



How Many Different Universities Did I Teach at from 1994 to 2007?

- A. Three
- B. Five
- C. Seven
- D. Nine
- E. Eleven

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“I’m a Traveling Man

- 1994-1995 Penn State University
- 1995-1996 Nanyang Technological U. (Singapore)
- 1996 (Spring) University of the West Indies
- 1996 (Summer) University of Auckland (N.Z.)
- 1996-1997 Penn State University
- 1997-1998 National University of Singapore
- 1998 (Fall) Chinese University of Hong Kong
- 1999 (Spring) University of Michigan
- 1999 (Summer) National University of Singapore
- 1999-2000 University of Pennsylvania
- 2000-2001 Penn State University
- 2000 (Summer) National University of Singapore
- 2001-2002 (Fall) Howard University
- 2003 (Spring) Georgia State University
- 2003-Present University of Texas at Austin

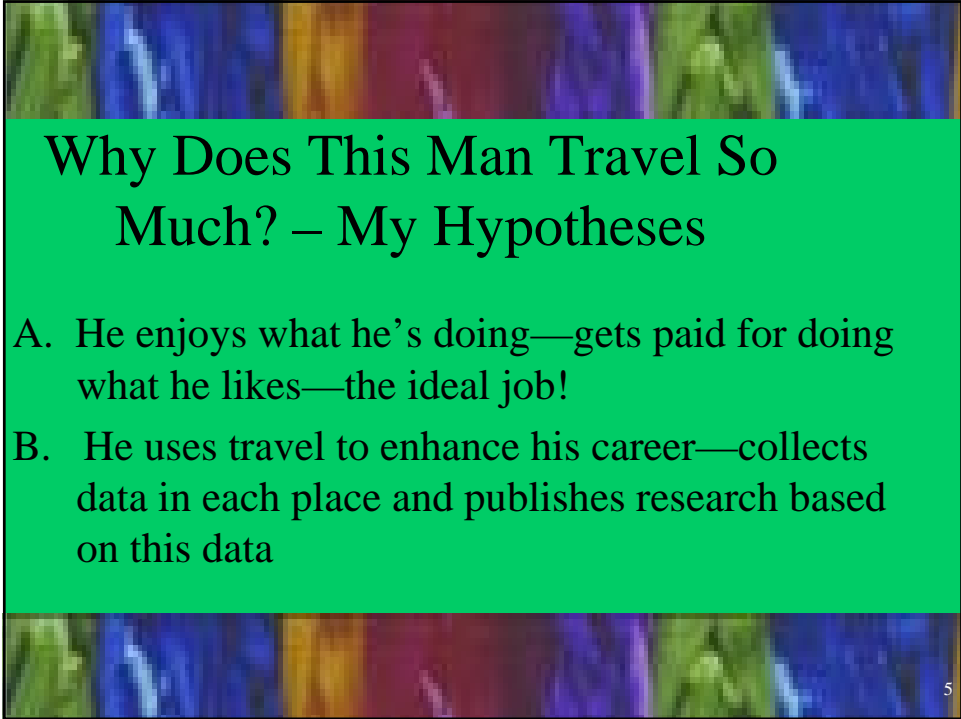
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Why Does This Man Travel So Much? – Five Hypotheses

- A. He a lousy colleague – fellow faculty members don't like him
- B. He's a lousy researcher – administrators don't like him – can't get tenure
- C. He's a lousy teacher—students don't like him
- D. He's just lousy – nobody likes him – just can't keep a job
- E. He's a lousy family man—wife and kids don't like him

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Why Does This Man Travel So Much? – My Hypotheses

- A. He enjoys what he's doing—gets paid for doing what he likes—the ideal job!
- B. He uses travel to enhance his career—collects data in each place and publishes research based on this data

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Key Take-Aways for “Me” – Maybe not for “You” Though

- A. Develop synergy between traveling and being a productive researcher
- B. Work with co-authors based not on what they know but on who they are – look for compatibility
- C. Life is short – enjoy what you do
- D. Develop a passion for something – some of my passions are for multicultural marketing, marketplace diversity, health and obesity issues, marketplace discrimination research and consulting, TCR, and gender and racial/ethnic diversity in the profession

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Doctoral Degrees in Marketing: 1983-1987					
	1983	1984	1985	1986	1987
Total	61	94	81	84	79
Men	46	67	59	58	50
Women	15	27	22	26	29
White Men	36	60	49	50	43
White Women	13	22	22	24	27
Asian	5	5	7	6	5
African American	6	1	2	1	2
Hispanic	-	2	-	-	-
American Indian	-	1	1	2	1



**1. The PhD Project:
Creating Diversity
in Higher Education**

**2. American Marketing
Association Foundation:
Valuing Diversity Scholarship
Program**

Mission

The PhD Project's mission is to increase the diversity of corporate America by increasing the diversity of business school faculty. We attract African-Americans, 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

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Results to Date: The PhD Project

	<u>1994*</u>	<u>2006</u>
Minority Business Faculty At U.S. Business Schools	294	848
Minority Doctoral Students At U.S. Business Schools	<175	392

* The year that The PhD Project was initiated.

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The PhD Project Doctoral Student Associations

ACCOUNTING						
	Total	AA	HA	NA	Male	Female
Faculty	233	170	57	6	119	114
Students	59	36	19	4	31	28
Total Accounting	292	206	76	10	150	142
FINANCE						
	Total	AA	HA	NA	Male	Female
Faculty	74	51	18	5	52	22
Students	43	32	10	1	27	16
Total Finance	117	83	28	6	79	38
INFORMATION SYSTEMS						
	Total	AA	HA	NA	Male	Female
Faculty*	118	77	39	3	89	29
Students	65	46	17	2	30	35
Total Info Systems	183	123	56	5	119	64
MANAGEMENT						
	Total	AA	HA	NA	Male	Female
Faculty*	262	205	50	8	127	135
Students	164	118	38	8	74	90
Total Management	426	323	88	16	201	225
MARKETING						
	Total	AA	HA	NA	Male	Female
Faculty	155	124	30	1	85	70
Students	53	39	12	2	21	32
Total Marketing	208	163	42	3	106	102
Total Faculty	842	627	194	23	472	370
Total Students	384	271	96	17	183	201
Total	1226	898	290	40	655	571

Total U.S. Business Faculty - Est. 26,000
 Total U.S. Doctoral Students - Est. 7,000

One management male faculty identified as mixed race; one is AA/HA and one is AA/NA; one IS male faculty identifies as NA/HA.

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