# 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 | admissio
- 4. Answer relevant questions.
- 3. Explain how to complete the PhD
  - admission writing assignment.



# **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

- Enhances analytical skills



## **Dissertation Research**

- Applies theory, does
  - not develop theory
- Makes a unique
  - contribution

# **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?

Commitment & Turnover

# 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

McDowell Digital Media, Inc. Pitch Deck

## 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...

What is the best way to communicate with your customers?

Why are training programs not as effictive as anticipated?

How to build your comapny's equity?

## 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
- Independent variable = a variable that may influence or explain the dependent variable either in a positive or negative way

# Conceptual Model (1)



## Performance

## 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

