PIONEER PHD PROGRAM CELEBRATES 4 YEARS

BY FRANCI ROGERS

Now, four years later, the university has conferred two doctoral degrees in the program, has eight current degree candidates, and will welcome another four students in the fall.

“We are definitely where I hoped we would be at this point,” said Dr. Dorothy Leidner, Ferguson Professor of Information Systems and director of the PHD in IS program. “We are very pleased with the success. Our students are publishing in respected journals and are getting very good job placements.”

Of the two graduates of the program, the first is currently working as an assistant professor at HEC-Paris, a top business school in Europe. The second recently accepted an assistant professor position at Colorado State University, Fullerton, after completing a term as a visiting assistant professor at Washington State University.

One student is currently writing his dissertation and direction, and at the same time have the students learn from each other’s ‘areas of strength.”

Dr. Timothy Kayworth, chair of the information services department, is also pleased with the growth of this program. “A major factor in our success has been getting higher caliber students to join our program,” he said. “We need to continue to be intentional in recruiting talented, highly motivated students from around the globe and then placing these students at leading universities upon graduation.”

Part of that intentional growth will be making the program more international than it was, he said. The faculty wants to make sure their candidates are maintaining a global focus. Leidner is working with universities in Europe and Asia to that end. She is also hoping to start an executive PhD program at Baylor. While the current program focuses on the candidates becoming educators, the program would see people with doctoral degrees returning to the corporate world.

“T is much more common in Europe already for executives to have PhDs,” said Leidner. “In this global economy, it’s a matter of time before it becomes more common here.”

Forward thinking and good outcomes are beginning to get outside recognition for the young program.

“Every year we increase the quality that we provide our students, and every year the quality of the research our students are doing improves,” said Leidner. “We’re becoming well known as a good, well-rounded program.”

Soon, the business school will be home to another PhD program. Baylor Regents recently approved a PhD in health services research offered by through the school’s Robbins Institute for Health Policy and Leadership.

bbr.baylor.edu/pioneer-phd-4-years

US NEWS & WORLD REPORT: “10 Least Expensive Private Business Schools.” Article lists Baylor’s Hankamer School of Business as one of 10 private business schools with the least expensive tuition and fees.


US NEWS & WORLD REPORT: “Why Can’t We Follow Simple, Good Money Advice?” Article on why most people have trouble saving money that quotes AMES ROBERTS, the Ben H. Williams Professor of Marketing.

THE MILITARY CHANNEL: “America: Fact vs. Fiction—Thomas Edison.” BLAINE McCORMICK, professor of management, was among the scholars that weighed in on the truth behind the story that inventor Thomas Edison worked alone.

THE DALLAS MORNING NEWS: “For Cowboys and AT&T, Stadium Naming Rights Aren’t a Money Grab.” Editorial quotes KIRK WATERSFELD, executive director of Sports Sponsorships and Sales, executive director of Music & Entertainment Marketing and The Edwin W. Streetman Professor of Retail Marketing.

CNBC: “Cabela’s Building on Gun Sales Gains by Leveraging Data.” Article quotes JEFF TANNER, professor of marketing, on how the successful marketing techniques of Cabela’s, a leading retailer of hunting, fishing, camping and outdoor products, compare to other retailers.

LIVE SCIENCE and BUSINESS NEWS DAILY: “Entrepreneurs Pray More Often, Stays Study.” MITCHELL J. NEUBERT, professor of management and entrepreneurship and Chavanne Chair of Christian Ethics in Business, is quoted about a Baylor study, funded by the National Science Foundation, which found that American entrepreneurs pray more, see God as personal and attend services that support business. His study was also featured in Live