Research for Real Life

Management, business and finance

Research in management, business and finance is vital to enhancing Canadian innovation, leadership and prosperity. It maximizes Canada's economic growth and spurs creativity among its business leaders and entrepreneurs. Within this priority area, SSHRC invests in high-quality research and training that leads to the development of highly skilled individuals and promotes information-sharing between the academic and private sectors. By funding excellent research and bringing results directly to Canadians, SSHRC ensures Canada's businesses and financial institutions have the knowledge they need to adapt and thrive in today's rapidly changing economy.

\$118.5M

SSHRC investments in management, business and finance *

1,467 research projects

1,652

researchers

484

graduate students

The Social Sciences and Humanities Research Council (SSHRC) builds new knowledge on the issues that matter most to Canadians.

SSHRC funds research by the very best of Canada's 84,000 researchers and graduate students in the social sciences and humanities.

SSHRC also helps share the results of this research with businesses, governments and communities across the country, to maximize the benefits of new knowledge for all Canadians.

For more information www.sshrc-crsh.gc.ca



 $^{^\}star$ These numbers represent multi-year awards across all funding programs from 2006-07 to 2010-11.

Management, business and finance

Increasing Canada's financial security

Banks, insurance companies and governments are using tools developed by HEC Montréal's Georges Dionne to analyze risk and increase Canada's financial security. The Bank of Canada, for example, is using Dionne's work to predict the default risk of publicly-traded Canadian companies. The Quebec government uses a system created by Dionne to set automobile insurance prices, and a large European insurance company reduced insurance fraud by 40 per cent using Dionne's research on fraud detection.

Boosting rural economies

A project led by Yolande Chan at Queen's University has helped more than 20 rural businesses generate value and increase economic opportunities in Eastern Ontario. The researchers help business owners develop new revenue streams, create marketing strategies and transform traditional industries. From the creative economy and tourism to green energy and sustainable agriculture, this project is strengthening local economies, creating new jobs and building a new future for Canada's rural communities.

SSHRC at a Glance *

\$334.9M

in funding

9,213 projects

30

disciplines

13,131 applications

4,452

new grants, scholarships and fellowships

Shopping in 3-D

SSHRC-funded research on 3-D environments is revolutionizing e-commerce. Paul Messinger, a professor of marketing at the University of Alberta, is working alongside IBM to bring online shopping together with the 3-D avatars and virtual worlds used in web-based communities such as Second Life. Messinger's research includes developing new ways to market products in virtual environments and innovative approaches to conducting business online, such as using a 3-D avatar of yourself to try on clothes and test products before you buy.

^{*} SSHRC Annual Report 2009-10