

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.

As we head towards our 9th PhD Project Conference, we pause to take a look at just how far we've come. In 1993, the number of African-Americans, Hispanic-Americans and Native Americans earning a doctoral degree was 38, 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. Today, the number of minority faculty has tripled, and it is safe to say that the increase is due, largely, to the work of The PhD Project.

When this venture began, the goal was to increase the representation of minorities in academia, specifically on business school faculty. To do this, more African-Americans, Hispanic-Americans and Native Americans needed to enroll in, and complete, business doctoral programs.

In December 1994, The PhD Project Conference became the first essential element of The PhD Project. The Conference provided the resources for people in business careers, who had little time to gather the information on their own and no source to turn to. By unlocking the mystique surrounding doctoral education, and providing a way for potential doctoral students to learn about the career possibilities of a professor, there was a great possibility to increase the number of minorities who would pursue a Ph.D. in business.

For the conference to be a success, in addition to interested individuals, 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. Nonetheless, in 1994 we received 570 applications from potential doctoral students. We extended 285 invitations, and 266 attended. In addition, sixty-seven doctoral programs were represented!! To date, 48 participants of that first conference have entered a Ph.D. program in business.

Of course, just matriculating isn't enough. In order to

become a professor, you have to stay the course and earn the Ph.D. Acknowledging the high dropout rate from business doctoral programs, and the importance of having a network of support, the second essential element of The PhD Project was born: five Doctoral Students Associations (DSA), one for each of the major business disciplines: accounting, finance, information systems, management and marketing.

All who enter an AACSB accredited doctoral program are invited to membership. Meeting annually, in conjunction with their respective professional associations, members gain value from the richness of the presentations at their conferences, as well as the relationships and research partnerships they develop through their attendance at the associated professional meetings. And the students are not the only beneficiaries of The PhD Project - universities can disseminate job opportunities to all members of the DSAs via an electronic mailing list and website, and each group's conference directory is available to business schools at no cost. The average dropout rate for members of the associations is approximately 7%.

Since 1993, more than 600,000 direct mailers have been sent out to potential candidates, whose names have been provided by our Supply Alliance, a group of organizations who allow us access to their membership lists. We are delighted to report that Alpha Phi Alpha has recently become a member of our Supply Alliance, granting us access to even more minority professionals who might be interested in getting a Ph.D. in business. In addition, more than \$12,700,000 has been spent on The PhD Project. Without our Sponsors (see page 2 for current listing), whose continued financial support demonstrates their commitment to diversity, it would not be possible to have come this far. We are pleased to welcome our newest sponsor: AT&T Foundation.

For more information on the PhD Project visit our web site at www.phdproject.org or contact Tara Perino at tperino@kpmg.com.

The PhD Project Scorecard

Year	Direct Mailers	Ads	Applications to conference	Invitations	Attendees*	Started Doctoral Programs**
1994	20,000	8	570	285	266	48
1995	27,000	7	853	381	324	52
1996	35,500	10	1,135	499	421	39
1997	46,300	11	1,153	500	429	38
1998	56,500	12	903	402	349	20
1999	75,000	12	933	466	407	34
2000	110,600	15	679	338	380	26
2001	120,000	15	1,076	486	432	20
2002***	150,000	15	949	371	375	

* each year includes invitees from previous years who were unable to attend that year

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

*** estimated

The PhD Project Sponsors

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Success! Here's a look at all of the current faculty members who attended a November conference, since its inception.

<u>Discipline</u>	<u>Name</u>	<u>Year Attended</u>	<u>Doctorate received from</u>	<u>Teaching at:</u>
accounting	Tanya Benford	1994	University of South Florida	Texas A&M University
accounting	Jo Yvette Lacy	1994	George Washington University	University of Central Florida
accounting	Karen Nuñez	1994	University of Oklahoma	North Carolina State University
finance	Karl Lawrence	1994	Florida State University	Florida A&M University
IS	Pamela Carter	1994	Florida State University	University of Oklahoma
IS	William Lewis, Jr.	1994	Florida State University	University of Georgia
IS	Sylvonie Merchant	1994	University of Arkansas	California State University at Sacramento
IS	Nolan Taylor	1994	University of Georgia	Indiana University
management	Gail Dawson	1994	University of South Florida	University of Tennessee at Chattanooga
management	Kimberly Ellis	1994	Florida State University	Michigan State University
management	Jorge Gonzalez, Jr.	1994	Texas A&M University	University of Wisconsin at Milwaukee
management	Leyland Lucas	1994	Rutgers University	Morgan State University
management	Patricia Martinez	1994	University of California at Irvine	University of California-Irvine
management	Alisa Mosley	1994	University of Nebraska-Lincoln	Jackson State University
management	Quinetta Roberson	1994	University of Maryland	Cornell University
management	Michele Williams	1994	University of Michigan	Massachusetts Institute of Technology
marketing	Elisa Fredericks	1994	University of Illinois at Chicago	Northern Illinois University
marketing	Kimberly Grantham	1994	Duke University	Clark Atlanta University
marketing	Joe Ricks, Jr.	1994	Louisiana State University	Xavier University
accounting	Kevin James	1995	University of Tennessee	Middle Tennessee State University
accounting	Nicole Thorne Jenkins	1995	University of Iowa	Washington University St. Louis
management	Laquita Blockson	1995	University of Pittsburgh	Florida International University
management	Jeff Brice, Jr.	1995	Mississippi State University	Hofstra University
management	Miles Davis	1995	George Washington University	Shenandoah University
management	Michael DeVaughn	1995	University of Wisconsin-Madison	University of Minnesota
management	Angela Miles	1995	Florida State University	Old Dominion University
management	Deborah Noble	1995	Wayne State University	University of Missouri-Kansas City
management	Luis Ortiz	1995	University of Texas-Pan American	New Mexico Highlands University
management	Jill Perry-Smith	1995	Georgia Institute of Technology	Emory University
management	Mark Suazo	1995	University of Kansas	Bryant College
management	Ian Williamson	1995	UNC Chapel Hill	University of Maryland
marketing	Norris Bruce	1995	University of Texas at Dallas	Duke University
marketing	Jerome Christia	1995	Oklahoma State University	Coastal Carolina University
marketing	Vanessa Perry	1995	UNC Chapel Hill	George Washington University
marketing	Leroy Robinson, Jr.	1995	University of South Florida	University of Houston-Clear Lake
marketing	Donnavieve Smith	1995	University of Illinois at Chicago	Northern Illinois University
accounting	Michael Kimbrough	1996	Indiana University	Harvard Business School
accounting	Dwight McIntyre	1996	University of Kentucky	Clemson University
accounting	Pamela Smith	1996	Virginia Tech	University of Texas at San Antonio
management	Deondra Conner	1996	Florida State University	Alcorn State University
management	Velma Roberts	1996	University of Alabama-Birmingham	Florida A&M University
management	Daniel Stewart	1996	Stanford University	Whitworth College
marketing	Leila Borders	1996	Georgia State University	University of New Orleans
marketing	Yancy Edwards	1996	Ohio State University	University of Delaware
marketing	Martin Nunlee	1996	UIUC	Syracuse University
accounting	Wanda Mattei-Ballester	1997	Texas A&M University	Texas A&M University
finance	Byron Hollowell	1997	Florida State University	Western Carolina University
IS	Alisha Malloy	1997	Georgia State University	University of Alabama
IS	Victor Mbarika	1997	Auburn University	Louisiana State University
marketing	Denise Ogden	1997	Temple University	Pennsylvania State University
marketing	Dawn Percy	1997	Florida State University	Eastern Michigan University



Demographic Breakdown of All 2002 Conference Invitees



BY DISCIPLINE

	Applicants	Invited	Reinvites
Accounting	80	41	7
Economics	10	2	0
Entrepreneurship	7	2	0
Finance	108	57	7
Insurance	0	0	0
International Business	86	32	6
Management Information Systems	126	56	17
Management/Organizational Behavior	359	155	33
Marketing	107	48	14
Operations Management/ Operations Research	30	8	4
Strategy	43	21	5

Note: 14 reinvites did not indicate a discipline

BY AGE

	Applied	Invited	Reinvites
< 26	135	63	10
26 - 30	190	90	20
31 - 35	199	90	23
36 - 40	122	42	14
41 - 45	106	37	13
46 - 50	73	16	4
> 50	49	4	9

Note: 82 applicants and 14 reinvites did not provide their age.

BY GENDER & ETHNICITY

	Applied	Invited	Reinvites
Male	406	160	50
Female	550	211	57
African-American	735	271	70
Hispanic-American	201	86	31
Native American	20	14	6
Male African-American	280	105	25
Male Hispanic-American	119	50	22
Male Native American	7	5	3
Female African-American	455	166	45
Female Hispanic-American	82	36	9
Female Native American	13	9	3