

# INSTITUTE FOR BUSINESS RESEARCH

## WHO WE ARE

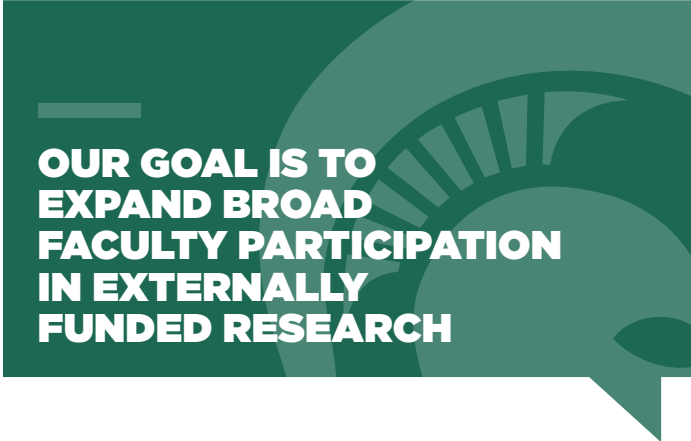
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The **Institute for Business Research (IBR)** serves as the hub for externally funded business research within the Broad College of Business, and as part of the MSU campus-wide research infrastructure, collaborates with the Offices of Regulatory Affairs, MSU Technology, Sponsored Programs, Business Connect, and Contract & Grant Administration.

## OUR GOAL

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Expand Broad faculty participation in externally funded research. The Institute for Business Research identifies opportunities for externally funded research, guides faculty through the competitive proposal process, and serves as a liaison between Broad faculty, faculty across campus, MSU research entities, and external funding agencies.



**OUR GOAL IS TO  
EXPAND BROAD  
FACULTY PARTICIPATION  
IN EXTERNALLY  
FUNDED RESEARCH**

## OUR FOCUS

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Helping Broad faculty efficiently create and manage competitive proposals. IBR staff support administrative requirements such as: identification of funding opportunities, formation of faculty teams, translating proposal requirements, budget development, completion of non-technical forms, and obtaining institutional approvals, allowing faculty to focus on the science.



**IDENTIFICATION OF FUNDING OPPORTUNITIES**

**FORMATION OF FACULTY TEAMS**

**COMPLETION OF NON-TECHNICAL FORMS**

**TRANSLATING PROPOSAL REQUIREMENTS**

**BUDGET DEVELOPMENT**

**OBTAINING INSTITUTIONAL APPROVALS**



## WHAT MAKES US DIFFERENT

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We partner with faculty to develop their proposal. **IBR staff assume responsibility for** facilitating team meetings, communicating proposal requirements, development of non-technical sections, assembly/review of the final package, and coordination of submission to prospective sponsor.



## OUR LEADERSHIP

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### John Hollenbeck

Faculty Director, Institute for Business Research  
University Distinguished Professor  
Eli Broad Professor of Management

### Cindy Majeske

Research Manager, Institute for Business Research

### Executive Advisory Committee

Comprised of faculty from each department.

## OUR REACH

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- Nationally recognized **Broad College faculty**.
- **Broad College research centers and institutes** with connections to Michigan, U.S. and International businesses and associations.
- **Executive education** infrastructure to support outreach activities.

