

# Ph.D. Program

## FULL-TIME, IN-RESIDENCE PROGRAM



Top: Centrally located School of Business on the main campus in Storrs, Connecticut.

Above: Accounting Ph.D. Coordinator, John Phillips (left), with doctoral students.

Below: Doctoral students at the annual Ph.D. Night of Appreciation.



860.486.8374  
PhDMail@business.uconn.edu  
www.business.uconn.edu/phd

### COMPREHENSIVE RESEARCH UNIVERSITY

The University was founded in 1881. It is one of only two Carnegie Foundation Research I public universities in New England, and the only Ph.D. granting public university in Connecticut. UConn has approximately 22,000 students and 150,000 alumni, a faculty of more than 1,500 teacher-scholars, 120 major buildings and 3,100 acres in and around Storrs, three professional schools and five regional campuses throughout the state. The Graduate School offers degree programs in 79 fields.

### RENOWNED FACULTY

School of Business faculty include prolific researchers, authors, editors, and reviewers from a wide range of intellectual fields. These established scholars, along with the emerging scholars being added to the School's growing faculty, provide valuable resources for students.

Ph.D. students, under the guidance of faculty, begin working on research projects early in their careers at UConn. Exposure to the process of designing and conducting research, and submission of papers based on research projects to professional conferences and articles to scholarly journals, enhances the student's research skills and builds the student's academic vita, which in turn contributes to the student's placement upon graduation.

### SELECT RESEARCH AT UCONN'S SCHOOL OF BUSINESS

#### ACCOUNTING

Value relevance of accounting information; Valuation; Earnings management; Accounting conservatism; Book-tax differences; Tax policy; Taxes and business decisions; Uncertain tax positions; Economics-based auditing; Initial public offerings; Securities regulation in international capital markets.

#### FINANCE

Market microstructure; Corporate governance; Real options; Risk management; Financial intermediation; IPO's; Event studies in finance and real estate; Market frictions and asset pricing; House price indices; Real estate market analysis; Capital structure; Mutual funds; Healthcare finance.

#### MANAGEMENT

Entrepreneurship; Inter-organizational partnerships and networks; Family, small and mid-sized firms; Venture capital; Corporate governance; Team processes and effectiveness; Leadership; Creativity and innovation; Mentoring; Motivation and work attitudes; Diversity in the workplace; Training effectiveness.

#### MARKETING

Customer relationship management; Advertising effects; Empirical analysis of strategic firm behavior; Cross-category marketing; Network effects; Pricing; Information search; Product involvement; Online consumer behavior; Cross-cultural research.

#### OPERATIONS AND INFORMATION MANAGEMENT

Auction theory and applications; Database design and security; Database management; Distributed computing and client/server technology; Electronic commerce; Economics of information and information systems; Healthcare information systems; Management of technology; Manufacturing systems, planning, and strategy; Supply chain management; Telecommunication and network modeling and analysis; Applications of operations research to product design, production scheduling, and facility locations.

# UConn School of Business Ph.D. Program

## PROGRAM OVERVIEW

UConn's School of Business Ph.D. Program is strictly full-time, and takes approximately 4 years to complete for those who come into the program with an MBA. A major feature of our program is that its size permits personal attention to students and fosters strong faculty-student relationships.

Over the course of their program, students must complete a qualifying research paper; a comprehensive general examination; and a dissertation.

## COMMITMENT TO DIVERSITY

The University of Connecticut strongly values diversity. Diversity adds to the learning experience, expands classroom examples, and improves communication, understanding, and sharing of different life experiences.

UConn Ph.D. students come from all over the world including China, Cyprus, India, Iran, Ireland, Japan, Korea, Poland, Russia, Singapore, Turkey, Ukraine and Vietnam.

While in our Ph.D. Program, multicultural scholars are invited to apply for the Multicultural Scholars Program, a program which awards support to incoming doctoral students to promote diversity in graduate education. In addition, to sustain a high level of commitment and a sense of connection among minority business doctoral students, our students are encouraged to participate in peer associations. While in their doctoral program our students have been active members of the Ph.D. Project Minority Doctoral Students Associations.

## ADMISSIONS

### APPLICATIONS DUE FEBRUARY 1

Within the School of Business, admission decisions are made by the faculty in the applicant's area of concentration, with a subsequent review by a School-wide Ph.D. Admissions Committee.

We seek to recruit and admit doctoral students who have the ability and motivation to conduct scholarly research. Admission decisions are based on a comprehensive evaluation of an applicant's file. We consider the quality and rigor of your prior education and grades, GMAT scores (or *GRE for OPIM applicants only*), work experience, recommendation letters, and motivation to undertake a doctoral program in business administration. We look for evidence that you are intellectually curious, have the ability to use abstract concepts, and have excellent verbal and quantitative skills. We also assess your fit with the research faculty in your intended area of concentration.

Apply to the PhD Program by using our online application found at [www.business.uconn.edu/phd](http://www.business.uconn.edu/phd)



## ADMISSIONS PROFILE (2008)

Total Applications: 182  
# Accepted: 14

### Admitted Students

Non-US Applicants: 64%  
Average GMAT: 684  
GRE Q (*OPIM only*): 790  
GPA (MA, MS, MBA): 3.76

## Program Fast Facts 2008-2009

Year program founded: 1987

Total full-time faculty with research  
doctoral degrees: 82

Program entry: Fall  
(in rare exceptions, Spring)

Work experience (average): 6 years

Length of program: 59% graduate in 5  
years or less, 36% in 4 years or less

Competitive Graduate Assistantships  
(tuition waiver; stipend w/ masters degree  
\$20,096; subsidized health insurance)

Support for student travel

Fellowships

Summer Support

Number of alumni: 133

## Current Program

Size: 56 students  
Age: 33.8 years  
% Men: 64%  
% Non-US: 63%

The **ACCOUNTING** concentration is designed to provide a broad understanding of the multi-disciplinary nature of scholarly research in accounting. Students select one of three specializations: (1) Accounting and Cognitive Psychology, (2) Accounting and Social Psychology, and (3) Accounting and Economics. UConn participates in the Accounting Doctoral Scholars program sponsored by the American Institute of Certified Public Accountants Foundation. Graduates have accepted faculty positions at Bentley College, California State University - Los Angeles, Chinese University of Hong Kong, Fordham, George Mason, Northeastern and Villanova, and the Universities of Georgia, Massachusetts, Nevada-Reno, SUNY-Albany, Rhode Island, Rutgers and Wisconsin.

The **FINANCE** concentration allows doctoral students to specialize their skills in corporate or business finance, financial management in government and not-for-profit organizations, financial planning, investments, banking, insurance, real estate, public accounting and health systems. Graduates have accepted faculty positions at Universities of Georgia, Fairfield, North Carolina (Charlotte), Illinois (Chicago), Toledo, North Texas, Utah, DePaul, Hofstra, Texas Christian, and Bangkok University.

The **MANAGEMENT** concentration has three broad areas of focus: organizational behavior, strategic management, and entrepreneurship. Research on organizational behavior examines issues pertaining to the attraction, retention, management, and performance of people in organizations that arise at the individual, interpersonal, group, and organizational levels. Research on strategic management examines issues pertaining to the establishment and implementation of a strategic direction for the organization that is compatible with its external environment. Research on entrepreneurship examines issues pertaining to the creation of new firms that provide new products and services for the market; entrepreneurship is at the heart of sustainable regional and national growth as well as organizational performance. Graduates have accepted faculty positions at Arizona State University, Colorado State University, Northeastern University, Oregon State University, and Rensselaer Polytechnic Institute.

The **MARKETING** concentration has two broad areas of focus: behavioral consumer research and the modeling of marketing phenomena, with the joint goal of enhancing the development of marketing intelligence and the practice of customer relationship marketing. Research topics in behavioral consumer research include, advertising effects, customer-service provider relationships, product involvement, behavioral pricing, cross-cultural research, online consumer behavior, consumer information search and decision-making. Research topics related to the modeling of marketing phenomena include one-to-one marketing; customer relationship management, cross-category and cross-media marketing, empirical analysis of strategic firm behavior, network effects, pricing, and empirical industrial organization. Recent graduates have accepted faculty positions at the University of North Carolina-Chapel Hill, Georgia State University, Baylor University, Drexel University, Mississippi State University, Kent State University, University of South Carolina, and Texas Tech University.

The **OPERATIONS AND INFORMATION MANAGEMENT (OPIM)** concentration provides its students with the training necessary to conduct cutting-edge research in the broad areas of Management Information Systems (MIS) and Operations Management (OM). Students are guided through a curriculum that combines the research methods of Economics, Computer Science, Operations Management, Operations Research, and Statistics, with an emphasis on the scientific management of real businesses. Graduates have accepted faculty positions at Arizona State University, University of Kansas, University of Utah, University of Washington, SUNY Albany, SUNY- Buffalo, Northeastern University, Cal Poly, University of Maine and other major academic institutions.

## SCHOOL OF BUSINESS PHD PROGRAM ENRICHMENT FUND

Support our doctoral students by making a gift to the "School of Business PhD Program Enrichment Fund" at [www.foundation.uconn.edu/](http://www.foundation.uconn.edu/) (Specify "Purpose: Business School" & "Other: Fund 22472, PhD Enrichment").