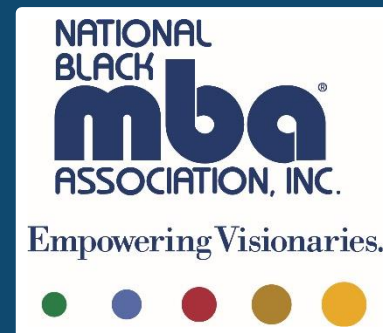
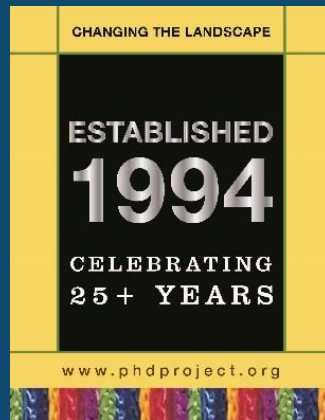


# The PhD Project: Shaping A Diverse Landscape



[www.phdproject.org](http://www.phdproject.org)

# Event Schedule

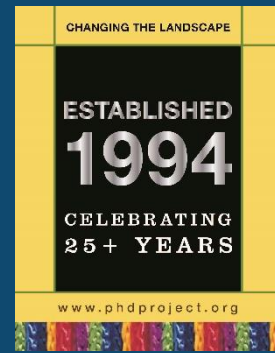
- ① Welcome – LePra George, NBMBA<sup>®</sup>
- ② Introduction - Blane Ruschak, The PhD Project
- ③ Life as a Professor - Dr. Laquita Blockson
- ④ Meet the Panelists
- ⑤ Closing Remarks



# Blane Ruschak

President, KPMG U.S.  
Foundation, Inc &  
The PhD Project

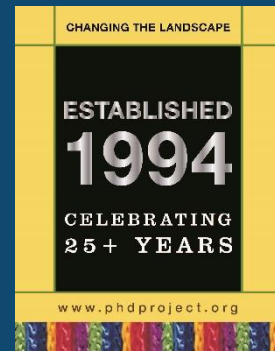
# The PhD Project: Shaping a diverse landscape



Increase the diversity of corporate America by increasing the diversity of business schools.



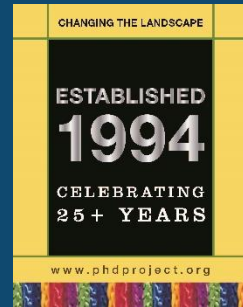
# Our Approach



We attract Black/African Americans, Latinx/Hispanic Americans and Native Americans to business Ph.D. programs and provide a network of peer support on their journey to becoming professors.

As faculty, they serve as role models attracting and mentoring minority students while improving the preparation of all students for our diverse workplace and society.

# Who supports this initiative and why is it important?



## *Funding provided by:*

***KPMG Foundation***  
***Graduate Management Admission Council***  
***AACSB International***

Diversity Inc.  
American Marketing Association  
Dixon Hughes Goodman LLP  
Academy of Management  
California State University System  
John Deere Foundation  
American Accounting Association  
Lincoln Financial Group  
City University of New York System

NASBA  
American Express Foundation  
Thrivent Financial  
The Pierson Milano Family  
New York Life  
IMA® (Institute of Management Accountants)  
Fidelity Investments  
Bentley University  
LinkedIn  
Moss Adams

*We also receive funding from*  
*300+ Participating Universities*



# Aspiring for a more equitable future

CHANGING THE LANDSCAPE

ESTABLISHED  
**1994**

CELEBRATING  
25+ YEARS

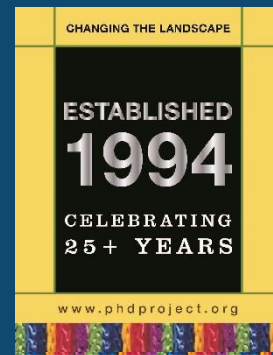
[www.phdproject.org](http://www.phdproject.org)

*Imagine a world in which:*

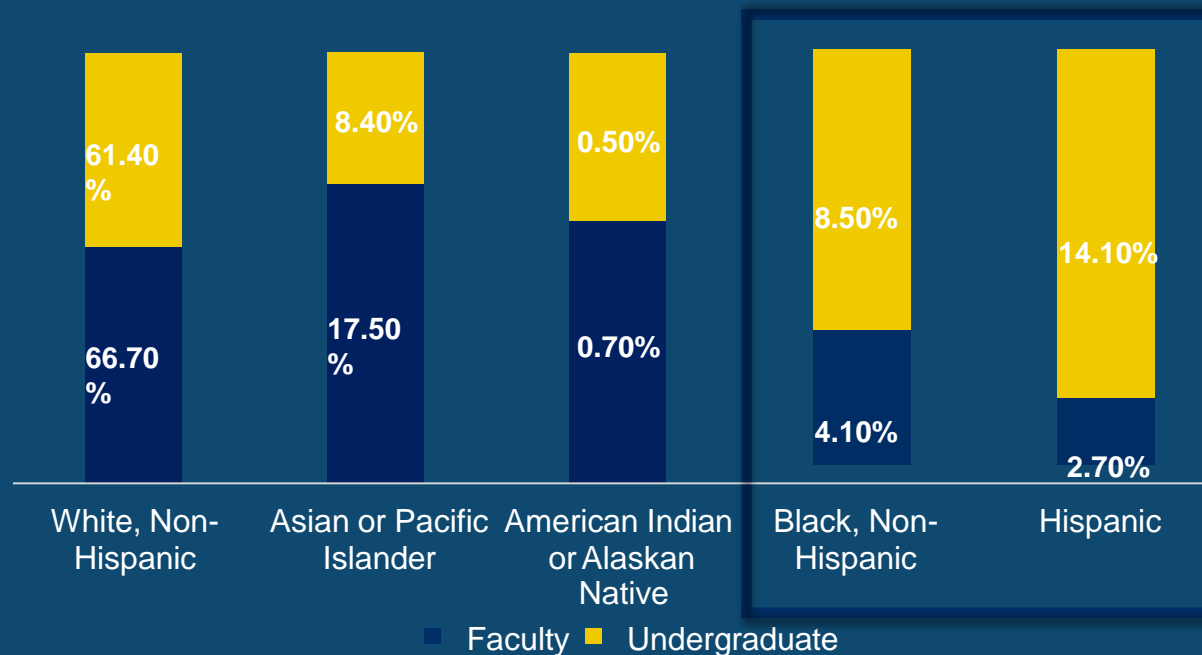
- Students of all backgrounds see leaders who look like them.
- University administrators, teachers, researchers, and corporate executives are representative of their employees, putting a culture in place that promotes academic diversity.
- No person feels restricted to specific career paths.

*At The PhD Project, this ideal for the world is the inspiration for our mission.*

# Today's business faculty are NOT representative of their students



## Race and Ethnicity Breakdown in Business Schools



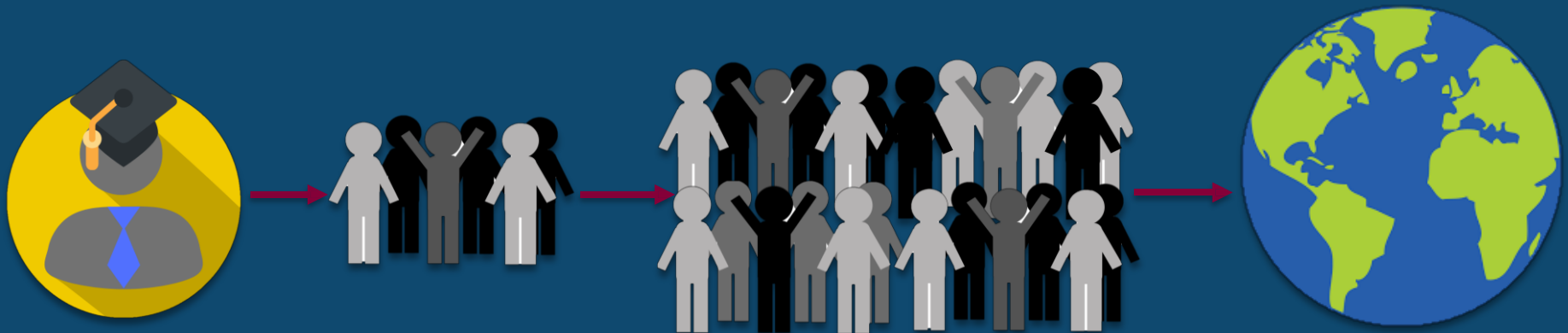
Black and Hispanic professors in U.S. business schools are the least representative of undergraduate student demographics. Black undergraduates more than **double** Black professors (4.1%) and Hispanic undergraduates are almost **seven times** the number of Hispanic professors (2.7%). The number of Black and Hispanic undergraduates is expected to grow as the population continues to become more diverse



# The effect of one can impact many...



Just one business educator from an underrepresented background can impact far beyond the students in the classroom. That professor's students go on to become leaders in the corporate world or business professors themselves. This process brings about innovation in hiring practices, approaches, and perspectives which affects the ***lives of hundreds, if not thousands,*** of people.



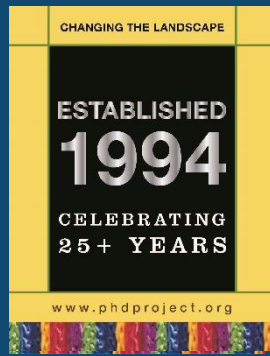
# Laquita C. Blockson, Ph.D.



Founding Faculty Director of the Social Innovation Master of Arts program and Associate Professor of Business Management at Agnes Scott College in Decatur, Georgia.

Dr. Blockson attended the 1995 PhD Project conference, having been inspired to consider doctoral study after attending a PhD Project information session at the 1994 NBMBA Conference in San Francisco.

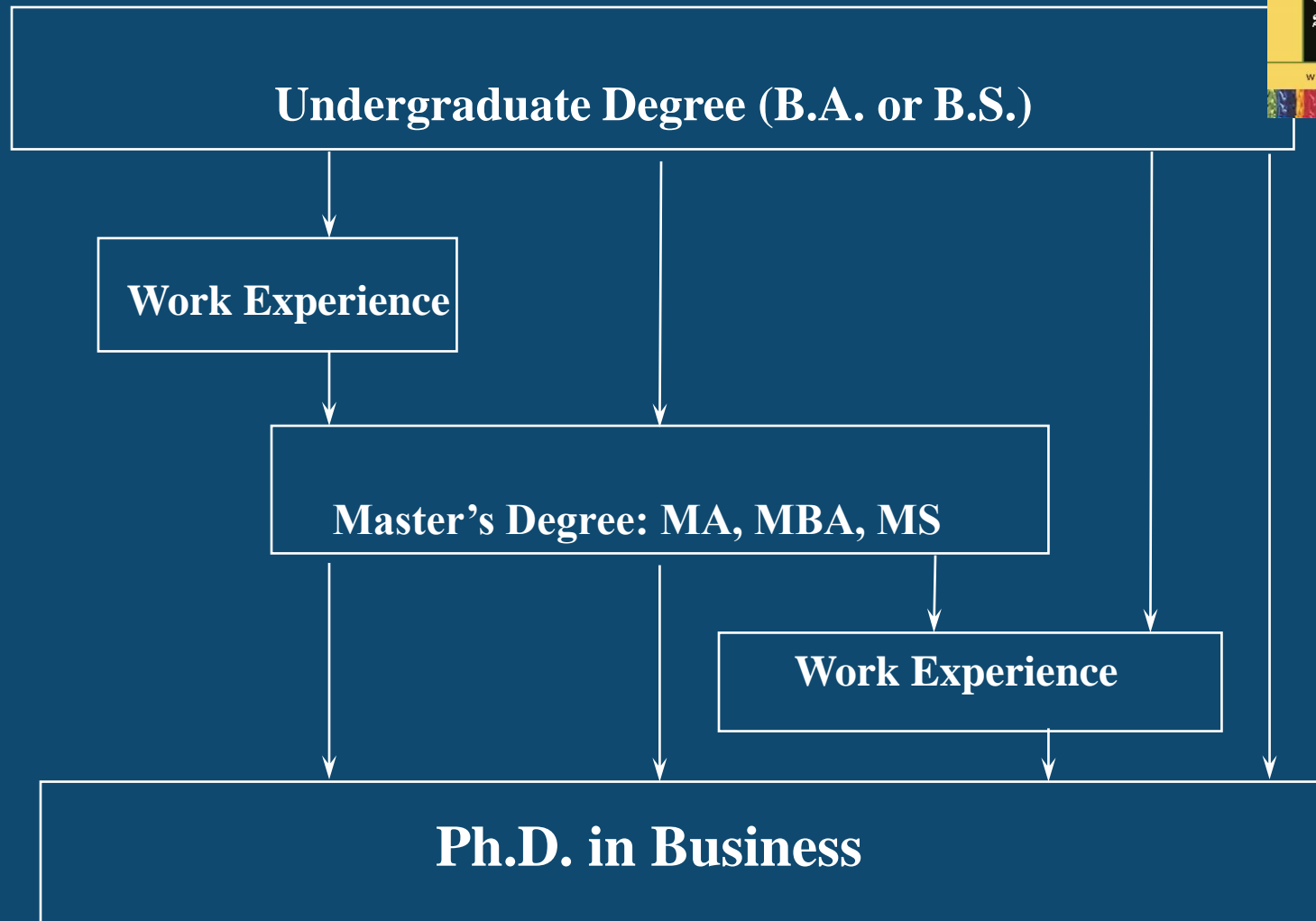
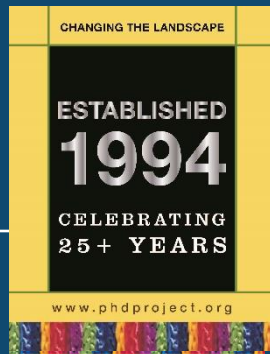
# What is the Role of a Business Professor?



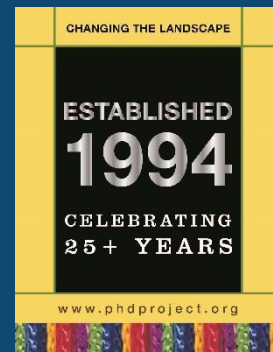
- Teach undergraduate, graduate and doctoral courses in business disciplines
- Create knowledge through theory development and academic field research
- Publish research in journals and books
- Provide service to the university and greater community



# Paths to a Ph.D in Business



# The Doctoral Program Process



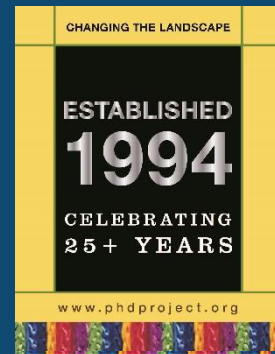
1. Discipline/Department
2. Research Methods
3. Breadth/Cross Disciplinary

Applicable to some programs

1. Written and Oral
2. Comprehensive

1. Defense of Proposal
2. Theoretical Development, Data Collection, Analysis
3. Dissertation Defense

# Critical Skills Needed



## QUANTITATIVE

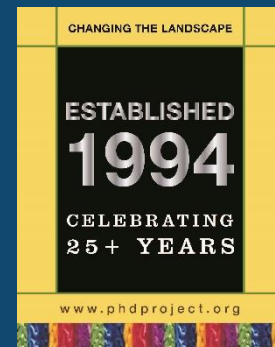
Statistics & Mathematics

(level depends upon discipline and research)

## QUALITATIVE

Academic writing

# Our Results



In the last 25 years, The PhD Project has **quintupled** the number of underrepresented business school faculty. Furthermore, our student and faculty members are consistently outperforming the United States averages.

**Minority Business Faculty at U.S. Schools**  
**Minority Doctoral Students at U.S. Schools**

**1994**  
**294**  
**<175**

**2021**  
**1,387\***  
**284**

## Doctoral Program Completion Rate



**The PhD Project Students: 90%**  
**The US Average: 70%**

## Faculty/Professor Retention Rate



**The PhD Project Faculty: 97%\***

\*97% of those who complete their PhD's through the PhD Project enter faculty positions



## Erika McGrew



First year Finance doctoral student at University of Memphis.

Erika attended The PhD Project Annual Conference in 2006 and has been a member of NBMBA for approximately 13 years.

# Larry Clay



5<sup>th</sup> year Management doctoral student at Case Western Reserve University

Larry attended the 2015 PhD Project Annual Conference, started his program in 2016 and has been a member of the Memphis Chapter since 2012.

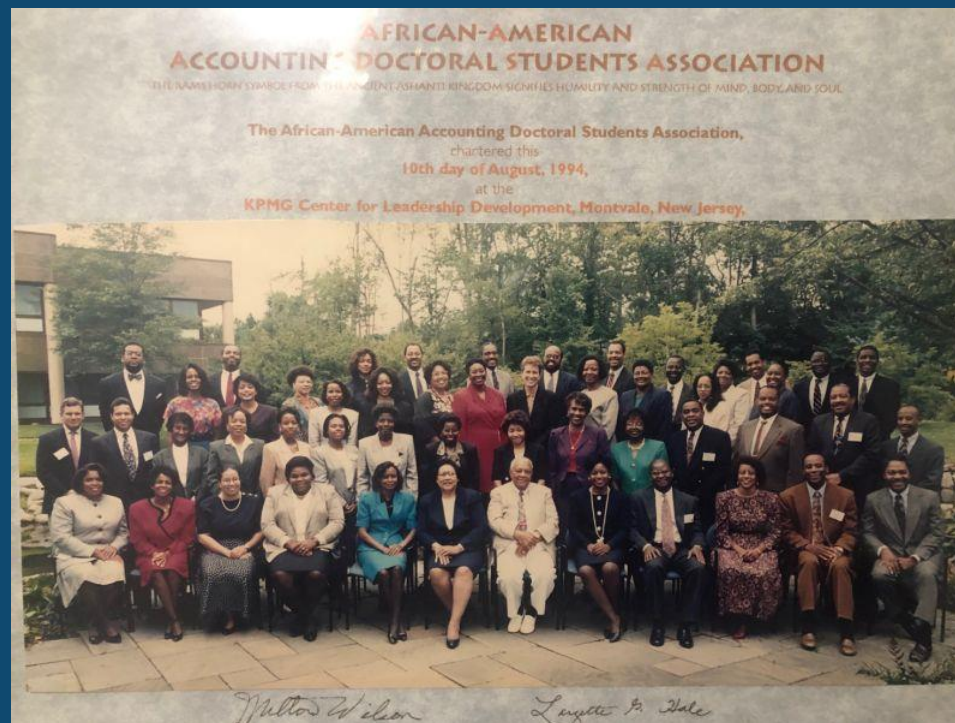
**Fun Fact!** He was NBMBA® December 2020 member spotlight!



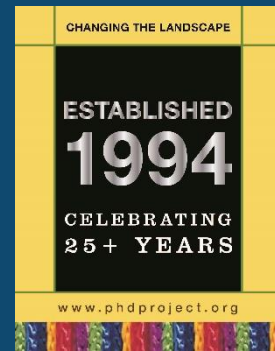
# Dr. Alexander Gabbin

KPMG Professor and Director of the School of Accounting at James Madison University.

Dr. Alexander Gabbin is a proud Charter Member of The PhD Project Accounting Doctoral Student Association that was birthed in Montvale, NJ. in 1994 and is one of the founders of the National Black MBA Association.



# Who can apply to the annual conference?

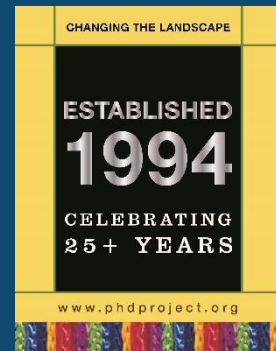


To be eligible to apply to the annual conference, you must be:

- Black/African American, Latinx/Hispanic American or Native American
- A U.S. citizen or permanent U.S. resident
- In your senior year of college by the time you attend the conference or already possess a minimum of an undergraduate degree

# Apply for our Annual Conference!

## November 17-19, 2021 - Chicago, IL



- The conference is invitation only and you must apply via our website at [www.phdproject.org](http://www.phdproject.org)
- The deadline is **September 30th**
- All applications are reviewed by heads of doctoral programs. If you are selected to attend the conference you will be required to pay a registration fee (\$200 if in-person/\$50 if virtual) which will be processed via credit card during the registration process. Your investment of this registration fee is non-refundable. If you enter a full-time, AACSB accredited business doctoral program within three years of attending the conference, this fee will be reimbursed.
- Registration fee is \$200 but will be **waived for full time students**.

# Stay Connected!

Visit our website at [www.phdproject.org](http://www.phdproject.org)

LinkedIn: <https://www.linkedin.com/company/thephdproject/>

Facebook: <https://www.facebook.com/thephdproject>

Twitter: <https://www.facebook.com/thephdproject>

Instagram: <https://www.instagram.com/thephdproject/>

## **NBMBAA<sup>®</sup> CONTACT**

**VISIT OUR WEBSITE AT [WWW.NBMBAA.ORG](http://WWW.NBMBAA.ORG)**

**LePra George – Senior Director**

**[LePra.George@nbmbaa.org](mailto:LePra.George@nbmbaa.org)**