

THE *Executive* Scholar

Executive Ph.D. *Off to a Great Start*



Members of the inaugural class of the Ph.D. in Business for Executives.

This year brought Oklahoma State University a chance to take another step towards distinguishing itself as a place for true innovation and leadership. In January, OSU's Spears School of Business began the Ph.D. in Business for Executives program—one of the few AACSB-accredited doctoral programs targeted at executives in the United States. The program structure requires the students to meet monthly for three days—Thursday, Friday and Saturday—as well as between sessions to connect with professors through conferencing technologies and online platforms.

The new program at OSU takes three years to complete at a cost of about \$120,000. Directors of the program, Ramesh Sharda and J. Craig Wallace, see the program as a vehicle for bringing research to practice as well as preparing the executives to contribute to business

research. The Ph.D. in Business for Executives is a true research-based Ph.D., and targets executives who want to stay in the corporate world. Already receiving national attention, the Ph.D. in Business for Executives was highlighted in *U.S. News & World Report*. “Business has become so complex (and) an M.B.A. can get you so far. There’s a lot more to be understood—theories, concepts, and tools and challenges coming at an accelerated rate. The ability to carve out some time to get on top of that new thinking is really what this degree is all about,” said Larry Crosby, dean of the Spears School, in *U.S. News & World Report*.



Lt. Gov. Todd Lamb welcomes the first class.

The 2012 cohort consists of 19 students from seven different states with many different industries being represented. Patti Jordan, vice president of Webco Industries, said, “My one piece of advice is to make sure you’re ready. If I had tried this five years ago, I wouldn’t have been able to do

it. The advantage of having the annual cohort starting (every January), means that if it’s not right for you this year, it doesn’t mean you can’t look at it next year. Find the right time for you, your family and your career.”

The program is still accepting applications for the 2013 cohort and will be hosting two separate Research Workshops—July 20 and Oct. 26—for prospective students.

As the program continues to hit the ground running while making dreams come true, the cohort is taking every opportunity to enjoy this new learning process together. The students have not only gotten to experience the OSU-Tulsa campus but were also treated to OSU-Stillwater to engage in activities at Gallagher-Iba Arena and Boone Pickens Stadium.

The future looks bright for the Ph.D. in Business for Executives program as Oklahoma State University continues to be “America’s Brightest Orange.”



Ph.D. in Business
for Executives

Innovation–Driven Leadership

Spears School of Business
Oklahoma State University
phdexec.okstate.edu | 405.744.9000
phdexec@okstate.edu

Impressive First Class



David Altounian
Chairman & Founder
Motion Computing



Jonathan Butler
Managing Partner
Quarterguard
Asset Management



George Mayleben
Lt. Col., Inspector General
United States Air Force



Scott Anderson
Operations Manager
CRI Feeders of
Guymon, LLC



Richard Castagna
Assistant VP
Union Pacific Railroad



Philip McMahan
Former President
First National Bank in Altus



Fred Cleveland
COO/Senior VP
Technical Operations
American Eagle Airlines



Derrick Davis
Data Center Solutions
Consultant
Cisco Systems



Dessie Nash
VP, Market Investment
Director
U.S. Trust



Durand Crosby
Chief Operation Officer
Oklahoma Department
of Mental Health
and Abuse Services



Warren Dyer
Former
Chief Executive Officer
Ulterra



Donald Rowlett
Director, Regulatory Policy
and Compliance
OGE Energy Corp.



Rich Guthrie
President
GPB Management, LLC



David Gregor
Chief Operation Officer
Innovative Steel
Detailing, Inc



James Thomas
Deputy Force
Supply Officer
United States Navy



Toby Joplin
VP/Chief Financial Officer
RL Hudson & Company



Patti Jordan
Vice President
Webco Industries



Tom Totten
Chief Executive Officer
Nyhart



Tom Bennett Jr.
Chairman & Co-CEO
First Oklahoma Bank

"The program has been excellent. It is very obvious that we have the full support at all levels of the OSU administration and faculty. I am very impressed at how everyone has welcomed us into the community at OSU. Dr. Sharda and Dr. Wallace have been excellent directors of this new and innovative program. Their support, encouragement and effort have been absolutely instrumental in starting this program on a solid academic foundation."

George Mayleben, Lt. Col., Inspector General, United States Air Force

Class Visits *Stillwater* Campus

The 19 members of the Ph.D. in Business for Executives program (2012–2014 cohort) traveled to Oklahoma State University's main campus in Stillwater to attend classes on Friday, June 29. After meeting at OSU-Tulsa monthly since January, the trip to Stillwater was a new experience for the group, especially for nearly half of the participants who reside outside of Oklahoma.



The first class tours Boone Pickens Stadium on their visit to Stillwater.

In addition to participating in several class sessions, part of the day's focus was on showcasing OSU and its outstanding

facilities, including Gallagher-Iba Arena, Boone Pickens Stadium and numerous others.

The students started the morning at the Wes Watkins Center as they engaged in their Theory Building Science Research class taught by Marlys Mason, associate professor in OSU's Department of Management. The cohort proceeded

to the O-Club for lunch inside Gallagher-Iba Arena where they enjoyed discussion with attending faculty, including Dean Larry Crosby of the Spears School of Business.

Following lunch the students were taken on a tour of OSU's athletic facilities, which included a group photograph taken on the football field at Boone Pickens Stadium.

The cohort made the short trip to the Spears School of Business building to participate in group activities on the Watson Trading Floor under the



Warren Dyer with Dean Larry Crosby.

instruction of Marlys Mason and Global Scholar Teresa Pavia, associate professor of marketing at the

University of Utah.

To cap off their experience in Stillwater, the cohort ended the day by going to Eskimo Joe's for a reception and dinner. The students enjoyed the famous cheese fries along with dinner and drinks with additional Spears School faculty members.

Overall, many of the Ph.D. students were impressed with Stillwater and what OSU has to offer. Several said they are planning to visit again in the future to attend a football game during one of their fall residencies.

Triathlon Training is My Stress Relief

Running my own business is very demanding with working 60 to 90 hours a week, client meetings, contractor training, inspecting work, travel, payroll, and the accompanying paper work coming out... well, almost everywhere. Then there's my awesome family with soccer practice, gymnastics, cheerleading, tournaments, competitions, and, of course, date night with my wife.

Finally, mix it all together with full-time studies of the Ph.D. in Business for Executives program and the result is glorious. Or, is that gloriously stressful?

Before I started the Ph.D. program I was an avid (albeit very amateur) triathlete. During race season, I trained about 12 to 15 hours a week and put together some decent numbers by actually qualifying for the USAT nationals in 2010 for my age group. The big question was whether I'd actually have any time left to squeeze some training time into my schedule once the Ph.D. program started?

Now that I'm seven months into the Ph.D. experience, I can say that time is a precious commodity. I have had to make time to continue training. Aside from the cases of Monster Energy drinks I stock in my spare refrigerator, I've found that for me nothing cures mental stress and physical fatigue better than a time on a bike, laps in a pool or running



trails. When I'm staring at the bottom of a pool for 20 or 30 minutes as I knock out my laps, it is amazing how much thinking, analysis and just plain "zoning" I can do. There is no noise, no phone, no computer. It's just me and the water—stroke after stroke, stroke after stroke.

Obviously 12 to 15 hours of weekly training is a thing of the past. But I can still usually find 6 to 8 hours a week (usually from 5:30 a.m. to 7:30 a.m.) to bike, swim and/or run. The "crunch weeks" when everything is due—and studies and work go crazy—are the weeks I end up feeling the most run down, have a hard time concentrating and generally feel like a potato. So, I've found that even 30 minutes of exercise, when I make time to bike, run and/or swim, makes the stress manageable.

In part because I'm crazy, and in part because I want to prove to myself that I can do it, I plan to compete in at least two triathlons this summer. I don't expect to set any USAT records, unless they have a category specifically for overworked fathers of three who are also executive Ph.D. students. If they had that category, I might stand a chance.

Jonathan Butler is one of the 19 members of the first cohort of the Spears School's Ph.D. in Business for Executives program. He is president of Quarterguard Asset Management.

Global Scholars

A key component of our Ph.D. in Business for Executives program courses is participation of distinguished scholars from other universities. These scholars come to OSU and spend a day or more with the cohort. They deliver guest lectures in our classes. We were pleased and honored to welcome the following scholars thus far in 2012:

Deborah E. Rupp (Ph.D., Colorado State University) is



Associate Professor for the Department of Psychological Sciences at Purdue University. Her research has been published in the *Journal of Applied Psychology*, *Management and Organizational Review*, as well as others. She is currently the William C.

Byham Chair of Industrial /Organizational Psychology at Purdue University as well as Editor-in-Chief for *Journal of Management*. Her areas of expertise include employee justice, behavioral ethics, emotional labor, corporate social responsibility, and behavioral assessment and development. Dr. Rupp was invited to Oklahoma State University by Dr. J. Craig Wallace to partake in Organizational Sciences I course.

Dr. Rupp: *"I have been telling everyone about my experience with the OSU Executive Ph.D. students. Never have I spent a day watching organizational science come to life in quite this way. This is a wonderful model for developing evidence-based insight within the leaders of today."*

Gary J. Gaeth (Ph.D., Kansas State University) is Professor



of Marketing for the Tippie College of Business at the University of Iowa as well as the Cedar Rapids Area Business Chair. His areas of expertise include the impact of marketing information on consumer decisions and methods for analysis of consumer

decision making.

Dr. Gaeth has received many awards during his career including Teacher of the Year (Second year), School of Management, April 2011. He has served as an Editorial Board Member for both the *Journal of Marketing Research* and *Journal of Retailing* as well as been on the Review Panels for NSF. Dr. Gaeth was invited to Oklahoma State University by Dr. Goutam Chakraborty to participate in the Research Methods course.

Lisa K. Scheer (Ph.D., Northwestern University) is



Professor of Marketing and Emma S. Hibbs Distinguished Professor at the University of Missouri in Columbia. She serves as Doctoral Coordinator of the Missouri Marketing Department's Ph.D. program and teaches Ph.D., MBA, and undergraduate courses.

Dr. Scheer's research interests include interorganizational

behavior, marketing relationships, the development and implementation of marketing strategy, and interdependence, fairness, trust and conflict in business relationships. She has published in the top business journals in the world, including the *Journal of Marketing Research*, *Journal of Marketing*, *Academy of Management Journal*, as well as others. Dr. Scheer was invited to Oklahoma State University by Dr. Todd Arnold to engage in Organizational Sciences II course.

Dr. Scheer: *"Teaching in the Executive Ph.D. program at OSU was a wonderful experience. The students were enthusiastic and engaging, and had definitely worn me out by the end of the seminar!"*

Michael Burke (Ph.D., Illinois Institute of Technology) is the



Lawrence Martin Chair in Business in Tulane University's Freeman School of Business and he holds an adjunct appointment in the Department of Environmental Health Sciences in Tulane's School of Public Health and Tropical Medicine.

His current research focuses on learning and the efficacy of workplace safety and health interventions as well as the meaning of employee perceptions of work environment characteristics (psychological and organizational climate). He is the author of numerous articles and book chapters on these and other topics in applied psychology, management, measurement, and statistics. He was invited to Oklahoma State University by Dr. Bryan Edwards to participate in the Advanced Methods in Management Research course.

Teresa Pavia (Ph.D., University of Maryland) is an Associate



Professor of marketing at the David Eccles School of Business, University of Utah. She has been recognized for her strong teaching skills. Professor Pavia has also been an active researcher in product management (e.g., new product development, consumer behavior and pricing)

and in the intersection of consumer behavior and health care. Among her publications are articles in the *Journal of Consumer Research*, the *Journal of Marketing and Management Science*. Dr. Pavia was invited to Oklahoma State University by Dr. Marlys Mason to join in the Theory Building Science Research course.

"The first year has been extremely enlightening. Viewing the business world from an academic vantage point allows me to better understand the importance of research and the impact this type of program can have on bridging the gaps between academia and the business world. I am excited about what the future will bring to both sides."

Patti Jordan, Vice President, Webco Industries

WELCOME!

Meet the Program Directors and Staff

Welcome to this first newsletter of our new Ph.D. in Business for Executives program! It has been an exciting process to launch this innovative program here at Oklahoma State University. The support of the Dean of the Spears School of Business, Larry Crosby, and the School's Executive Committee has been crucial to the success this far. We welcome your participation in the program and are here to assist you in any way we can.

Directors

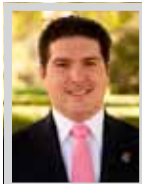


Dr. Ramesh Sharda is the Director of the Ph.D. in Business for Executives program. He is also the Director of the Institute for Research in Information Systems (IRIS), ConocoPhillips Chair of Management of Technology, and a Regents Professor of Management Science and Information Systems. He received his M.S. from The Ohio State University and an MBA and Ph.D. from the University of Wisconsin-Madison. His research has been published in major journals including *Management Science*, *Information Systems Research*, *Operations Research*, *Decision Support Systems*, *Interfaces*, *Decision Sciences* and many others. He is also a coauthor of a leading textbook *Business Intelligence and Decision Support Systems* (Prentice Hall) and serves on editorial boards of many journals including *Decision Support Systems* and *ACM Transactions of MIS*.



Dr. Craig Wallace is the Research Director of the Ph.D. in Business for Executives program. He is also the William S. Spears Chair in Business Administration Professor at Oklahoma State University, where he is an Associate Professor of Management in the Spears School of Business. He conducts research, lectures, and consults on various organizational topics. He has published his research in top journals including the *Journal of Business & Psychology*, *Journal of Applied Psychology*, *Personnel Psychology*, and the *Journal of Organizational Behavior*. He has presented at major national and international conferences such as Academy of Management. He also sits on the editorial board of *Personnel Psychology*, *Journal of Management*, and *Journal of Business and Psychology*. He is the Associate Editor position with the *Journal of Management* and is also working on a Human Resource Management textbook with McGraw/Hill-Irwin.

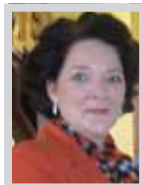
Staff



José A. Sagarnaga currently serves as the Assistant Director of Business Graduate Programs at the Spears School of Business. His responsibilities include advising, promotion and coordination of logistics of the Ph.D. in Business for Executives. Prior to assuming this position, Mr. Sagarnaga served in other positions at Oklahoma State University (OSU) for six years. Mr. Sagarnaga was a Program Coordinator at the Center for Executive and Professional Development at the Spears School of Business and Manager of the OSU Mexico Liaison Offices at Stillwater, OK, UDLAP and UPAEP University in Puebla, Mexico. Mr. Sagarnaga obtained a Master of Science in International Studies from Oklahoma State University and a Bachelor of Arts in Financial Administration from Monterrey Tech in Mexico and is currently pursuing a Doctoral degree in Economic Development at the UPAEP University.



Amie Haar is currently a Program Assistant for the Center for Executive and Professional Development in the Spears School of Business. She works with numerous programs throughout the year including the Executive Management Briefings series, Oklahoma Court Clerks Association Conference, Oklahoma City Consortium, and the Ph.D. in Business for Executives program. Amie graduated with her Bachelor of Fine Arts degree from Fort Hays State University in 2007, relocating to Stillwater, Oklahoma with her husband Joshua shortly after. Outside of the workplace, she enjoys photography, painting, reading, and spending time with her husband, and daughter Ava.



Donna Lamson is a Program Assistant for the Ph.D. in Business for Executives program. She coordinates the catering requirements, on-site logistics and assistance to the faculty and participants during the monthly residencies. Donna has spent the last 27 years as a Major Account Technology Consultant with Xerox and most recently was named Sales Training Manager. Her husband, Dan, is an OSU alumni and her son, Cole, is a recent OSU graduate and is pursuing his Master's Degree at Oklahoma State in Agricultural Economics.



Terrin Williams is an Administrative Support Specialist for the Spears School of Business Graduate Programs while focusing on the Ph.D. in Business for Executives program. She comes to us from the Oklahoma State Capitol where she was a legislative assistant to State Representatives Sean Roberts and Elise Hall during the Second Session of the 53rd Legislative Session. Terrin obtained her Bachelor of Science degree from Oklahoma State University while majoring in Political Science.

Fall 2012 Courses and Instructors

MSIS 6343 Quantitative Methods	Dr. Rathin Sarathy
BADM 6100 Seminar in Business Administration: Applied Research Practicum I: Evidence Based	Dr. Ramesh Sharda
MSIS 6300 Business Analytics (Concentration Course)	Dr. Dursun Delen

2012 Application Dates for 2013 Cohort

We process student applications twice every year. The Early Action Application process should be completed by June 1, 2012 and the Regular Decision Application should be completed by September 1, 2012.

Admission for the Regular Decision Applicants is determined based upon admission offers from the Early Action Application process. Please note that the target cohort size is about 20 students.

Dates and deadlines for the 2013 cohort application process:

2012 Application Dates for 2013 Cohort		
Early Action	Regular Action	Description
June 1	September 1	Complete Graduate College Application and Complete Ph.D. in Business for Executives Application
June 20	September 21	Initial Screening, Invitation to Research Workshop
June 29	September 29	Register for Research Workshop
July 20	October 26	Research Workshop
August 17	November 12	Submit Research Proposal
September 7	November 26	Final Decision on Admission
October 12	December 7	Deadline to Accept Offer

2013 Application Dates for 2014 Cohort

The Early Action Application process should be completed by April 1, 2013 and the Regular Decision Application should be completed by September 1, 2013.

Tentative dates and deadlines for the 2014 cohort application process:

Tentative 2013 Application Dates for 2014 Cohort		
Early Action	Regular Action	Description
April 1	September 1	Complete Graduate College Application and Complete Ph.D. in Business for Executives Application
April 12	September 13	Initial Screening, Invitation to Research Workshop
April 19	September 20	Register for Research Workshop
May 10	October 11	Research Workshop
June 3	November 1	Submit Research Proposal
June 14	November 15	Final Decision on Admission
June 21	November 22	Deadline to Accept Offer

"The program has immediately helped me use evidence-based techniques in which to improve our firm. The coursework has been challenging but it is certainly worth the effort. The professors are very accessible and have been a delight to interact with. Since beginning the program, our firm Nyhart has completed opening a new office in St. Louis, and is currently in negotiations to acquire another firm which would be an increase of 15 percent revenue growth (which, in our business, is exciting)."

Tom Totten, Chief Executive Officer, Nyhart



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