

# The PhD Project<sup>sm</sup>

NEWS

SPECIAL EDITION 2001

Volume VI: Issue 3

**MISSION:** To increase the diversity of business school faculty by attracting African-Americans, Hispanic-Americans and Native Americans to business doctoral programs and providing support during their doctoral programs.

**OBJECTIVES:**

- To increase the number of minority business professors who can function as role models and mentors;
- To influence more minorities to pursue business degrees/careers;
- To increase the number of qualified minority applicants to fill critical positions in the business disciplines;
- To improve the preparation of all students by allowing them to experience the richness of learning from a faculty with diverse backgrounds; and
- To reach the goal of a better prepared and more diversified workforce to service a diversified customer base.

## 2001 PhD Project Conference

In September 1993, a group of corporate and academic leaders met to brainstorm about the lack of diversity among business school graduates. From that session, one year later, The PhD Project was born, and our inaugural Conference was held that December. At the time, the number of African-Americans, Hispanic-Americans and Native Americans earning a doctoral degree ranged from thirty to forty, in total, out of 1,200 business doctorates awarded annually. In fact, there were only 294 minority faculty with doctorates out of approximately 22,000 business school faculty. This figure is shocking when you realize it includes doctorally qualified faculty who are teaching at historically Black colleges and universities as well as Hispanic serving institutions.

In that first year the creators of The PhD Project developed the strategy and tactics to inform, educate and encourage minorities in business careers about a career as an educator. There had to be a way to enable potential doctoral students to unlock the mystique surrounding doctoral education, learn about the career possibilities of a professor and meet with university representatives. For people who are in business careers, with little time to gather the information on their own and no source to turn to find it, The PhD Project Conference was to become an essential element of The PhD Project.

The goal for the first conference was 200 participants. There also had to be representation from the doctoral programs. Doctoral programs never recruited for students, and certainly never came together at their own expense for that purpose.

However, the 1994 results proved that The PhD Project was on the right track, and that higher education was a true partner. Of 570 applications from potential doctoral students, 285 invitations were extended and 266 attended. In addition, sixty-seven doctoral programs were represented!!

Here we are in the year 2001, and our 8th Conference. Starting with 1993, and ending to date, we've had requests for information from nearly 30,000 minorities. Over 7,000 have applied to come to a Conference of whom 3,300 have been invited and some 2,900 will have attended by the end of this year's event on November 9th.

The PhD Project does not stop there. All who enter an accredited doctoral program are invited to membership in a PhD Project Doctoral Students Association. There are Associations for each of the major business disciplines; accounting, finance, information systems, management and marketing. These associations meet annually, in conjunction with their respective professional associations. Members gain value from a network and support group, the richness of the presentations at their conferences, as well as the relationships they develop through their attendance at the associated professional meetings. All of this is funded by The PhD Project. For more information on the PhD Project visit our web site at [www.phdproject.com](http://www.phdproject.com). If you would like more information, or you know of potential candidates or sponsors, please contact Tara Perino at [tperino@kpmg.com](mailto:tperino@kpmg.com).

## The PhD Project Sponsors

KPMG FOUNDATION • GRADUATE MANAGEMENT ADMISSION COUNCIL •  
THE CITIGROUP FOUNDATION • FORD MOTOR COMPANY FUND •  
DAIMLERCHRYSLER CORPORATION FUND • AACSB INTERNATIONAL •  
AICPA • ABBOTT LABORATORIES • FANNIE MAE FOUNDATION •  
JAMES S. KEMPER FOUNDATION • ROBERT K. ELLIOTT •  
MERRILL LYNCH & CO. FOUNDATION, INC • PFIZER INC. • STATE STREET CORPORATION  
VIVENDI UNIVERSAL • UNION CARBIDE FOUNDATION • ALCOA FOUNDATION •  
BRISTOL-MYERS SQUIBB • JP MORGAN CHASE • MOTOROLA FOUNDATION

# The PhD Project Scorecard

Element	1994	1995	1996	1997	1998	1999	2000	2001
Direct Mailers	20,000	27,000	35,500	46,300	56,500	75,000	110,600	150,000
Ads	8	7	10	11	12	12	15	15
Responses	3,000	4,500	5,800	6,000	3,400	4,300	2,400	3,500
Applications to Conference	570	853	1,135	1,153	903	933	679	1,100
Invitations	285	381	499	500	402	466	339	480
Attendees	266	324	421	429	349	407	290	430**
Reinvites	----	----	----	----	----	----	88	50**
Started doctoral programs*	48	76	61	64	69	53	48	55

\* represents all African-Americans, Hispanic-Americans and Native Americans who entered a business doctoral program.

\*\* estimated

## Messages from a Few New Professors

It has been almost seven years since the first PhD Project Conference. In that time, we have seen the full vision of the Project come to fruition—individuals who attended the conference have entered doctoral programs, achieved their Ph.D.s, and been hired as full-time business professors

There are 20 of these pioneering PhD Project participants, teaching at institutions on both coasts and many places in between, at public and private colleges and universities both small and large.

We'd like to share some thoughts from these professors on their careers and on their experiences as part of the PhD Project.

**Dr. Pam Carter**, Attended Conference: 1994

Professor of Information Systems, University of Oklahoma

"Minority students who wouldn't be going to a majority professor are coming to me for advice about career decisions, school, graduate school. You can tell they are really seeking your opinion. They are hanging on my every word.

"I had one student who was talented technically, and interested in security. I told him about fellowships sponsored by a company I knew of, and he got the internship. He did a security audit of our business school's network, and he did an excellent job. Based on this project experience he could put on his resume, he ended up getting offered a job at NASA, as a computer specialist in security, that was at a very high level, far above where undergraduates usually start out. I had played a part directly in getting someone into a job he excelled at."

**Dr. Leroy Robinson**, Attended Conference: 1995

Professor of Marketing, University of Houston

"Being a professor in an academic environment is something I wanted to do since I was a child. I always pictured myself with the pipe and the smoking jacket. But I thought it would be later in my career. I

went to the PhD Project Conference in 1995 and I realized I needed to do it sooner rather than later, before there was a mortgage and other responsibilities."

**Dr. Pamela Smith**, Attended Conference: 1996

Professor of Accounting, University of Texas-San Antonio

"Becoming a professor was just a thought in the back of my mind until I attended the PhD Project conference. I was encouraged to pursue my dreams and provided necessary information to make informed decisions.

"The PhD Project provided me an unending amount of support necessary to complete my Ph.D. Without the continued encouragement from friends met through The PhD Project, I would not be Dr. Smith today."

**Dr. Jorge Gonzalez**, Attended Conference: 1994

Professor of Management, University of Wisconsin-Milwaukee

"When I thought about what my bosses were doing with what my professors were doing, there was no comparison. The hours, the structure, everything - of banking vs. researchers being able to do what they wanted to do on campus, and saying what they wanted to say in class. I wanted that freedom - there was no comparison. I didn't even know exactly what research was, I just knew there were some people who were free to do exactly what they wanted, and they seemed very satisfied. I talked to many professors who had worked in industry, and they all said they would never go back."

Our congratulations go out to all those professors who have completed the program and are now Ph.D.s!

**Congratulations!** to all those who were awarded their Ph.D.'s during 2001! The year after a person's name indicates the year that they attended a PhD Project Conference.

<u>Name</u>	<u>Degree From</u>	<u>On Faculty at</u>
Agustin Arbulu	Case Western Reserve University	<i>seeking position</i>
Alan Carswell	University of Maryland at College Park	University of Maryland, University College
George Comer III	New York University	Georgetown University
Lenita Davis	University of Cincinnati	<i>seeking position</i>
Gail Dawson	University of South Florida	University of Tennessee at Chattanooga
Greg Fairchild	Columbia University	University of Virginia
Mauricio Featherman	University of Hawaii at Manoa	Washington State University
Elisa Fredericks	University of Illinois at Chicago	University of Illinois at Chicago
Jorge Gonzalez, Jr., 1994	Texas A&M University	University of Wisconsin at Milwaukee
Sandy Green	Harvard University	University of Southern California
Aretha Hill	Texas A&M University	Florida A&M University
Alice Johnson	University of Kentucky	University of North Carolina at Charlotte
Leroy Lambright	Claremont Graduate University	<i>seeking position</i>
Norris Larrymore	University of Arkansas	University of Arkansas
Karl Lawrence, 1994	Florida State University	Florida A&M University
Henock Louis	Ohio State University	Pennsylvania State University
Richard Martinez	Texas A&M University	Baylor University
Dwight McIntyre, 1996	University of Kentucky	Clemson University
Nigel Melville	University of California - Irvine	Boston College
Angela Murphy	Case Western Reserve University	Florida A&M University
Atieno Ndede-Amadi	University of Texas at Arlington	Bowling Green State University
Solomon Negash	Claremont Graduate University	University of California - Riverside
Henry Newkirk	University of Kentucky	East Carolina University
Lisa Owens	University of Oklahoma	Southern Illinois University at Carbondale
Christopher Porter	Michigan State University	Texas A&M University
Kelly Richmond	Virginia Tech	University of North Carolina - Greensboro
Anthony Roath	Michigan State University	University of Oklahoma
Leroy Robinson, Jr., 1995	University of South Florida	University of Houston-Clear Lake
Eric Romero	New Mexico State University	West Texas A&M University
Pamela Smith, 1996	Virginia Polytechnic Institute and State University	University of Texas at San Antonio
Nolan Taylor, 1994	University of Georgia	Indiana University
Beverly Venable	University of Mississippi	East Carolina University

## The PhD Project Wins at Star-Studded Prism Awards Gala

With Hollywood celebrities like Billy Dee Williams and Tommy Davidson looking on, Bernie Milano accepted yet another prestigious award on behalf of The PhD Project, this time at the Minorities in Business Magazine's Prism Awards Gala in Beverly Hills. The Project was recognized with the "Malena Rance Neal J.D. Education Award" for its leadership and commitment to cultivating educational opportunities for minorities in higher education.

The purpose of the Prism Awards is to spotlight and honor the successes of the multi-cultural business community. The ceremony recognized outstanding achievements by entrepreneurs, corporations and corporate executives, highlighting the exceptional, visionary, and inspirational work of minorities and women.

The event brought local, regional, and national corporate executives, entrepreneurs, celebrities, political and community leaders, and members of the media together to focus on bringing diverse voices, outlooks, and talents to the marketplace.

Comedian/actor Tommy Davidson and actress Elizabeth Peña co-hosted the Gala, which also featured a silent auction, a performance by recording artist Jubilant Sykes and a World Art Exhibit and special appearance by Billy Dee Williams. One of the highlights of the evening was the keynote address by Dr. Mae C. Jemison, the first woman of color to travel into space, the recipient of The Publisher's Award, and the embodiment of the event's theme: To Fly With Eagles-"Celebrating Courage Through Excellence."



## Demographic Breakdown of All 2001 Conference Invitees



### BY DISCIPLINE

	Applicants	Invited	Reinvites
Accounting	65	28	8
Economics	9	4	0
Entrepreneurship	12	6	0
Finance	87	51	8
Insurance	0	0	0
International Business	101	43	4
Management Information Systems	122	61	13
Management/Organizational Behavior	396	148	14
Marketing	117	66	6
Operations Management/ Operations Research	61	24	6
Strategy	101	27	9

*Note:* Fifteen new applicants and four reinvites did not indicate a discipline

### BY AGE

	Applied	Invited	Reinvites
< 26	170	86	1
26 - 30	192	99	14
31 - 35	187	109	19
36 - 40	170	67	14
41 - 45	145	43	13
46 - 50	94	27	8
> 50	61	16	4

*Note:* Fifty-seven applicants and three reinvites did not provide their age.

### BY GENDER & ETHNICITY

	Applied	Invited	Reinvites
Male	433	206	42
Female*	643	280	34
African-American	880	374	58
Hispanic-American	179	102	17
Native American	16	10	3
Male African-American	314	134	29
Male Hispanic-American	110	66	13
Male Native American	9	6	1
Female African-American	566	240	30
Female Hispanic-American	69	36	4
Female Native American	7	4	2

\* One female was not eligible based on ethnicity.