

# UCR | eLab Sloan Center for Internet Retailing

The Sloan Center for Internet Retailing at the A. Gary Anderson Graduate School of Management, University of California, Riverside, is the world's leading university research center dedicated to improving the effectiveness of online retailing. The Center advances new knowledge through original research that provides deep understanding of the Internet retailing industry and makes a real and positive impact on business practice.

**What research does the Center do?** Thirteen faculty at UCR and 11 faculty affiliates at other leading institutions conduct research on some of the most pressing challenges facing Internet retailers today. Current research topics include: consumer-generated media; virtual worlds; search marketing; online customer experience; pricing, trust and competition in online marketplaces; and the online purchase process.

**How can academic research help my company?** UCR Sloan Center faculty's innovative academic research has direct industry relevance and provides a deeper understanding of today's challenges, yielding powerful recommendations on how business practice can be improved.



**Value Proposition.** The UCR Sloan Center provides a window on emerging trends and developments that can help corporate sponsors "future-proof" against explosive change.

Corporate sponsors have early exposure to cutting-edge, industry relevant research that can improve business practice, access to outstanding undergraduate and MBA student talent for internship and career placement opportunities, and the potential to obtain special customized projects that address their unique and immediate business challenges.

In addition, sponsors have advance opportunities to participate in the Center's annual conference and other programs and events (at special sponsor rates). These events provide opportunities to network with and learn from other corporate sponsors, share best practices, and influence Sloan Center research priorities.

**How do I join?** The Sloan Center, a nonprofit University of California research initiative, accepts corporate sponsors who find significant value in supporting university-based research that can advance industry best practice and recognize the importance of strengthening the bonds between academia and industry.

UCR Sloan Center corporate sponsors commit a minimum of \$2500, renewable annually, to support the mission of the Center.

In addition, sponsors may request a customized class project (conducted by Center faculty and students) for an additional \$2500. Additional opportunities exist for customized proprietary projects conducted by Center faculty and their graduate students, priced according to project scope.



**Learn More.** If your company is interested in becoming a corporate sponsor of the UCR Sloan Center for Internet Retailing, or to learn more about the Center, please contact Brent Hunter, Director of Development.

[brent.hunter@ucr.edu](mailto:brent.hunter@ucr.edu) or call 951.827.6201.

The UCR Sloan Center for Internet Retailing was founded by Professors Donna Hoffman and Tom Novak in 2003 and moved to UCR in 2006 with grants from the Alfred P. Sloan Foundation, the University of California, Riverside, and founding partners Lands' End and Walmart.com. It is one of 26 Sloan Industry Centers dedicated to creating academic communities that deeply understand industries and research the pressing issues these industries face. Sloan Centers have a significant impact on business practice in the industries studied. The UCR Sloan Center is located at the A. Gary Anderson Graduate School of Management, University of California, Riverside, in Riverside, CA 92521.

For further information, please contact the Center Co-Directors, Donna Hoffman, Chancellor's Chair and Professor of Marketing (951.827.4848, [donna.hoffman@ucr.edu](mailto:donna.hoffman@ucr.edu)) or Tom Novak, Albert O. Steffey Professor of Marketing (951.827.4999, [tom.novak@ucr.edu](mailto:tom.novak@ucr.edu)).



## What is eLab?

The UCR eLab is a set of integrated tools that facilitate the academic research mission of the UCR Sloan Center for Internet Retailing.

The capability to field innovative research surveys and experiments is one of the key advantages the UCR eLab lends the Sloan Center for Internet Retailing at the A. Gary Anderson Graduate School of Management at the University of California, Riverside.

The UCR eLab has a number of exciting components.

## Consumer and Student Panels

The UCR eLab develops and maintains a set of four consumer and student panels:

**eLab Panel.** A global panel of Internet users who participate in Web-based surveys and experiments.

<http://elab.ucr.edu>

**UCR Participant Panel.** A local UCR community panel of undergraduate and graduate students who participate in both Web-based and Behavioral Lab research studies.

<http://research.agsm.ucr.edu>

**eLab eXchange Panel.** A global panel of Internet users who play in an ongoing series of prediction markets about online retailing.

<http://elabexchange.com>

**Second Life Panel.** A global panel of *Second Life* “residents” who participate in studies about virtual consumption (in development).

## Behavioral Lab

The Behavioral Lab is a dedicated 500+ square-foot, two-room suite consisting of 14 networked workstations, including one ADA-accessible workstation, that are used for fielding research surveys and experiments. The Behavioral lab allows Center faculty to conduct “in-person” research using sophisticated software tools.



## eLab eXchange

The eLab eXchange is a set of prediction markets that allows consumers to judge the likelihood of future events in the online retailing space and give their opinions about the best (or worst) aspects of online shopping.

The eLab eXchange is a unique way to harness the collective wisdom of online consumers. By sharing their views of the best or worst of the online experience, their collective

intelligence has the power to influence the Internet retailing industry. Consumers’ judgments tell online retailers what they think about their Internet efforts and can influence their actions in ways that will make the Internet more engaging and more intelligent. <http://elabexchange.com>



## Software Tools

Center Faculty employ a variety of methodologies to conduct their research, including surveys, experiments, and econometric and other quantitative models. eLab uses a number of well-known software tools to facilitate this research, including Qualtrics, Sonoma Systems, Authorware, MediaLab, and others.

## Sloan Center Blog

For more information about eLab and the UCR Sloan Center for Internet Retailing, visit the active, constantly updated blog with posts covering faculty research, Center events, and observations about the Internet retailing industry. <http://sloan.ucr.edu>

## About the Co-Founders

Professors Donna Hoffman and Tom Novak, award-winning academics, founded eLab in 1994 and the Sloan Center for Internet Retailing in 2003. In 2006, they moved these pioneering efforts to the University of California, Riverside. The *New York Times* has called their pioneer effort “one of the premier research centers in the world for the study of electronic commerce,” and the *Wall Street Journal* has recognized their effort as the “electronic commerce pioneer among business schools.”

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