

# *Your Involvement* *In the* Research Experience Program

## A GUIDE TO COMPLETING THE RESEARCH EXPERIENCE PROGRAM

As part of your course, you must complete 3 units of “research experience” in order to get credit for MKT 300. This research experience is intended to introduce you to the wide variety of research being conducted in the Gatton College of Business & Economics at the University of Kentucky. We believe that you will become acquainted with professors and graduate students who are actively contributing new findings to the field of business. We expect that you will learn about how business research is conducted.

To complete the research experience requirement, you will need to complete 3 units in any combination of the following activities:

- (1) Serve as a research participant in one or more ongoing research projects
- (2) Read and write a report covering an assigned research article

In all, you must earn three units of research experience as a requirement of MKT 300. If there are enough studies taking place, you may earn all of these points by volunteering as a participant. However, if there is a shortage of studies, or if your schedule makes it impossible for you to attend sessions, or if you are uncomfortable with the prospect of participating in research for any reason, you can fulfill the course requirement by writing research report(s) completing a total of 3 units of credit.

### **HOW TO EARN CREDIT AS A RESEARCH PARTICIPANT**

#### **INSTRUCTIONS**

- 1) In order to be able to use the SONA system you **MUST** have a reliable and working email address and access to the Internet. You are urged to use your university account (i.e. jdoe1@uky.edu). If you are having trouble setting it up, you can go to any computer lab on campus and ask the consultant who works there to help you set it up.
- 2) To create an account, go to: <http://gattonuky.sona-systems.com>. Click on “Request an Account Here” underneath the “New Participant?” heading. Notice that you will be required to enter personal information in order to create an

account. For “User ID” you may select any User ID that you would like to have, assuming it has not already been taken, and we recommend that you select a user ID that you will easily remember.

After entering the required information, a password will be automatically sent to the email that you listed. Please remove any email restrictions (e.g., SPAM blockers) or enable receiving email from <http://gatonuky.sona-systems.com> before submitting for a password/account authorization to make sure that the password/authorization email is not blocked. Again, we **STRONGLY** recommend that you use your UK email account.

Information about forthcoming studies is provided under the “Study Sign-Up” section within your account. You will also receive an email each time a new study is posted.

- 3) Studies will become available on **Monday, January 22** and are available on a first-come, first-served basis. Arrive at the scheduled study a few minutes ahead of time. Many studies are conducted in groups, and it is critical that all members of a group are available to begin the session at the same time. Being even one minute late may disqualify you from participating.
- 4) If you must miss a study, notify the person running the study at least 24 hours in advance. Do not forget to take down the person’s name and number at the time you sign up; if you do not have this information, no one will be able to find it for you later. If you cannot reach the study administrator directly, you should email [GattonREP@uky.edu](mailto:GattonREP@uky.edu). Be sure to include the name of your study, the name of the administrator, and your appointment in your email.
- 5) If you have questions in general, contact [GattonREP@uky.edu](mailto:GattonREP@uky.edu) and someone will get back to you.

## **IMPORTANT DATES AND DEADLINES:**

Immediately	Signup for an account now: <a href="http://gattonuky.sona-systems.com">http://gattonuky.sona-systems.com</a>
<b>January 22</b>	Initial study will be made available
<b>April 20</b>	Last day to turn in research paper to <a href="mailto:GattonREP@uky.edu">GattonREP@uky.edu</a>
<b>April 20</b>	Last day to participate in a study
<b>April 20</b>	Deadline for resolving all REP credit issues

## **PERSONAL RECORD OF APPOINTMENTS**

Fill in this information at the time you sign up for a study. If you find that there is a problem at the end of the semester or have a question about specific credits or studies, you will be asked to show this record. Also, please save e-mails that are sent to you that contain information about your registration, sign up, cancellations and other information, otherwise it will be difficult to assist you.

Study Number and Title	Administrator Name, E-mail and Phone #	Date/Time/Place	Credit Hrs
<i>e.g., Study 108: Personal Accounting</i>	<i>Dr. Accounting, <a href="mailto:cogni0@uky.edu">cogni0@uky.edu</a> 257- 9000</i>	<i>BE 100, 2pm, Aug 31</i>	1

## **HOW TO EARN REP CREDIT BY REVIEWING RESEARCH ARTICLES**

One unit of research credit is awarded for a written summary. When completing this assignment, you should anticipate spending approximately one hour reading and writing a summary about the article you choose.

If you are having trouble finding studies in which to participate at midterm or later, we encourage you to fulfill your remaining research experience requirements by reading articles. All article summaries are graded during the last week of each semester. While we will gladly accept article summaries throughout the semester, your account will not be credited until the end of the semester as a result of the grading procedure.

The approved articles for this semester are listed below. All of these articles are available via the electronic journals link off of the Young Library Website. If necessary, librarians and support staff are available at the Young Library help desk to guide you

with using electronic journals. Or, you can contact the library help desk at (859) 257-0500.

Craig, A. W., Komarova, Y., Wood, S., & Vendemia, J. M. C. (2012) "Suspicious Minds: An fMRI Investigation of Deception Detection Processes in the Marketplace." *Journal of Marketing Research*, 49 (June), 361-372.

Jayachandran, S., K. Kalaignanam, and M. Eilert (2013), "Product and Environmental Social Performance: Varying Effect on Firm Performance." *Strategic Management Journal*. 34(10), 1255-1264.

Yan (Lucy) Liu, Jiaoyang (Krista) Li, Haipeng (Allan) Chen and Subramanian Balachander (2017), "The Effects of a Product's Aesthetic Design on Demand and Marketing Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency," *Journal of Marketing*, 81, 83-102.

Write a two-page review of the article you read, including the following:

- a) Objectives
- b) Methodology
- c) Summary of research results
- d) Managerial implications of the research
- e) Relate the research results/implications to your own behavior or to a company

The paper must be word-processed and use **12-point font** with standard **1-inch margins**. Either double or single spacing is acceptable as long as you can achieve the above requirements for the review.

The paper must be handed in via electronic format. To do this, you should email a copy of your summary in Word Document format to [GattonREP@uky.edu](mailto:GattonREP@uky.edu). This file must be named: your last name, followed by first initial, middle initial (if available), and number of alternative research paper that the document represents. For example, if Jane Marie Doe hands in the first *paper* she wrote to fulfill her research option her file would be named **doejm1**. The burden of responsibility to make sure that a file was received is placed on the participant. Therefore, it is highly recommended that you request an e-mail confirming that your file has been received and print a copy for your records.

Due date: This alternative research assignment is due no later than **Friday, April 20**. Your report must be turned into the REP Administrator by this date or you will not receive credit for your participation. Late papers cannot be accepted for credit after this due date. On the body of your report (i.e. not the file name) indicate your name, student ID number, and which class the paper is submitted for to receive your REP unit.