment.
- 2) No lectures will be scheduled before 10am or after 9pm.
- 3) These lectures will be scheduled by the coordinators and will be advertised on the SONA website as soon as possible.
- 4) The lectures will all be XXX HOUR (depending on requirements) in length.
- 5) The lectures will be given by the researchers and will cover the importance of research in understanding management practice.
- 6) Researchers will take attendance and report the names of attendees back to the research pool coordinators (via SONA).

Appendix C
**Possible Guidelines for Preparing a Marketing/Management Research Pool
Project Summary/Debriefing Form**

A description of your project, suitable for debriefing students must accompany your research pool application. The purpose of this summary is to:

- 1) enhance the student's educational experience in research, and
- 2) increase students' understanding of how their research experience relates to broader questions of marketing/management that are covered in MKTG/MGMT 303.

A written project summary/debriefing form helps to ensure that all students participating in the project receive similar education benefits. It also further educates students on particular research methodologies or designs that are useful for studying marketing topics.

Content: The project summary/debriefing form could include any of the following:

- 1) the general objectives of the study
- 2) study hypotheses and how the data were collected to test the hypotheses
- 3) the relationship between the study and broader issues in marketing
- 4) selected references on the research topic

Summaries should be easy to read and contain a minimum of scientific jargon. The length should be between 1/2 and 1 page long.

Researchers should also be willing to “present” an oral debriefing if so desired by the 303 instructor.



Appendix D
Application for use of the College of Business Subject Pool

Please complete this form and return it to the Research Pool Coordinator (earlier requests will get priority in subject allocation). Requests for subject hours will be accepted up until one month prior to the last day of classes in any given semester.

Researchers will be notified of the status of their application, and the number of subject hours that their project has been allocated as soon as possible. Researchers may not solicit participants (i.e., post their sessions on SONA) or conduct research sessions prior to receiving IRB approval. All uses of student subjects must conform to the procedures of this College of Business policy.

Please be sure to fill out the application completely.

TITLE of this research project: _____

NAME of researcher: _____

TYPE of research project proposed: (check only one)

- Marketing/Management faculty member research
 Other School of Business faculty member research
 Other (please specify) _____

FACULTY MEMBER status

- Tenured
 Tenure-track
 Contract

TOTAL NUMBER of participants required:

Normal allocations will be 150 subjects (if tenure-track) or 100 subject (tenured) for 30 minutes each – however there is a great deal of flexibility for larger or smaller requests. How many subjects do you need? _____

TIME required of EACH participant:

_____ Hours (**specify either .5, 1 or 2**)
 (Students are required to complete one 30-minute experiment. Experiments should be close to a complete 30 minutes or 1 hour; serious overestimates or underestimates could result in penalties for future research pool use)

OTHER project details:

- Number of sessions planned (if applicable)
 Expected starting date for sessions
 Expected ending date for sessions
 Face-to-face study?
 Online study?

HAVE YOU USED THE SUBJECT POOL FOR THIS EXPERIMENT BEFORE?

If so, enter the experiment number (from SONA) here: _____

SPECIAL PARTICIPANT REQUIREMENTS, if any, for participation in your project:
(please list; e.g., females only, native English speakers):

HUMAN SUBJECTS REVIEW BOARD: Which of the following applies?

___ Have not applied for approval of project

___ Have received approval of project

IRB Protocol # _____

What is the expiration date for this protocol? _____

___ Have applied, but application has not been approved yet

Note: If this research has not yet been approved by the IRB, I agree that no subjects will be run prior to receiving this approval.

Signature of Faculty Member: _____

Office Phone Number: _____

E-mail: _____