



2026 Lundgren Retail Collaborative Call for Proposals

The Lundgren Retail Collaborative (LRC) is a groundbreaking joint initiative between the Eller College of Management and the Norton School of Human Ecology. One of the core activities of the LRC is to encourage University of Arizona faculty to engage in research related to the retail industry. This year, the LRC is focused on advancing research projects that explore AI-driven innovations. Accordingly, we are pleased to announce the 2026 Lundgren Retail Collaborative Call for Research Proposals.

Grant Awards:

- **\$2,500 to \$7,500 per grant** to support retail-related academic research that will result in peer reviewed publications.
- Grants can be used to develop new research ideas or to enhance and expand existing projects.

Description of the Opportunity:

- LRC Research Grants are intended to support academic research that addresses challenging and interesting questions broadly related to the retail context. The LRC defines retailing as any aspect of the value chain that facilitates and enables the sale and delivery of goods and services to an end-consumer, including brick-and-mortar, digital commerce, consumer communications and back-end business operations.
- The 2026-2027 strategic focus of the LRC is to support thought leadership related to the development and impact of Artificial Intelligence (AI) on the retail industry, with particular emphasis on the evolution of Human-AI Collaboration and the deployment of autonomous systems for efficiency and productivity gains.
- Because of this broad focus, relevant research proposals may come from a wide range of disciplines and methodological approaches. Examples include but not limited to: AI-driven "copilots" for employees, self-healing supply chains, predictive inventory orchestration, and how emerging technologies reshape insight developments and business strategy—ranging from agentic commerce to AI referral optimization (e.g., GEO, AIO, AEO, etc.)—and their impact on traditional disciplines like consumer psychology, management, and global operations.
- The selection committee will prioritize research proposals that clearly explain how the research question can apply to or directly relate to a retail context.
- The intent of the grant is to support academic research that will result in peer reviewed publications. Grants can be used to germinate new ideas or to support and extend ongoing projects.

Guidelines for Submitting Proposals:

1. All University of Arizona faculty are eligible. While proposals that include students as co-authors are encouraged, at least one author must be a University of Arizona research faculty member.
2. Applications should be in the form of a single-spaced memo of two pages or less, not including references.
3. The application memo should:
 - a. List the names and affiliations of the research team.
 - b. Motivate the proposed research and explain the research approach, data collection and analysis plan.
 - c. Clearly state the connection of the proposed research to the retail context. Note that because funds are limited, *only proposals that clearly and significantly address topics relevant to retail contexts or have the potential to provide insights to retail leaders* will be eligible.
 - d. Delineate the amount of funds requested and how the funding will be used to advance the research project. Include the name and email of the Office Manager/Administrator that will manage the award distribution for the recipient.



- e. Provide a timeline of research progress.
 - f. Specify the desired outcome for the research (e.g., to be published in a top academic journal).
 - g. Clarify if the proposed research is a new project or an extension of an existing project. If funds are requested to extend an existing project, provide background information on the current status of the research and an IRB approval number, if applicable.
4. A current CV should be included for all co-authors.

Submission Instructions & Timeline:

- Lundgren Retail Collaborative Grant Proposals should be e-mailed to Jennifer Savary, co-director of the Lundgren Retail Collaborative, jennifersavary@arizona.edu, by April 17, 2026 at 11:59 PM.
- Announcements of awards will be made by May 6, 2026
- Recipients will provide a progress report by October 15, 2026. Progress reports can be either a 1-page single spaced update, or a 1-3 minute video.
- All funds should be spent within one year of award. Successful applicants may be eligible for future funding if deemed appropriate.

Questions about the applicability of a research project for the grant program or about LRC more generally should be e-mailed to Jennifer Savary, co-director of the Lundgren Retail Collaborative at jennifersavary@arizona.edu.

About the Lundgren Retail Collaborative:

This research grant program is sponsored by the Lundgren Retail Collaborative, a partnership between the [Marketing Department of the Eller College of Management](#) and the [Norton School of Human Ecology](#) to build a world-class program that impacts retail education, research, and practice at the University of Arizona. We gratefully acknowledge the generous support from Terry and Tina Lundgren that makes the Lundgren Retail Collaborative a reality.

Lundgren Retail Collaborative



Eller



Norton School