

Guidelines on Application for Subject Hours (ver 10/12)

Please read this document carefully before applying for any subject hour

Faculty members and postgraduate students are invited to submit their requests for subjects for data collection. The subject pool will consist of students taking MKGT2010 and MKGT4040 (and also MKGT3010 when necessary) and is administered via the online Marketing Research System (<http://cuhk.sona-systems.com/>).

As the demand for subjects is anticipated to be high, there is a need to prioritize the requests for subject pool. The subject hours will be allocated on a first-come-first-serve basis, but priority will be given to (1) applicants who are conducting laboratory or long experiments which cannot be easily conducted in class, (2) faculty members who had applied for RGC grant the previous year but did not get any funding, (3) graduate students who are conducting research other than their dissertations, and (4) applicants who submit their applications early and with complete and detailed information about their research. If there is any dispute in the allocation, the decisions made by the subject pool coordinator are considered final.

Restrictions in the subject pool usage

Researchers conducting consulting-related studies are excluded from using the subject pool. This facility is meant purely for academic research.

Acknowledgement

By using the subject pool, the researchers must acknowledge the Marketing Department of CUHK in their papers for providing the subjects for the study.

Obligation

Students of the subject pool have the options to complete research assignment instead of participating in experiments to earn extra credits. By using the subject pool, the researchers agree to share the workload in grading these assignments [1 – 2 page(s) long] when necessary.

Debriefing

To enforce the educational function of the subject pool, each experiment must include a debriefing procedure. The debriefing will include a description of the rationale, hypotheses, and source of references of the study. When possible, the participants should also be given the chance to ask questions.

Sufficient number of studies for students

In order to ensure that we have adequate studies for every student, applications for subject hours must be submitted at least three weeks before a semester starts or a date announced by the MRS coordinator. The specific deadline will be announced regularly through email.

Procedure for submitting request for Subject hours (For Credit Study Only)

1. Complete the application form for subject hours. Submit one form for each study. Attached a separate debriefing form for each study. Applications will not be processed unless there is a complete and proper debriefing form.
2. Provide as much information about the study as possible. This will increase the likelihood that your request be entertained. We believe students will benefit by participating in studies that are well planned.

3. Please submit the application form through email to the TA responsible for the MRS one month before a semester starts or a date announced by the MRS coordinator. The specific deadline and the TA for the MRS will be announced regularly through email.
4. We aim at announcing the results two weeks after the application is closed. All PIs should adhere to the number of hours they have been allocated with. Failure to do so will result in a loss of the privilege to use the subject pool in the future. (Exception: Any subject hours not used up by the second last week of a semester term will be opened for use by all PIs. Thus, please post up sign-up slots as early as possible.)
5. If your application is successful, please complete the application form for MRS accounts.