



MONDAY MORNING MEMO

from Dean Avi Mukherjee



November 30, 2020 | Volume 4, Issue 8

Marshall University launches Doctor of Business Administration (DBA) Program

ARE YOU..

- An upper-level manager looking for intellectual challenges?
- Seeking an academic tenure-track position in business?
- Seeking leadership positions in knowledge intensive industries?

Join us to find out more about

Marshall University Doctor of Business Administration (DBA) Virtual Information Session

December 15, 2020, 2:00 – 3:00 PM EST

Learn unique aspects of the program

- Convenience with hybrid delivery mode
- Low-cost and high-value program
- Three (3) in-demand concentrations
 - Accounting
 - Health Care Management
 - Management and Entrepreneurship





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Marshall University's Lewis College of Business (LCOB) announces its new Doctor of Business Administration (DBA) program to be launched from Fall 2021. DBA programs are research-based, post-graduate degree programs offered by business schools that develop leaders for the advancement of business and society. Participants are able to combine a disciplined approach to scholarship with a focus on practice to pursue business and academic careers that require more advanced research skills and qualifications.

There are three target markets for DBA programs. The first is successful business professionals with many years of experience at increasing levels of responsibility who are seeking a new challenge. These people often have an MBA or other graduate degree and want to distinguish themselves by pursuing a doctoral degree. A second major target market for the proposed DBA program is business educators who want to enhance their academic credentials. These individuals may not be able to spend several years without a salary to participate in a full-time doctoral program, and they may prefer a hybrid DBA program during which they can remain employed. The third target market is international participants who want to pursue a doctoral degree from an accredited American business school.

Currently there is no DBA program from an AACSB-accredited business school in West Virginia. However, many universities around the world offer DBA programs including some that are AACSB accredited. The primary difference between a PhD and a DBA is program orientation and intended outcome. In general, the focus of a PhD program is to develop new theory, whereas the focus of a DBA program is to apply theoretical knowledge to the advancement of business practice. Both PhD and DBA programs require original research culminating in the creation and defense of a dissertation. A DBA dissertation examines a practical business problem that is relevant to business managers and scholars.

The DBA program at Marshall University is part of the Brad D. Smith Graduate School of Business housed in the Lewis College of Business. This program is an integral element of the re-imagining of the College, facilitated by the transformative gift from Brad D. and Alys Smith in November 2018. Some competitive features of the proposed DBA program include:

- Affordable pricing at \$850 per credit hour that makes it a low-cost alternative to other AACSB accredited DBA programs and a high-value alternative to similarly-priced, non-AACSB programs;
- Convenience for participants with only five face-to-face visits per year;
- Accounting, health care management, and management and entrepreneurship concentrations that participants can choose from; and
- A dissertation committee that includes a professional to enhance the research's relevance to practice.



The mission of the DBA program at Marshall is to equip participants with the theoretical foundation and research skills needed to address cutting-edge business issues that apply to high-demand sectors of the economy. The mission statement of the proposed DBA program supports the mission of the Lewis College of Business with its emphasis on preparing participants to become successful business professionals advancing economic development throughout West Virginia and beyond. The program's mission is also consistent with the college's mission by emphasizing a commitment to applied scholarship. The DBA program will leverage the College's already very successful portfolio of graduate programs, including the Master of Business Administration (MBA), Master of Science in Accountancy, Master of Science in Health Care Administration, Master of Science in Human Resource Management, Master of Science in Health Informatics, and Master of Science in Information Systems.

The Marshall University DBA program is a research-based doctoral program that combines a disciplined approach to scholarship with a focus on compelling problems of practice. Participants will study seminal and contemporary business literature to develop research questions in their areas of interest. They will perform literature reviews, design and perform research studies, analyze data, and draw relevant conclusions that impact economic development and business innovation. Participants will choose a concentration that focuses on one broad business area, and they will be required to complete a proposal and dissertation as part of the program.

The college will admit participants to the program every fall semester in a cohort group. All candidates for the DBA program must satisfy MU requirements for admission and be admitted to the Marshall University Graduate College. The admission process for the DBA program will be competitive and will emphasize academic ability, professional work experience, and other indicators of potential for program success.

The DBA program is a 66-credit hour program extending over three years with the course work completed during the first two years. Courses relate to current research issues in business; research design, methods, and statistics; and one of three concentration areas including accounting, health care management, and management and entrepreneurship. The third year is devoted to the completion of the dissertation. The DBA dissertation will need to show relevance, be tied to appropriate scientific literature, and have appropriate methodology and analysis to support the conclusions drawn. It is expected that research at the doctoral level will make a contribution to knowledge in the participant's discipline and that it will demonstrate the participant's ability to develop and carry out independent research. Each participant's dissertation committee will consist of two faculty members, including the chair, and a business professional.

Classes in the DBA program will be delivered using the hybrid method that includes both online and face-to-face interactions. The face-to-face portion of the classes will be scheduled to meet approximately two times each during the fall and spring semesters, and once in the summer semester. These face-to-face classes will be scheduled on Fridays and Saturdays and will consist of approximately 12 to 15 hours of instruction. The remainder of the instruction and coursework will be completed online using Marshall's MUOnline learning platform. These online courses will be delivered asynchronously so that each participant may work at a personal pace. Participants will be required to possess a personal computer that is compatible with MU software for completion of the coursework.



The DBA program launch have been a collaborative effort among many.

Dr. Doohee Lee is the new director of the program. Dr. Lee is a Professor in the Department of Management and Health Care Administration, Brad D. Smith Graduate School of Business, at Marshall University. He earned his Ph.D. in Management and Policy from the University of Texas, School of Public Health in 1999 and joined the faculty of Marshall as an Associate Professor in 2009. He previously taught at Cleveland State University and Columbus State University. Dr. Lee has taught numerous courses in the area of health care management and policy for the past 20 years. Dr. Lee has diversified research interests including health care leadership, pharmaceuticals, health information technology, and health disparities. His works in health services research specifically investigate various contemporary issues associated with cost containment, quality of care, and equity. He has published over three dozen scholarly journal articles (mostly empirical studies) that have appeared in journals such as Health Care Management Review, American Journal of Health-System Pharmacy, Health Services Management Research, Journal of Health and Human Services Administration, International Journal of Pharmaceutical and Healthcare Marketing, and AANA Journal.



The DBA development task force was chaired by Dr. Nancy Lankton, Associate Dean of Accreditation and Strategic Initiatives. Members of the task force included faculty members Richard Agesa, Nabaneeta Biswas, Alberto Coustasse, Doohee Lee, Jean Price, and Uday Tate. This task force developed the Intent to Plan, the Program Addition, and the Course Additions for the program.

The DBA Launch task force was recently formed with the explicit goal of ensuring a successful start of the program. This task force is chaired by the director, Doohee Lee, and includes faculty members Monica Wei (associate director), Kevin Knotts, Jamey Halleck, Tim Bryan, Amanda Thompson-Abbott, Mohammad Karim, Yi Duan, and Anil Gurung.

More information about the DBA program at Marshall can be found at:

<https://catalog.marshall.edu/graduate/programs-az/business/business-administration-dba/>

More information about DBA programs can be found at:

<https://www.aacsb.edu/~media/AACSB/Publications/research-reports/the-promise-of-business-doctoral-education.ashx>

Information about our Research can be found at:

<https://www.marshall.edu/cob/files/2020/10/Herd-Business-Research-Review-2018.pdf>

<https://www.marshall.edu/cob/faculty-research/>