

Research Support

Research Collaborators

Students are encouraged to collaborate with different professors while working on their first-year project. Once students advance to PhD candidacy status (normally by the end of their second year), they identify their thesis supervisor and set up a thesis supervision panel. In addition, students also have ample opportunities to interact with visiting scholars to increase their exposure to the latest research trends, exchange ideas, and collaborate on research projects.

Subject Pool

The Department has set up a subject pool under the Marketing Research System. Through this system, researchers can recruit both students who participate for course credit and those who receive monetary compensation. Students can apply for subject hours and run experiments beginning from their first year of study.

Behavioral Labs

In addition to three large general purpose computer labs managed by Business School, the Department manages five small to medium size behavioral labs (with capacity from 1 to 14 participants). These labs are specifically designed for conducting behavioral experiments with versatile setting, sound-proof cubicles, centrally-controlled computer network, one-way observation mirror, audiovisual capturing system, and eye-tracking equipment.

Qualtrics and software support

In addition to using paper questionnaires, students can conduct their studies online via the online platform, Qualtrics. Each newly admitted student is entitled to a startup fund to purchase software (e.g., Mathematica, STATA, E-Prime, DirectRT & MediaLab) that fits their research needs.

Financial Support

In addition to their monthly studentship, students are provided with conference grant for presenting research in major international conferences. They are also entitled to a research fund to support their thesis research.