

PH.D.

IN **BUSINESS
ADMINISTRATION**



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS

FROM THE EXECUTIVE DIRECTOR



Your interest in Kennesaw State University's Ph.D. in Business Administration program means **you are serious about fulfilling your potential**. Our team of dedicated faculty and staff are here to help you **realize your scholarly ambition**.

Whether your goal is to pursue a career in academics or to increase opportunities within your industry, our Ph.D. program is designed to help experienced professionals like you make a change. Graduates learn the **critical research skills** to publish in leading journals and the **discipline-specific knowledge** to excel in the classroom or the boardroom.

Our contemporary, research-based doctoral program is accredited by **AACSB International, the world's largest business education alliance** with more than 900 member schools. Students work with well-published faculty on dissertations worthy of publication in respected academic journals. Also, the program's **once-a-month residency structure** means students can earn their terminal

degrees without putting their careers on hold. These advantages set us apart from other Ph.D. offerings and have led AACSB to feature our program in their **Innovations that Inspire** initiative, which recognizes business schools for exploring exciting new ways to solve challenges facing academia, the business community, and beyond.

I invite you to discover how a **Ph.D. in Business Administration** from Kennesaw State University will help you achieve your career goals.

Sincerely,

Saurabh Gupta

Dr. Saurabh Gupta

Ph.D. Executive Director
Professor of Information Systems
& Security

RESEARCH PH.D. PROGRAMS: *THE BEST OF BOTH WORLDS*

Earning a **Ph.D. in Business Administration** demonstrates a student's commitment to reaching the highest levels in their academic or professional career. A research Ph.D. is a powerful tool because it provides graduates with an **expert-level understanding** of practice and theory as well as the skills to make **real contributions to organizational effectiveness**, either as an educator or an executive.

Colleges and universities are eager to have more scholarly faculty who can think like industry insiders, while businesses want their leaders to be knowledgeable of the latest trends to stay ahead of the



curve. The ability to **bridge the gap between business and academics** is attractive to leadership in both worlds.

Kennesaw State University's Ph.D. in Business Administration combines coursework led by faculty experts, a rigorous dissertation process, and professional development opportunities to produce graduates capable of conducting, publishing, and discovering real-world applications for powerful, relevant research.

COMPARING TERMINAL BUSINESS DEGREES

Contemporary Research Ph.D. (at Kennesaw State University)

- ◆ 3-5 Years to Complete Part Time
- ◆ Students Can Keep Their Current Jobs
- ◆ Designed for Experienced Professionals and Academics looking to advance into tenure-track positions

Traditional Ph.D.

- ◆ 4-7 Years to Complete Full Time
- ◆ Typically unable to work except in Graduate Research/Teaching Assistant Roles
- ◆ Designed Primarily for Academics

Executive Doctorate (DBA)

- ◆ 3 years to Complete Part Time
- ◆ Can Work While Enrolled
- ◆ Designed for Corporate Careers, Not Academic

The KSU **PH.D. ADVANTAGE**

AACSB-ACCREDITED

The **Michael J. Coles College of Business** and the **Ph.D. in Business Administration** are accredited by **AACSB International**, which is the world's largest business education alliance. Just 5 percent of the 16,000+ business schools around the world have achieved AACSB accreditation.

To earn AACSB accreditation, an institution must complete a rigorous quality review conducted by officials at peer universities every five years. Colleges must demonstrate their commitment to 21 distinct accreditation standards. This quality review means that, as an AACSB-accreditation institution, **our staff are highly trained and our curriculum and approach are on the cutting edge.**

For students, this means **more opportunities for success**. According to research published by AACSB International, graduates of AACSB-accredited business schools tend to have **higher graduating GPAs** and typically receive **higher salaries** than peers from non-AACSB-accredited institutions.

Simply put, AACSB is recognized around the world as the gold standard in business school accreditation.

BECOME A SCHOLARLY ACADEMIC

Many universities require their faculty to be designated as "scholarly academics" by AACSB, meaning they have significantly contributed to the University's academic research mission. Thanks to the **rigor and quality** of the dissertation process, graduates of Kennesaw State's Ph.D. program are **classified as scholarly academics for five years** following the completion of their degrees.

PH.D. PROGRAM AWARDS AND RECOGNITIONS



Designated a partner of the Ph.D. Project, reflecting the program's commitment to increasing Ph.D. opportunities for underrepresented minorities



Ranked a Top 20 Ph.D. in Business Administration Program by College Consensus



Named a Diversity Champion by Insight into Diversity



Recognized by AACSB for Innovations that Inspire



Designed Around **YOUR LIFE**

Kennesaw State University's **innovative, contemporary cohort approach** allows students to earn a terminal degree that will unlock new professional growth opportunities without disrupting their lives.

RESIDENCY

Students can keep their full-time jobs while earning their Ph.D. with Kennesaw State's intense once-a-month residency structure. Students spend one weekend each month taking courses on Kennesaw State's campus during the first two years. These in-person weekend residencies last three days (Friday, Saturday, and Sunday) and allow the program to provide full-time content on a part-time schedule.

LOCK-STEP COHORT

The Ph.D. program's cohort model means students enter and move through the curriculum together, forming close bonds and motivating each other to succeed. Each cohort is made up of around 8-12 students from across the **five degree concentration areas**. Students take discipline-specific courses alongside common courses focusing on methods and design to gain a better understanding of the similarities and differences between disciplines.

“The once-a-month residency model was key. You get all of the learning and training found in a traditional Ph.D. program, but it's more accommodating for someone who has a family, a job, or lives far away.”



— Jason Williams
Assistant Professor of Cyber and
Computer Science
Augusta University
Ph.D. Graduate, 2020

EXPERT FACULTY PARTNERS

MEET OUR WORLD-CLASS PH.D. DISCIPLINE LEADS

A team of **highly respected scholars** guide students through the Ph.D. process every step of the way. The program faculty are all **experts in their fields who regularly publish research in rigorous academic journals**. Through their efforts leading courses and serving on dissertation committees, our Ph.D. faculty are dedicated to helping students achieve success in the program and beyond.



ACCOUNTING

*Divesh Sharma -
Professor of Accounting*

Dr. Sharma's research portfolio focuses on empirical study of **auditing, financial accounting, and corporate governance**. His research addresses issues relevant to the profession, practice, and policy, meaning his work naturally is a cross-pollination of various sub-disciplines within accounting.



MANAGEMENT

*Canan Mutlu - Associate
Professor of Management*

Dr. Mutlu's research centers on the **intersection of strategy and international business**, with a particular interest in comparative corporate governance and the composition and role of corporate boards.



INFORMATION SYSTEMS

*Reza Vaezi - Associate
Professor of Information
Systems*

Dr. Vaezi's body of work addresses the philosophy and behavioral implications of emerging technologies such as **artificial intelligence, blockchain, and augmented reality**.



MARKETING AND PROFESSIONAL SALES

*Scott Widmier - Associate
Professor of Marketing
and Professional Sales*

Dr. Widmier's research has evolved from a focus on **selling and sales management to international marketing strategy**. He works closely with Kennesaw State's Center for Professional Selling to expand the scholarship and practice of professional sales.



RISK AND DECISION ANALYTICS

*Leo MacDonald - Professor
of Quantitative Analysis*

Dr. MacDonald's primary research interests are in applying dynamic and stochastic models to **disaster and resource planning, workforce planning, healthcare, and pricing and revenue management**. He also gained consulting, project management, and research/product development experience during his career as a professional engineer.



“*The greatest strength of the Ph.D. program is the world-class faculty and staff. Professors across all disciplines taught us, coached us, mentored us, challenged us, taught us some more, and ultimately helped us shift our thinking from that of practitioners to instead viewing things through a research and academic lens.*”

— **Darrin Theriault**

Assistant Professor of Management
Georgia Southwestern University
Ph.D. Graduate, 2021

Focus On **RESEARCH**

One of the most powerful skills you will gain from the Ph.D. in Business Administration program is the ability to conduct – and publish – relevant, business-critical research.

THE DISSERTATION

Working alongside a team of faculty – including a chair from within their discipline – students complete a dissertation paper that **applies and develops theory while helping enhance their mastery of the subject**. Students prepare for their dissertations through coursework that teaches them to develop interesting research questions, define and measure concepts, and collect data.

PUBLICATION

Publishing research is critical to the success of an academic. After completing the Ph.D. program, **many students have their work published in scholarly academic journals**.

In fact, much of the dissertation committee’s guidance and mentorship is geared towards preparing students for publication. Graduates of the Ph.D. in Business Administration have appeared in top-ranked journals such as **The Journal of the Academy of Marketing Science, Journal of Management, Accounting Horizons, Journal of Business Research**, and more.



Drawing on **GLOBAL EXPERTISE**

In addition to the well-published faculty helping our students succeed, the program uses a **network of Global Scholars** to enhance the student learning experience. These highly respected scholars are faculty from outside the Coles College and are often leaders in their fields with records of publishing in top journals. Global scholars mentor students and provide valuable insights into their subjects.

MEET A FEW OF OUR **GLOBAL SCHOLARS**



ACCOUNTING

*Allen Blay -
Accounting Department Chair &
EY Professor*

*College of Business
Florida State University
<https://business.fsu.edu/person/allen-blay>*



INFORMATION SYSTEMS

*Merrill Warkentin -
James J. Rouse Endowed Professor
of Information Systems*

*College of Business
Mississippi State University
<http://www.misprofessor.us>*



MANAGEMENT

*Rebecca Guidice -
Professor of Management
Director of the Professional and
Executive MBA Program*

*Cameron School of Business
University of North Carolina Wilmington
<https://onlinedegree.uncw.edu/faculty/rebecca-guidice.aspx>*



MARKETING AND PROFESSIONAL SALES

*Ajay K. Kohli -
Gary T. and Elizabeth R. Jones Chair
in Management
Regents Professor*

*Scheller College of Business
Georgia Institute of Technology
<https://www.scheller.gatech.edu/directory/faculty/kohli/index.html>*

THE PH.D. VALUE PROPOSITION

While earning a terminal degree is an investment in the future, Kennesaw State University believes that investment need not include students putting their careers – and incomes – on pause. The program’s contemporary, once-a-month approach creates an attractive value proposition, considering:

- ◆ Students entering the program on average earn **\$80,000k per year** in their current jobs. This amount is higher than the \$18k - \$50k per year stipends that many students would receive when enrolled in a traditional Ph.D. program.
- ◆ The average salary soon after graduation is **\$100k-\$150k per 9 months**. Given that Kennesaw State’s Ph.D. program can be completed in three years – compared to 4-5 years for full-time programs – graduates begin earning a return on their investment much sooner.
- ◆ **Opportunities to earn money while in the program.** Our students can receive additional funding through graduate research assistantships, grants, and other programs to cover the cost of books (or ebooks), food, and networking opportunities.
- ◆ **Professional skills-building at no extra cost.** Supplemental initiatives built into the program **teach the soft skills** to succeed in the program and professionally. These activities include the **Professional Academy**, which develops students’ interviewing and networking skills, and the summer “**Ph.D. Bootcamp**,” which teaches writing skills and the importance of work-life balance.
- ◆ KSU’s emphasis on **academic and professional development** during the summer months ensures that students **maintain their momentum** during a time of year when most traditional Ph.D. programs are inactive.



“ **My time in the KSU Ph.D. program is best summarized as the most difficult experience I’ve ever loved! Challenging yet fulfilling; competitive yet collaborative; demanding yet satisfying.** ”

— **Rebecca Burcham**

Department Chair
Management, Entrepreneurship,
and Marketing
Lipscomb University
Ph.D. Graduate 2020

IS THE PROGRAM RIGHT FOR YOU?

The Ph.D. in Business Administration at Kennesaw State University is designed for **experienced professionals** with the goal of **transforming them into scholars** in their fields as they pursue careers in academia or leadership positions in government or industry. Due to the program’s high demands on students and faculty, admission is competitive. Successful candidates must demonstrate:

- ◆ Significant professional experience in industry or academia
- ◆ Evidence of intellectual ability and curiosity
- ◆ How they personally “fit” with the program’s objectives and structure
- ◆ The ability to commit 30+ hours per week to the program

The Typical Coles College Ph.D. Student

- Age: 47
- Professional Experience: 17 Years
- Teaching Experience: 3 Years
- GPA: 3.47 (Undergraduate), 3.70 (Graduate)
- Education Level: Graduate Degree



YOUR NEXT STEPS

- 1** *Reserve* your seat at an upcoming information session
- 2** *Apply* for the Ph.D. in Business Administration online
- 3** *Attend* a research workshop and submit a research interest overview
- 4** *Receive* an invitation for an interview
- 5** *Begin* your scholarly journey



KSU PHD PROGRAM

Linda Rowlette, Sr. Graduate
Admissions Counselor
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[linkedin.com/showcase/ksuphdba](https://www.linkedin.com/showcase/ksuphdba)