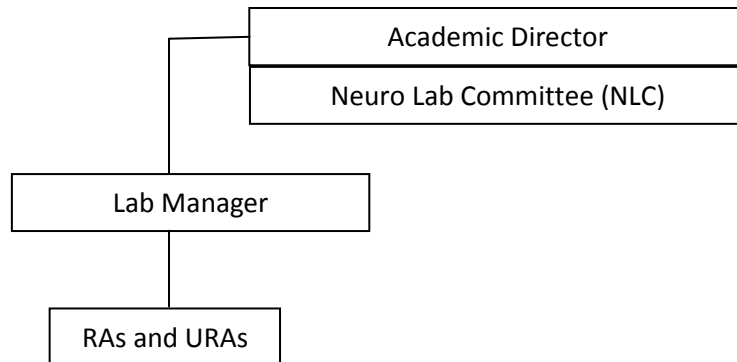


## Neuro Research Laboratory in the College of Business - June 12, 2012

The Neuro Research in Business Lab (hereafter referred to as Neuro Lab) is a college-wide resource available to faculty and doctoral students in the college for conducting neuroscience-related research on decision making across the various disciplines in business. For the college, the goal of the lab is to encourage and support leading-edge research publishable in premier journals. This document provides guidelines, policies and procedures for using this lab.

### Governance Structure of the Lab



The **Academic Director** provides the overall conceptual and strategic leadership on research activities conducted in the area of neuroscience in the College of Business. S/he is a faculty member who is interested in and who understands the intricacies of neural research and in particular, the EEG technique. The Academic Director supervises the Lab Manager. S/he is appointed for a three-year renewable term by the Dean of the college. The director also chairs the Neuro Lab Committee.

The **Neuro Lab Committee (NLC)** is a standing committee in the college responsible for developing, revising, and implementing the policies and procedures governing the lab. It consists of three faculty members, in addition to the chair, who are knowledgeable on neural research and EEG methodology. The membership is recommended by the Academic Director and appointed by the Dean of the college. Members are appointed for two-year, renewable, terms. One additional member may be from outside the College of Business for providing special expertise if needed.

The NLC is responsible for setting policies and procedures for the operation of the lab. It is also responsible for overseeing the proper use and care of all the equipment. Given the constraints of equipment, subject availability and costs of operating the lab, the committee's responsibilities are categorized by the following objectives:

1. Support research leading to high visibility and recognition of faculty in the college.
2. Ensure effective and efficient use of the valuable Neuro Lab resource.
3. Ensure fair access to the Neuro Lab for all faculty and doctoral students for neuroscience research in the college.

Expressly, this committee reviews all neuroscience based research proposals from faculty and doctoral students for eligibility for lab access and priority for the lab schedule. The committee determines eligibility by reviewing proposals for both conceptual and methodological appropriateness to assess whether, scientifically, research is feasible given the lab facilities and researcher skills and whether the

research can be technically carried out given the lab's capability and researcher skills. When scheduling conflicts arise, the committee also determines the priority of use of the lab. All things being equal, lab use is prioritized from high to low in the following order:

- COB doctoral students (dissertation related research) and untenured faculty
- COB tenured faculty
- COB non-academic research
- Researchers outside of the COB who meet the requirements

The **Lab Manager** is responsible for overseeing all routine operations in the Neuro Lab. S/he reports directly to the Academic Director and provides technical support to individuals running studies in the lab, manages the equipment in the lab including issues of acquisition, maintenance and continuity of hardware and software. The Lab Manager will also provide short workshops and training on EEG usage to certify individuals for conducting studies in the lab. The Lab Manager may also provide assistance in crafting studies to the technology available in the Neuro Lab. S/he is responsible for hiring and training and supervising graduate and undergraduate research assistants for the lab. The Lab Manager serves on the NLC as an ex-officio member.

**Research Assistants/Undergraduate Research Assistants** are hired to assist with studies (data collection and data cleaning activities) in the lab. They are knowledgeable in the mechanical aspect of the lab. The RAs/URAs are placed in two-person teams and typically work 5 - 10 hours a weeks. They report to the Lab Manager.

#### **Expectations for Researchers Using the Neuro Lab**

To encourage effective use of the Neuro Lab, all researchers (faculty and doctoral students) are expected to have sound conceptual understanding of neuroscience based research as well as an operational familiarity with the ERP environment. These include an understanding of E-Prime and EMSE software programs. The Academic Director and the Lab Manager can identify and support training in these areas through on-campus and off-campus programs. Faculty seeking internal grant funds such as the Boot-Strap Grants and the Summer Research Grants for research involving the Neuro Lab are required to get the committee's approval of their research project proposals prior to the submission to college committees.

To encourage efficient use of the resources in the lab, researchers are required to share some of the costs of maintaining and running the precision equipments of the lab. Researchers are required to provide funding for studies conducted in the lab in the form of an hourly usage fee of approximately \$50 per participant to partially cover costs in running each study. This figure is revised yearly if necessary by the NLC for the following academic year. Examples of these costs include wear-and-tear on caps, lab tech and URA time, software fees, supplies for fitting and cleaning caps and other expendables. Doctoral students conducting dissertation research may apply for a grant from the NLC to cover lab usage fees.

Further, researchers are responsible for scheduling participants for their studies and ensuring they are in the lab at the allocated times. No-shows of subjects affect adversely the efficient use of the facility and have costs to the lab and its staff as well as other researcher's access to the lab. Lab fees will be assessed based on allocated time, regardless of whether the lab is used or not.

All faculty members and doctoral students must have successfully completed a certificate of training before they can be assigned lab time.

**Resources Needed for the Lab**

In anticipation of the growing interest among faculty and doctoral students for using the Neuro Lab, it is suggested that the lab acquire additional caps of varying sizes, network version of E-Prime software for running studies and network version of EMSE with MATLAB software for data analyses.