



DOCNET
Consortium of Business Doctoral Programs

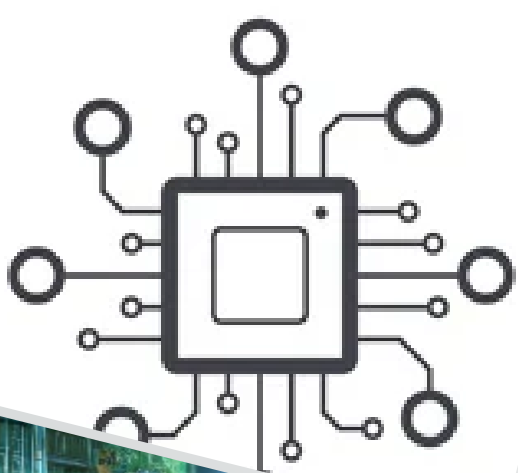
Dr. Bryan
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Academia in Peril:
Envisioning a Future
Dominated by
Generative AI and
Robot Overlords



Technological Determinism





Innovating the Future: Transforming Business Doctoral Education for Global Impact and Social Good

Dr. Bryan Southworth





Key Drivers: The AACSB Call to Action



Pursuing Purpose: The expansion of doctoral education missions and models is necessary to cater to a wider societal need and demographic, breaking the conventional norms to support varied career paths and research outcomes, thereby enhancing the capabilities and employability of doctoral graduates.



Strengthening Capacity: Amid financial constraints, business schools must refine financial models to ensure the viability and efficient delivery of doctoral education, focusing on both the capacity to educate more individuals and the imperative to maintain the highest quality of educational experience.



Expanding Access: Increasing access to doctoral education globally is crucial, particularly in underserved regions, to strengthen faculty diversity, knowledge creation, and business practices, while ensuring affordability, high quality, and alignment with individual career and research aspirations through flexible and distance learning options.



Assuring Quality: Quality assurance in doctoral programs is essential, requiring ongoing experimentation with program models and the establishment of quality metrics, underpinned by professional judgment and evidenced by student success and satisfaction indicators, ensuring rigorous learning experiences regardless of career orientation.



Cultivating an Ecosystem: The thriving of doctoral education depends on a supportive ecosystem enriched with global, inclusive networks and resources, aimed at enhancing the exchange of ideas and services and strengthening the ties between business education and industry, to meet the evolving demands of doctoral programs.

Key Objectives:



01

To understand the evolving landscape of doctoral education in business studies, and the need for expanding the missions and delivery models of doctoral education to serve broader societal needs and reach a more diverse set of individuals while maintaining quality and rigorous academic standards.



02

To critically analyze the legitimacy of *applied research and traditional pedagogy* within doctoral programs, evaluating their effectiveness in enhancing the value students receive and the potential to bridge the gap between academic study and practical application.



03

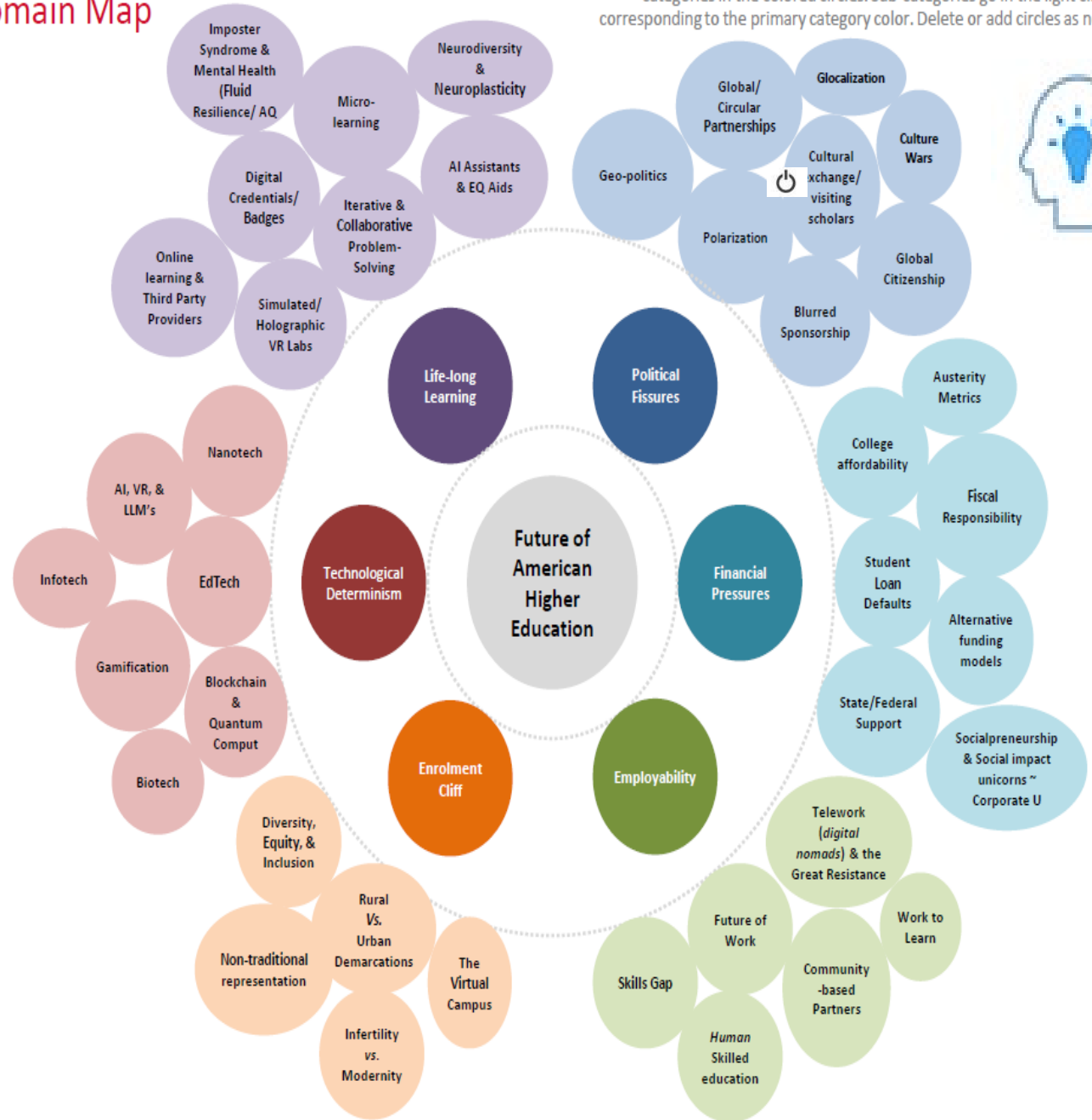
To implement strategies for leveraging interdisciplinary collaboration and industry partnerships within PhD in Business programs, with a focus on enhancing relevance, rigor, and sustainability in research endeavors, and ultimately, advancing organizational goals and societal impact.





Domain Map

Domain Map



HOMEWORK: Type your domain topic in the center circle and add primary categories in the colored circles. Sub-categories go in the light circles of corresponding to the primary category color. Delete or add circles as needed.

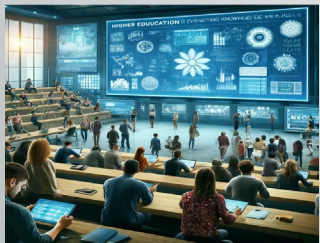
From Memorization to Innovation: Tracing the Evolution of Higher Education Through the Centuries



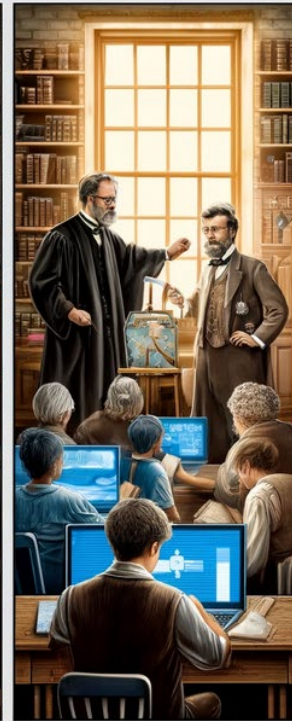
19th Century



20th Century



21st Century






Pursuing Purpose: Addressing Societal Needs Through Doctoral Education

- ❑ **Breaking Conventional Norms**
- ❑ **Supporting Varied Career Paths**
- ❑ **Research Outcomes Aligned with Societal Needs**
- ❑ **Enhancing Capabilities and Employability**

❖ **Opportunities for Improvement**

Provocative Questions

- How can we reshape PhD programs to produce thought leaders for societal challenges?
- In what ways can doctoral education be a catalyst for innovation and societal progress?



Applied Research vs. traditional Pedagogy in Doctoral Programs

- Evaluating Applied Research
- Traditional Pedagogy Assessment
- Enhancing Student Value
- Bridging the Academic-Practical Divide

❖ Opportunities for Pedagogical Innovation

Challenges to Consider

- How can we quantify the effectiveness of applied research in student success post-graduation?
- What strategies can enhance traditional pedagogies to be more aligned with current and future business practices?



Leveraging Interdisciplinary Collaboration and Industry Partnerships

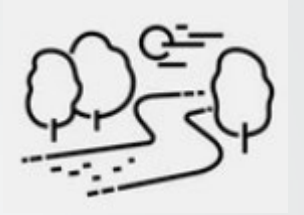
- ❑ Enhancing Program Relevance
- ❑ Increasing Research Rigor
- ❑ Sustainability in Research
- ❑ Advancing Organizational Goals
- ❑ Societal Impact

❖ Opportunities for Growth

Challenges to Navigate

- How can PhD programs balance academic freedom with industry agendas?
- What frameworks can be established to ensure that collaborative research maintains academic integrity while achieving practical significance?

The Evolving Landscape of Doctoral Education in Business Studies



Expanding Missions and Models

- Rethink curriculum to include social entrepreneurship, sustainability, and ethics
- Innovate delivery through online platforms and global partnerships

Serving Broader Societal Needs

- Align research with urgent societal issues like climate change, inequality, and technology disruption
- Collaborate with NGOs, governments, and corporations on impactful projects

Reaching a Diverse Audience

- Create inclusive programs for underrepresented groups in business academia
- Offer flexible program structures to accommodate varying student needs

Maintaining Quality and Standards

- Uphold academic rigor through comprehensive evaluation and peer review
- Continuously update assessment methods to reflect current industry standards

Areas of Opportunity

- Integrate real-world problem-solving into the doctoral journey
- Expand executive education to incorporate doctoral-level insights and research

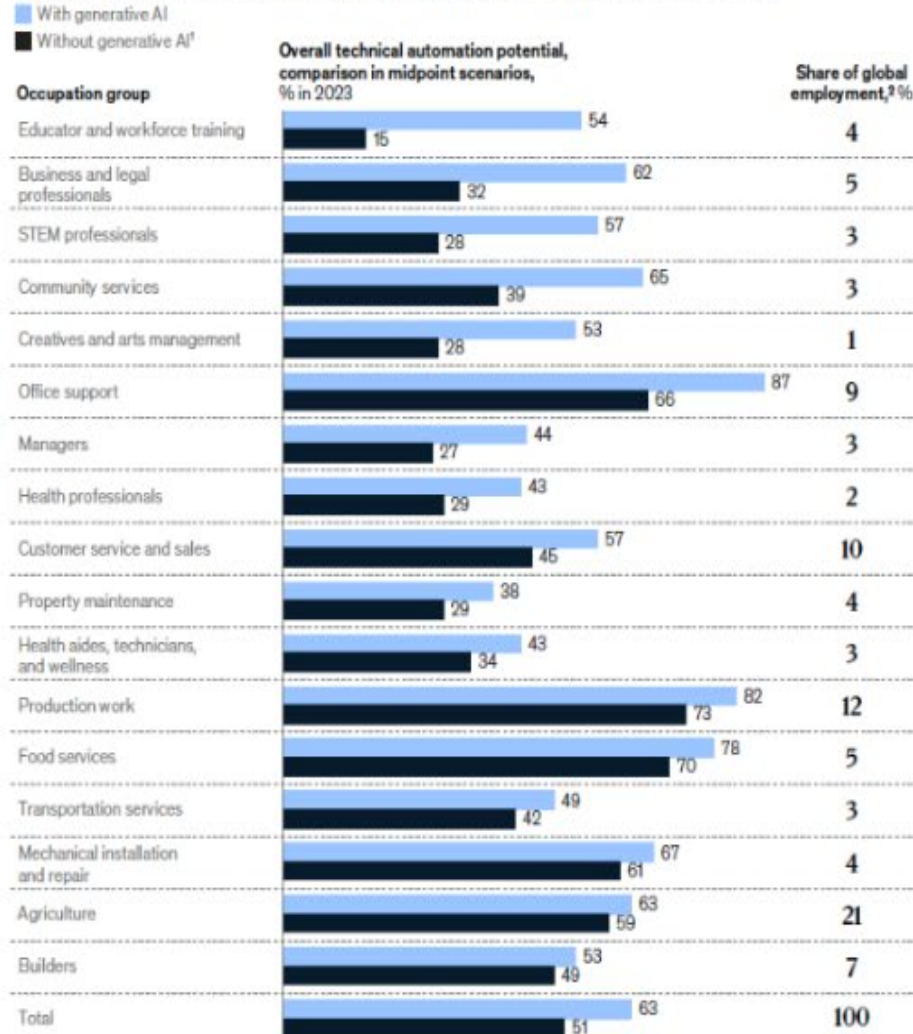
Challenges to Address

- How do we ensure the relevance of doctoral research to contemporary business challenges?
- What are the strategies to attract and retain a more diverse doctoral student body without compromising on quality?

Impact on Workforce?

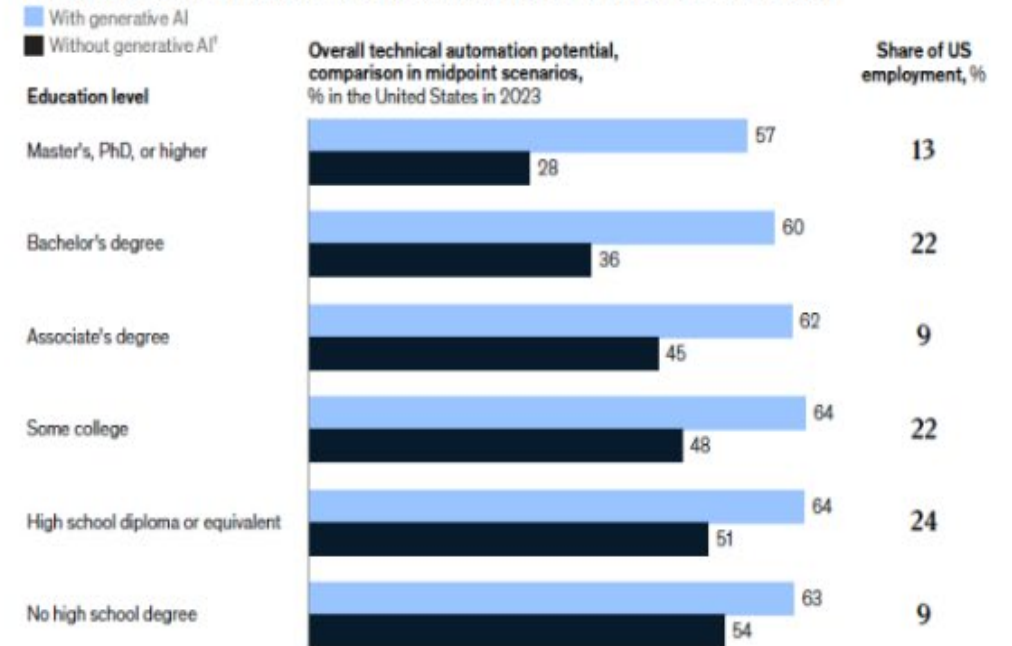
Advances in technical capabilities could have the most impact on activities performed by educators, professionals, and creatives.

Impact of generative AI on technical automation potential in midpoint scenario, 2023



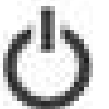
Generative AI increases the potential for technical automation most in occupations requiring higher levels of educational attainment.

Impact of generative AI on technical automation potential in midpoint scenario, 2023



¹Previous assessment of work automation before the rise of generative AI
²Source: McKinsey Global Institute analysis

McKinsey & Company



Fostering Innovation & Social Impact: Leveraging Academic Research



Embracing new technologies and methodologies:

- Integration of advanced tools and platforms for data collection and analysis.
- Adoption of machine learning algorithms for predictive modeling in business research.
- Rapid advances in technology will transform educational delivery, research, and change the future of business.

Leveraging virtual reality (VR), augmented reality (AR), and simulated realities for immersive data visualization and analysis:

- Using VR/AR environments to explore complex datasets and visualize business trends and patterns in three dimensional space.
- Immersing researchers in virtual simulations of market scenarios or organizational processes to gain deeper insights and test hypotheses in a realistic setting.
- Virtual business simulations allowing students to engage in real -world decision -making scenarios.

Implementing blockchain technology for transparent and decentralized research collaboration:

- Utilizing blockchain -based platforms to securely share research data and findings among collaborators while ensuring data integrity and authenticity.
- Creating smart contracts to automate research agreements and incentivize collaboration through tokenized rewards for contributions.

Incorporating experiential learning and industry partnerships:

- Offering hands -on research opportunities through internships and externships.
 - Example: Doctoral students collaborating with industry partners to conduct field studies and gather firsthand data.
- Establishing joint research initiatives with industry stakeholders.
 - Example: Collaborative research projects addressing industry -specific challenges, with funding and support from corporate sponsors.

Identifying stakeholders beyond academia:

- Recognition of stakeholders beyond traditional academic institutions.



Bridging Academia & Industry

Fostering partnerships with industry for real -world impact:

- Collaborating with businesses to co -create knowledge and solutions.
- Leveraging industry expertise, resources, and data for research projects.
 - Example: Establishing research partnerships with companies to explore innovative business models or strategies.

Consulting projects conducted by doctoral students for local businesses:

- Engaging doctoral students in consulting projects to solve real problems faced by local businesses.
- Providing students with hands -on experience and opportunities to apply theoretical knowledge in practical settings.
 - Example: Assisting small businesses with market research, strategic planning, or process improvement initiatives.

Integration of theoretical frameworks with practical applications:

- Aligning research topics with industry needs and societal challenges.
- Blending theoretical concepts with real -world contexts to enhance applicability.
- Ensuring that theoretical frameworks are relevant and actionable for practitioners.
 - Example: Incorporating principles from organizational behavior theory into management training programs to improve leadership effectiveness.

Bridging the gap between academic study and professional practice:

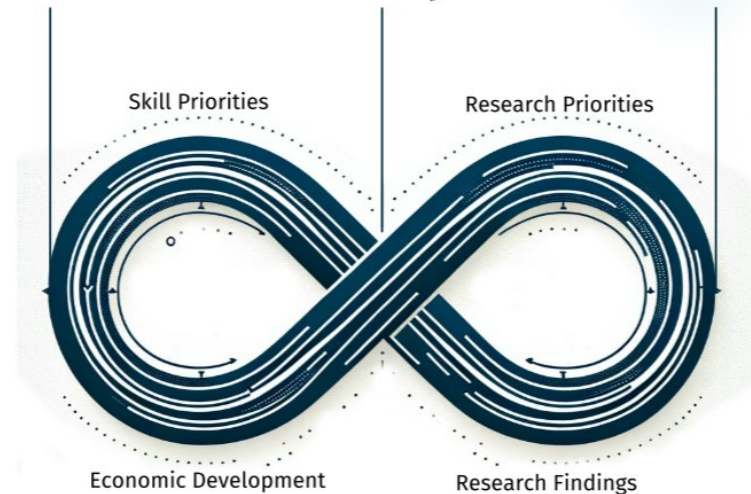
- Establishing formal partnerships with industry organizations.
- Identifying research areas of mutual interest through needs assessments.
- Forming interdisciplinary research teams comprising faculty, doctoral students, and industry experts.
- Disseminating research findings through academic publications and industry reports, fostering knowledge exchange and impact.
- Conducting research projects with industry funding and support.
- Translating research findings into actionable insights for corporate decision -making.



Workforce

Industry

Academia



Summary: The future of business doctoral education is ripe for transformation



Integration of Advanced Technologies :

- **Artificial Intelligence Labs** : Establish AI labs where students can work on real -world business problems using AI, fostering a deep understanding of how these technologies can be leveraged for business innovation.
- **Virtual Reality (VR) Case Studies** : Use VR to simulate complex business environments for problem -solving and decision -making exercises, providing a more immersive learning experience.

Sustainability and Ethics Focus :

- **Sustainable Business Practices Curriculum** : Develop courses that not only preach sustainability but also teach students to integrate sustainable practices into every business decision.
- **Ethics of Disruption** : A dedicated module on the ethics involved in disruptive business strategies, focusing on long -term societal impacts rather than short -term gains.

Hybrid Academic -Industry Roles :

- **Industry Residencies** : Encourage doctoral candidates to take part in extended residencies in businesses, mirroring medical school residencies, to apply their research in real -world scenarios.
- **Joint Ventures for Research** : Facilitate partnerships between universities and industries to fund and conduct research that addresses immediate business challenges.

Glocalized Collaboration Networks :

- **International Research Groups** : Form global research groups tackling worldwide business issues like international trade, global market strategies, and cross -cultural management.
- **Exchange Programs with a Twist** : Instead of traditional student exchanges, create cross -university collaborative research projects that allow students from different countries to work together virtually.

Customizable Doctoral Tracks :

- **Interdisciplinary Opportunities** : Allow doctoral students to create personalized curricula that combine business studies with other disciplines like psychology, technology, or environmental science.
- **Micro -Credentialing** : Introduce micro -credentials in emerging topics like blockchain, fintech, or data analytics, which students can earn alongside their doctoral research.

Focus on Soft Skills and Leadership :

- **Advanced Negotiation Workshops** : Specialized courses in negotiation, adapting to different cultural and business contexts.
- **Leadership Labs** : Practical labs focused on developing leadership styles that are empathetic, inclusive, and effective in diverse settings.

The Future of Tomorrow is Today:

- [Introducing Sora — OpenAI's text-to-video model](#)
- [Introducing Devin, the first AI software engineer](#)
- [Open AI Speech-to-Speech Reasoning](#)
- [David Attenborough is now narrating my life](#)



The End!!!!

This presentation has navigated the cutting-edge realm of emerging and generative technologies within the educational sphere, marking a transformative phase in pedagogical practices. As we look to the horizon, we are greeted by a landscape rich with both trials and triumphs. The path forward demands creative and forward-thinking solutions, equitable technology access, and a commitment to continual evolution in our teaching methods. It beckons us with the promise of reshaping education to be more customized to individual learning styles, more engaging in delivery, and more inclusive in reach. This pivotal moment in education calls us to action—urging us to forge ahead with resilience and vision to unlock the full potential that these technologies hold for learners now and in generations to come.

