# HRSM Innovation Fund Application Template

**Project Title:**

[Insert Project Title Here]

**Team Members:**

- **Name**: [Insert Name]

- **Title**: [Insert Title]

- **Department**: [Insert Department]

- **USC Email**: [Insert Email]

**Project Description:**

[Provide a detailed description of the project, including the background, objectives, and significance.

**Project Objectives and Alignment with the goals of the HRSM Innovation Fund:**

[Describe the specific objectives of the project and explain how they align with the HRSM Innovation Fund's focus on innovation and/or creativity. Highlight any novel approaches or innovative aspects of the project.]

**Expected Outcomes and Impact on Practice or Research Output:**

[Describe the expected outcomes of the project and how they will impact practice or research within the College of HRSM. Include both tangible and intangible outcomes.]

**Implementation Timeline:**

[Using a table format, provide a clear and realistic timeline for the project, including key milestones and deadlines.]

| Time Period | Implementation Activities |
|-------------|---------------------------|
| Month 1-3 | [Insert Activities] |
| Month 4-6 | [Insert Activities] |
| Month 7-8 | [Insert Activities] |
| Month 9-12 | [Insert Activities] |

**Line Item and Budget Narrative:**

[Using a table format, provide a detailed budget for the project, including a breakdown of costs and a justification for each expense. Ensure that the budget aligns with the project objectives and demonstrates efficient use of funds.]

| Item | Details | Amount |
|---|---|---|
| Certification Course | [Insert Details] | [Amount] |
| VR Devices | [Insert Details] | [Amount] |
| Participant Compensation | [Insert Details] | [Amount] |
| Total | | [Total] |

**References:**

[Following the APA format, list any references or sources cited in the proposal.]

**HRSM Innovation Fund Application Template**

**Project Title:**

**Example**: Immersive Retail Innovation: Transforming Retail Education and Research with VR and Metaverse Technologies

**Team Members:**

- **Name**: Dr. Sang-eun Byun

- **Title**: Associate Professor

- **Department**: Department of Retailing

- **Email**: sbyun@mailbox.sc.edu

**Project Description:**

**Example**: The retail industry is undergoing a transformative shift, driven by rapid technological advancements that are reshaping consumer interactions and business models. Immersive technologies such as virtual reality (VR) devices are becoming increasingly integrated into retailing sectors, setting new standards for customer engagement and personalization. This project aims to incorporate VR experiences into both graduate and undergraduate courses, enhancing the retailing curriculum and research potential in the domain of consumer behavior in immersive virtual commerce environments[1].

**Project Objectives and Alignment with the goals of the HRSM Innovation Fund:**

**Example**:

1. **Objective**: Secure funding for the acquisition of innovative devices for teaching and research.

   - **Alignment**: This objective supports the college's mission to prepare students with cutting-edge industry knowledge and innovative skills while fostering creativity and growth among HRSM faculty and students[1].

2. **Objective**: Enhance faculty knowledge through key certification courses in relevant topics.

   - **Alignment**: By equipping faculty with advanced tools and knowledge, the project aligns with the HRSM Innovation Fund's aim to cultivate a culture of innovation[1].

**Expected Outcomes and Impact on Practice or Research Output:**

**Example**:

1. **Teaching Impact**: Integration of immersive virtual technologies into the retailing curriculum, including new lectures, experiential assignments, and projects.

2. **Research Impact**: Dissemination of findings through presentations at major conferences and publications in A+ journals.

3. **Program Impact**: Establishment of an innovation lab within the Department of Retailing, enhancing the department's reputation as a leader in retail innovation[1].

**Implementation Timeline:**

**Example**:

| Time Period | Implementation Activities |
|---|---|
| Month 1-3 | • Faculty training: Completion of certification courses from Coursera<br>• 1st research phase: Keyhole data collection & analysis, literature review, and development of research questions[1]. |
| Month 4-6 | • 2nd research phase: Research design for experimental studies<br>• Submission of IRB applications<br>• Purchase of VR devices; Curriculum redesign[1]. |
| Month 7-8 | • Data collection<br>• Preparation for the launch of the Retail Innovation Lab[1]. |
| Month 9-12 | • Data analysis and discussions<br>• Manuscript writing targeting major conferences and top-tier journals<br>• Implementation of the redesigned curriculum<br>• Submission of the final progress report[1]. |

**Line Item and Budget Narrative:**

**Example**:

| Item | Details | Amount |
|---|---|---|
| Certification Course | Coursera Plus subscriptions for 3 months for each investigator. Courses include "What is Metaverse?" by Meta, "Introduction to Virtual Reality" by University of London, etc. | $562.86 |
| VR Devices | Oculus Quest 3S, 256GB, 10 devices | $4319.90 |

| Item | Details | Amount |
|------|---------|--------|
| Participant Compensation | $20 per participant for 250 participants | $5000 |
| Total | | $9882.76 |

**References:**

**Example**:

- Alimamy, S., & Gnoth, J. (2022). I want it my way! The effect of perceptions of personalization through augmented reality and online shopping on customer intentions to co-create value. *Computers in Human Behavior*, *128*, 107105.

- Gao, H., Chong, A. Y. L., & Bao, H. (2024). Metaverse: Literature review, synthesis and future research agenda. *Journal of Computer Information Systems*, *64*(4), 533-553[1].