USA PhD Program Mitchell College of Business

Writing Workshop

Today's Agenda

WORKSHOP OBJECTIVES

1. Overview of the USA PhD Program.
2. Provide a basic understanding of scholarly research.
3. Explain how to complete the PhD admission writing assignment.
4. Answer relevant questions.

USA PhD Team

- Jessica Franks, MCOB Director Graduate Studies
- Joe Hair, MCOB PhD Director
- Mickey Smith, MCOB PhD Assistant Director
- Ermanno Effuso, Business Analytics Coordinator, Chief Scientific Officer, SABER

USA PhD Program

- Three year, weekend doctoral program
  (9 weekend residencies/first two years)
- Cohort 13--May 2025
- Concentrations
  - Business Analytics
  - Management
  - Marketing

Why an MCOB PhD?

- World class faculty
- Research Doctorate accredited by AACSB
- Established non-traditional doctoral program recognized throughout the U.S.
- Only doctoral program offered by Mitchell College of Business (MCOB)

Research Doctorate...

Theory Driven

- Helps to explain & predict
- A set of systematically related hypotheses that can be tested empirically

Dissertation Research

- Applies theory, does not develop theory
- Makes a unique contribution
- Enhances analytical skills

Dissertation: An Example

"Older Workers with Younger Supervisors"

Typical questions to resolve:
- How to define concepts--older worker, younger supervisor?
- How to measure constructs ?
- Who, how, and where to collect data?

Completion = 3.6 years

OBSTACLES TO 3 YEAR COMPLETION

- Identifying a research topic
- Data collection problems
- Data analysis/ statistics
- Writing the dissertation
- Career & family changes

MCOB program is designed to help you address these obstacles

Scholarly Research

"Scholarly research is the creation of verifiable knowledge"

- **EMPIRICAL**
- **REPLICABLE**
- **ANALYTICAL**
- **THEORY DRIVEN**
- **LOGICAL**
- **RIGOROUS**

How is scholarly research conducted?

Identify & Define Research Problem

Theory Selection

Conceptual model

Research Design

Data Collection

Data Analysis

Findings

Writing Assignment

DEFINE THE PROBLEM

- Any situation where a gap exists between the actual and the desired state
- Does not mean that something is wrong--could simply indicate an interest in improving an existing situation
- Example: How to improve company performance

Typical Business Research Problems

DETERMINING...

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How to build your comapny's equity?	Why are training programs not as effictive as anticipated?	What is the best way to communicate with your customers?	How does business analytics improve decision making?	Does team building improve outcomes?	Which leadership style is best for a particular work environment?

Problems Involve Relationships Between Two Types of Variables

Variable -the observable and measurable characteristics a researcher examines; e.g. performance, job satisfaction, trust, commitment, sales, profit, market shares, reputation, etc.
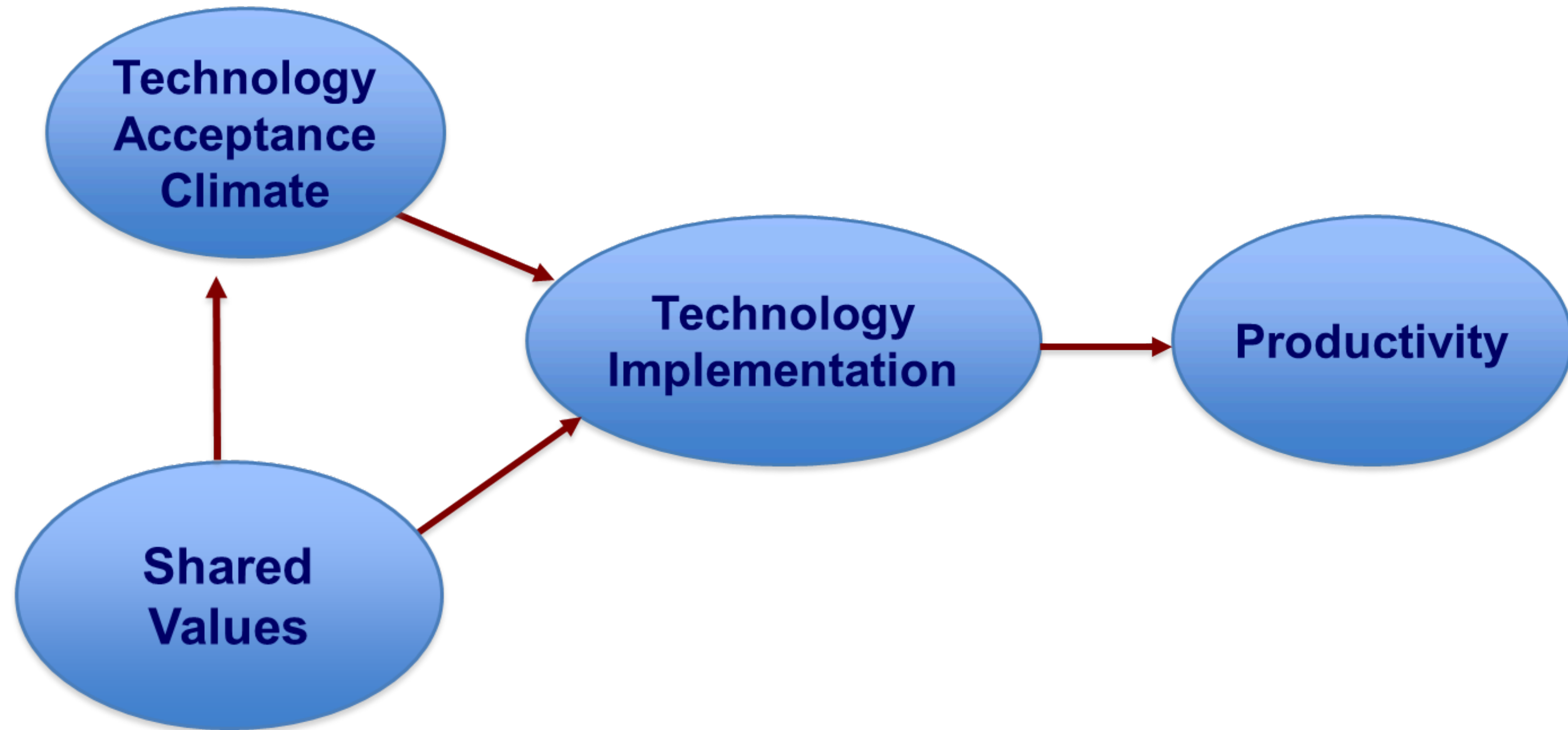
Types of Variables:
- <u>Dependent variable</u>= an outcome variable the researcher hopes to explain and/or predict
- <u>Independent variable</u>= a variable that may influence or explain the dependent variable either in a positive or negative way

Conceptual Model (1)
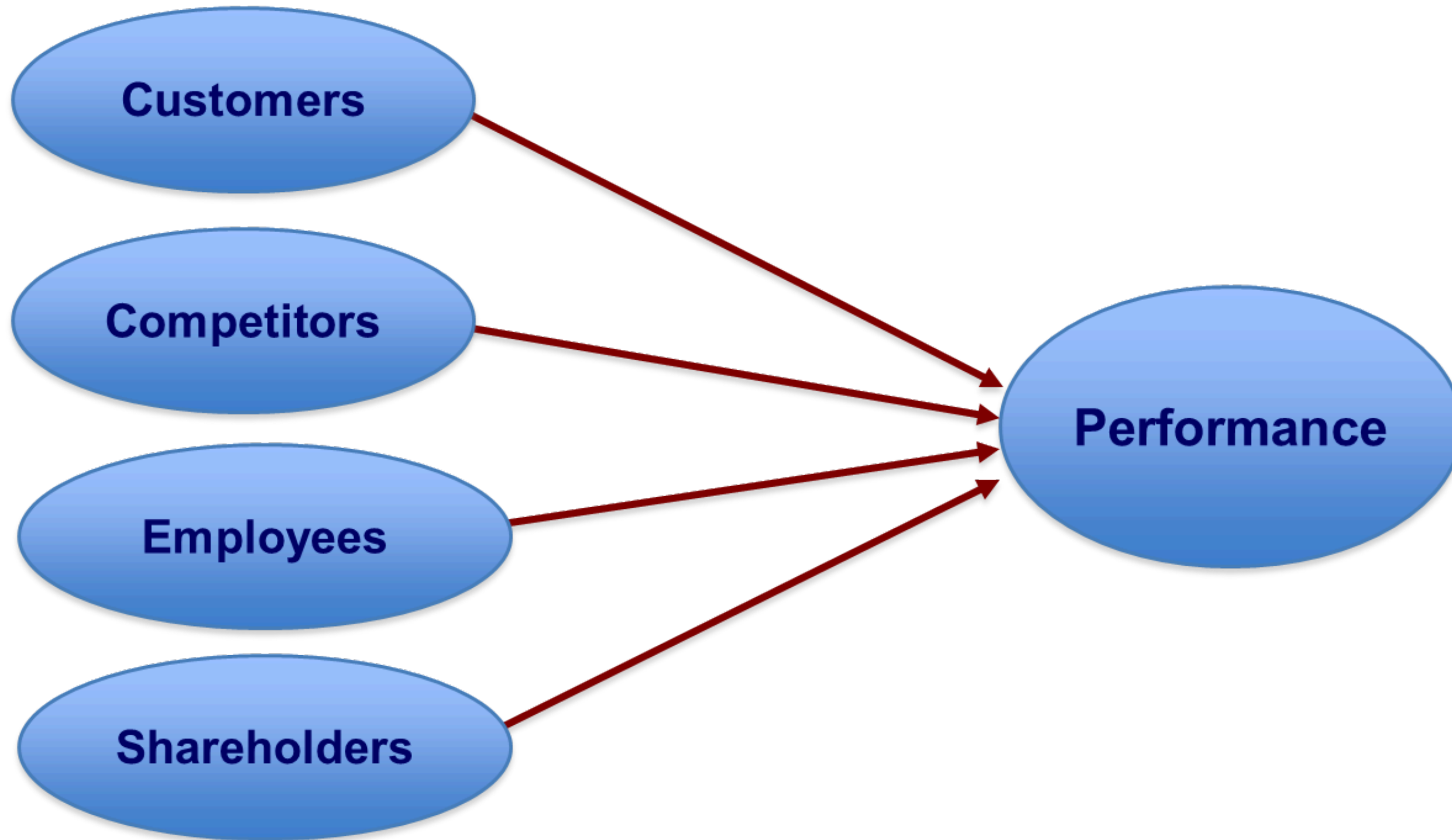
Conceptual Model (2)

Writing Your Research Paper...

1. Reflect on the research problem you select
2. Explain why the problem is important and hpw it contributes to creating new knowledge
3. What is known about the problem? Summarize what you have learned from reviewing the literature
4. Refine the problem--list possible independent and dependent variables, propose hypotheses, and develop a conceptual model
5. Suggest ideas for data collection
6. List scholarly references
7. make sure you have met the requirements for the exercise

Requirements and Timelines

1. 16-18 pages in length (not including cover page, abstract, table, figures, and references)
2. Must be received by January 31, 2025 for admission consideration in 2025 class (Cohort 13)
3. Submit electronically in Microsoft Word fromat, Ariel 12 pt. font to: idwillia@southalabama.edu
4. Do <u>not</u> send a hard copy

Questions?