

Higher Learning: A Path to a Business Ph.D.

Phyllis Keys, Ph.D.

Norma Montague, Ph.D.

March 11, 2022



The Association of
Accountants and
Financial Professionals
in Business

Webinar Features and CPE Credit

Q&A

Asking Questions



Closed Captioning



Help



CPE Credit

CPE Status

Criteria for Full Credit

- Minutes to Watch: 50
- Number of completed Poll(s) required: 3



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Moderator

**Laurie Burney, Ph.D., CMA, CSCA,
CPA (TN-inactive)**

Associate Professor of Accounting

JE Bush Professor of Accounting

Hankamer School of Business

Baylor University

IMA Professor-in-Residence



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Laurie Burney's Biography

- Laurie is an Associate Professor and holder of the J.E. Bush Professorship in Accounting at Baylor University. She also currently serves as the IMA's Professor-in-Residence. Laurie's primary research uses a behavioral approach to investigate management control systems and their association with employee job behaviors. She has published in high-quality accounting journals, such as Accounting, Organizations and Society, Behavioral Research in Accounting, and Journal of Accounting and Public Policy. Laurie is an editor for Advances in Management Accounting and an Associate Editor for the IMA's Educational Case Journal. She serves as the President-Elect of the IMA's Texas Council, as well as on the boards of the Educational Foundation for Women in Accounting, the Stuart Cameron McLeod Society, and the Lean Education Advancement Foundation. Laurie received the 2018 IMA R. Lee Brummet Distinguished Award for Educators and the Lean Enterprise Institute's Excellence in Lean Accounting Faculty Award. Laurie is a CMA, CSCA, and CPA (TN-inactive), and also earned the Lean Accounting Knowledge Certificate. Laurie received her Ph.D. from the University of Kentucky.

Featured Presenter

Phyllis Keys, Ph.D.

**Interim Associate VP for Academic Affairs /
Professor of Finance
Morgan State University**



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Phyllis Keys' Biography

- Dr. Phyllis Keys was a founding member of The PhD Project's Finance Doctoral Student Association in 1997 and has been a member of the Institute of Management Accountants since 2008. She is a Full Professor of Finance at Morgan State University in Baltimore and was recently appointed the Interim Vice President for Academic Affairs. She is a member of the editorial board of the Africa Journal of Management and a director for the Academy of Economics and Finance.
- Dr. Keys has continuously worked on promoting financial literacy, volunteering with such organizations as VITA, Junior Achievement, and the How Green Are Your Dollars Project. She has published research on corporate governance and diversity in various finance journals including the Journal of Corporate Finance, the Review of Quantitative Finance & Accounting, and the Journal of Financial Research.
- Dr. Keys earned a bachelor's degree in engineering from the University of Mississippi, an MBA from Jackson State University, and Ph.D. from Florida State University.

Featured Presenter

Norma Montague, Ph.D.

Senior Associate Dean, Academic Programs
Senior Associate Dean, Master's in Management
John B. McKinnon Associate
Professor of Accountancy
Wake Forest University



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Norma Montague's Biography

- Norma Montague earned her Ph.D. at the University of South Florida, and her BA and Master of Accounting at North Carolina State University. Prior to pursuing her Ph.D., she worked at an accounting firm and taught accounting at several institutions, including in a correctional facility and has taught business courses in both English and Spanish as an instructor at a community college. At WFU, she has taught financial accounting, managerial accounting, and auditing courses in the School of Business's undergraduate business program, Master of Science in Accountancy program, and Master of Science in Management program. Her research focuses on enhancing auditor and investor judgments, as well as developing innovative teaching techniques in accounting courses.
- Professor Montague has received the American Accounting Association's award for Innovation in Auditing and Assurance Education (2016), the Issues in Accounting Education's Best Paper Award (2016), and Auditing: A Journal of Practice & Theory's Best Paper Award (2015). At WFU, she has been awarded the T. B. Rose Fellowship in Business for innovation in teaching and the School of Business Spirit Award for displaying good citizenship and inspiring other faculty to high achievement.

Learning Objectives

1. Discuss attributes of a career in academia and the role of a business professor.
2. Compare the various paths to earning a business Ph.D.
3. Describe the doctoral program process.
4. State the skills to needed to apply to a program.
5. Explain what the PhD Project is and how to apply if applicable.
6. List the resources available for Ph.D. candidates from IMA and the PhD Project.

Poll Question 1:

Have you ever considered becoming a business professor as a career choice?

- a. Yes
- b. No
- c. Will consider it now

Poll Question 1 Results: (Placeholder)

Attributes of an Academic Career

- Great opportunities (salary, consulting, etc.)
- Work / life balance
- Demand exceeds supply
- Geographic choices
- Stability
- Intellectual stimulation
- Making a difference in the lives of others!





The Role of a Business Professor

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

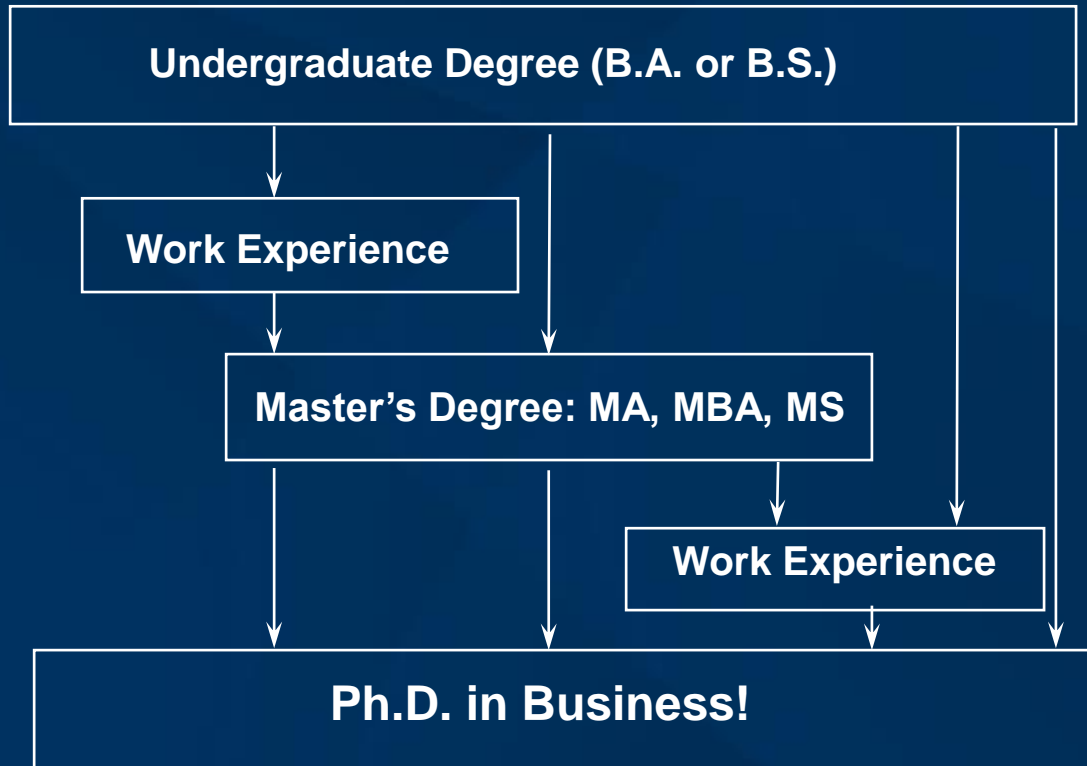
Poll Question 2:

Have you ever been a mentor or been mentored?

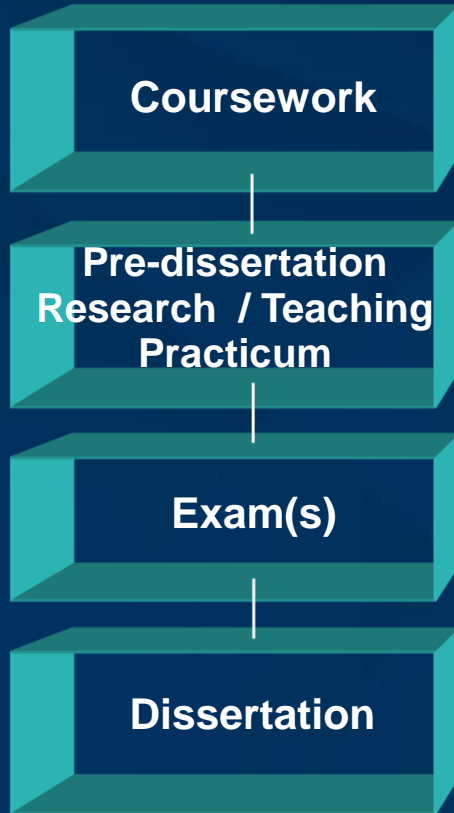
- a. Yes
- b. No
- c. Not sure how to get connected

Poll Question 2 Results: (Placeholder)

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



Facts vs. Myths

- I can't afford this  • Most universities DO NOT charge tuition and DO provide stipends to business doctoral students (level of stipends vary between \$15K-40K)
- I need a business undergrad or graduate degree!!  • You do NOT need an MBA to enter a business doctoral program (you do need the GMAT/GRE).
- I will die of hunger as a professor!  • Academic salaries are VERY attractive. In comparison to other fields.
- I am too old!  • Experience and maturity gained in the corporate world is highly valued.

Poll Question 3:

Now that we dispelled these myths, would you consider this career path?

- a. Yes
- b. No
- c. Will do more research

Poll Question 3 Results: (Placeholder)

The PhD Project Story

Historically underrepresented business school professors

1994: 294

2022: 1400+

500% increase in 27 years

97% of PhD Project faculty remain in academe

Historically underrepresented doctoral students

2022: 265+ now in the pipeline

90% of PhD Project doctoral students defend their dissertations

5 networking conferences for doctoral students and faculty encompassing 6 disciplines

Accounting

Management

Marketing

Information Systems

Finance & Economics

Funded by 300+ participating universities and more than 20 top corporations, foundations and academic partners, including co-founders AACSB, Graduate Management Admission Council and KPMG Foundation.

You'll be in Good Company

In addition to 300+ doctoral and non-doctoral granting institutions, we receive funding from these Corporate Partners:

- *KPMG Foundation*
- *Graduate Management Admission Council*
- *AACSB International*
- DiversityInc.
- AICPA Foundation
- American Marketing Association
- Dixon Hughes Goodman LLP
- Academy of Management
- Cal. State University System
- John Deere Foundation
- American Accounting Association
- Lincoln Financial Group
- City University of New York
- NASBA
- The Pierson Milano Family
- New York Life
- Fidelity Investments
- IMA (Institute of Management Accountants)
- Bentley University
- LinkedIn
- Moss Adams
- Morgan Stanley
- Stryker Corporation
- Federal Reserve Bank of San Francisco
- The Clement Family

Who can apply to The PhD Project

To be eligible to attend 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



Annual Conference Highlights



- Network with others who are considering doctoral studies
- Attend a GMAT Success session to help prepare
- Learn about “The PhD Lifecycle”, “Secrets of Successful Applicants” and “How to Balance a Doctoral Program & Family”
- Speak with representatives from over 100 doctoral programs at our University Fair
- Join current faculty and doctoral students in breakout sessions by discipline to determine your research focus
- Learn more about doctoral study in business in just 3 days than most do in 2 years!
- Application deadline is September 30th, visit www.phdproject.org for more details and to apply.

IMA Research Foundation

GUIDELINES FOR SUBMITTING RESEARCH PROPOSALS



IMA Doctoral Student Resources

- **Doctoral Scholars Program**

Up to \$15,000 throughout doctoral studies
(depending on year of studies)

- **IMA Incubator Grant Program**

Up to \$5,000 for small, proof-of-concept projects

- **Academic Research Grant Program**

Ongoing call for academic research proposals

- **Teaching Resources**

IMA Educational Case Journal & short online
courses to bolster course content



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IMA Research Foundation Funding:

imanet.org/educators/research-foundation/

CMA Doctoral Scholarship Program

The CMA Doctoral Scholarship enables a Ph.D. candidate to take the CMA exam at no cost. The benefits include:

- IMA academic membership for three years
- Entrance fee to the CMA program
- Exam Support Package
- Registration fees for the first attempt at both parts of the CMA exam

To apply, the candidate must complete an application form and have a letter from the head of their doctoral program attesting to their enrollment in their school's program. Visit www.imanet.org/cmascholarship to access the application.

Poll Question 4:

After hearing today's presentation, which of the following is closest to your current thoughts?

- a. I am definitely interested in finding out more about doctoral programs.
- b. I am somewhat interested, but concerned about the costs.
- c. I am somewhat interested, but concerned about the time it may take to finish.
- d. I am not interested at all.

Poll Question 4 Results: (Placeholder)

Questions and Answers



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Interim Associate VP for Academic
Affairs / Professor of Finance
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Thank you to Our Featured Presenters!



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Final Reminders

- ▶ **Complete the Evaluation poll** – 2 options
 - On your screen
 - Evaluation Survey icon at the bottom of your console
- ▶ **Access to your CPE Certificate** – 2 options
 - Click the “CPE” icon at the bottom of your console
 - or
 - Click the link in your post-event e-mail
- ▶ Please print a copy of the CPE certificate for your records.
- ▶ Your CPE credit will be automatically recorded in your transcript.

Thank you!



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