PHD OPEN HOUSE

June 11, 2020

Prof. Susan Broniarczyk
Associate Dean for Research
Texas McCombs is Ranked #12 Worldwide for Business Research With 5 PhD Programs

- Accounting
- Finance
- Information Risk and Operations Management
- Management
- Marketing
PhD Open House Agenda

• Welcome Associate Dean for Research & Dean
• Basics of PhD Business
• Hear from PhD Advisors in Each 5 Programs
• Associate Dean of Diversity & Inclusion
• Current Student PhD Panel
WELCOME FROM DEAN

Prof. Lillian Mills
Why PhD McCombs Business?

- Rigorous & Relevant Research that Impacts Business and Policy
- Small Programs Utilize Apprenticeship Model: 1 PhD Student: 1 Research Active Faculty
- Flexibility to Work with Multiple Faculty in Department
- Fully Support Our PhD Students for 5 Years
  - 20 hour TA/RA position Fall, Spring, & Summer: $18,000 Compensation + Insurance + Tuition Waiver
  - Additional Fellowships: $5,000 - $23,000
- Excellent Academic Placement in Attractive Faculty Positions
  - Starting Salary: $150,000 - $230,000
McCombs PhD Placement

2018
- U of Minn
- Ohio State
- Cornell
- Georgia State
- Temple
- McGill
- Nanyang Tech
- Syracuse

2019
- Ohio State
- 2 Texas A&M
- Nat. Univ. of Singapore
- City Univ. Hong Kong
- HEC France
- U of Georgia
- U of Arizona
- UC-Berkeley Post-Doc

2020
- USC
- Purdue
- NUS
- Michigan State
- U of Pittsburgh
- UTSA
- HEC Paris
- Indian Bus. School
- McGill
- Facebook
Recent Dissertations

• Shannon Garavagalia (Accounting): What’s in a name? Investors’ reactions to non-GAAP labels

• Erica Jiang (Finance): Financing Competitors’ Essays on Shadow Banks’ Funding

• Xiaofan Li (IROM): The Economics of Cyber Crime

• Andrea Marquez (Management): Guiding Entrepreneurial Odyssey: How Mentors Impact Strategy Formation in Nascent Ventures

• Frank Zheng (Marketing): Consumer Behavior in a Digital Environment with Superficial Information Processing
Paths to a Ph.D in Business

Undergraduate Degree (B.A. or B.S.)

Work Experience

Master’s Degree: MA, MBA, MS

Work Experience

Ph.D. in Business

Courtesy PhDProject
PhD McCombs Admission

• Small Programs Admit 3-4 Students Per Year

• Open to All Academic Backgrounds Demonstrating Research Ability
  • Business Degree NOT Required
  • Masters Degree NOT Required
  • GMAT/GRE IS Required

• Program: Year 1-2: Coursework + Research; Years 3-5: Dissertation + Other Research

• Application Deadlines
  • December 15: Accounting, IROM, Management, Marketing
  • January 15: Finance
PhD Graduate Advisors

Lisa Koonce
Accounting

Aydogan Alti
Finance

Sirkka Jarvenpaa
IROM

Francisco Polidoro
Management

Jason Duan
Marketing
PHD IN ACCOUNTING

PhD Advisor – Prof. Lisa Koonce

PhD Coordinator – Kelly Finn
# RESEARCH TOPICS

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Financial Archival Research

- Sharp discontinuity around zero for levels of earnings and changes in earnings (compared to last year).

- Firms are more likely to make a penny a share than to lose a penny a share or exceed last year’s earnings by a penny than to miss by a penny.
Financial Experimental Research—Counting Heuristic
PHD IN FINANCE

PhD Advisor – Prof. Aydogan Alti

PhD Coordinator – Robyn Lynch
• FINANCE IN PRACTICE
  – Financial services account for a large and growing part of economic activity (close to 10% of GDP according to recent estimates)
  – Affects virtually every corner of the economy: Households, corporations, small businesses, public sector,…

• FINANCE AS A RESEARCH DISCIPLINE
  – Focuses on optimal allocation of risk and capital
  – An applied branch of economics, similar research questions and methodologies
  – Close professional ties between economics and finance academia (similar training, publication outlets, conferences, etc.)
• **RESEARCH AREAS**

  – **ASSET PRICING:** Market Efficiency, Risk and Return, Derivative Pricing

  – **CORPORATE FINANCE:** Capital Structure, Corporate Investment, Corporate Governance
    - Emphasis on an integrated perspective: Financial markets coordinate the actions of investors and corporations

  – OTHER: Macro-Finance, Banks and other Financial Institutions, Household Finance, Market Design

• **METHODOLOGIES**

  – Theoretical modelling

  – Empirical studies with field data

  – Quantitative modelling

  – Other: Experimental data, surveys
SOME EXAMPLES OF RECENT RESEARCH TOPICS

- **Financial Crises**: Government Bailouts, Banking Regulation, Mortgage Markets

- **Fin-Tech**: Online lending platforms, role of technology in investing, Crypto-Currencies

- **Finance and the New Economy**: Globalization, Automation, the Gig Economy, Inequality

FINANCE FACULTY AT MCCOMBS

- Large group of researchers, active in every field of finance

- Several thought leaders in their fields (journal editors, association presidents etc.)
PHD IN INFORMATION, RISK, & OPERATIONS MANAGEMENT (IROM)

PhD Advisor – Prof. Sirkka Jarvenpaa

PhD Coordinator – Alana Lipham
### Methodology
- Data-Driven Optimization
- Robust Optimization
- Decision Analysis
  - Multi-attribute Utility Theory
- Dynamic Programming
- Stochastic Control
- Machine Learning
  - Deep Learning
  - Online Learning
  - Reinforcement Learning
- Statistical Network Models
- Data Envelopment Analysis

### Applications
- Business Analytics
- Quantitative Finance
  - Computational Finance
  - Portfolio Optimization
  - Valuation in incomplete markets
  - Behavioral Finance
- Revenue Management
- Social Media Analytics
- Financial Regulation and Stability
- Insurance and Risk Management
- Energy Markets
- Real Estate
- Healthcare and Biomedicine
- Real options
- Risk Propagations in Supply Chain

For more information contact Professor Muthuraman: kumar.muthuraman@mccombs.utexas.edu
Information Systems Research Areas

**Emerging Technologies**
- Economic analysis of cloud computing
- Bitcoin and blockchain impacts
- Digital innovation, transformation and commercialization
- Ecosystems, platform design, strategy and business value
- Machine learning for decision support
- Algorithmic fairness and accountability
- Autonomous driving and IoT monitoring
- Outsourcing and Partnerships

**Social Media Analytics**
- Economics of social networks and digitization
- Information diffusion in social networks
- Machine learning and causality methods
- Social Peer influence and productivity
- Social and mobile advertising
- User-generated content analytics and organizational business value
- User sentiment mining for applications

**Health IT & Analytics**
- Integration of mhealth and EMR data
- Impact of health IT on patient-provider engagement and health outcomes
- Predictive analytics models
- Impact of health IT on value-based care performance
- Online reviews and provider analytics
- Incentive and market design

**Privacy, Security, etc**
- Cybersecurity and risk analytics
- Development and application of AI and machine learning applications
- Behavioral economics and information systems applications (contracting, platform design, fake news, etc.)

For more information, contact Prof. Sirkka Jarvenpaa, Sirkka.jarvenpaa@mccombs.utexas.edu
Supply Chain and Operations Management (SCOM)

Central question in OM: How to allocate resources and coordinate activities to **effectively** meet customer needs for products and services

- **Decisions**
  - Capacity planning
  - Inventory mgt.
  - Scheduling, Coordination
  - Product dev, Process impr.
  - Pricing
  - Mkt/Fin/IS interface …

- **Models & Methods**
  - Analytical, Economic
  - Optimization
  - Stochastic, Simulation
  - Statistical, Empirical
  - Game theory
  - Behavioral …

- **Application Contexts**
  - Manufacturing
  - Logistics, Transport.
  - Retailing
  - Healthcare
  - Sharing Economy
  - Technology, Services

- **SCOM Research**

- **Excellence** in SCOM is key to business success: e.g., Amazon, WalMart, Toyota, Cleveland Clinic, Uber, ….

- **OM @ McCombs**:
  - Ten tenure-track faculty members from top universities. Diverse domain interests and research expertise
  - Develop and apply **math. and data-driven models** to provide strategic insights and support managerial decisions. Rigorous + relevant
  - Research characterized by: **Decisions** being addressed; **Models & Methods** used; **Application Context**

For more information, contact Current Area Advisor: Prof. Anant Balakrishnan at anantb@mail.utexas.edu
Research topics:
Applied statistics
Bayesian inference
Bayesian nonparametrics
Causal inference and policy analysis
Data sciences
Deep probabilistic models
Hierarchical Bayesian models
Insurance and financial statistics
Machine learning
Statistical theory and methodology

For more information, contact Prof Zhou
Mingyuan.Zhou@mccombs.utexas.edu
PHD IN MANAGEMENT

PhD Advisor – Prof. Francisco Polidoro Jr.

PhD Coordinator – Kristen Bond
PhD in Management:
Two Major Areas of Study, Many Topics

Organizational behavior

- Individuals and groups
  - Creativity
  - Human capital
  - Team dynamics
  - Ethical dilemmas
  - Organizational identity
  - Organizational culture

Strategic management

- Performance differences across firms
- Competitive strategy
- Collaborative strategy
- Technology, innovation, and entrepreneurship
- Innovation platforms and ecosystems
PhD in Management: Our graduates’ achievements

- Placement in top research-oriented schools.
- Award-winning research.
- Productive scholars, publishing regularly in top-tier management outlets.
- Intellectual leaders in the field (e.g., editors, editorial review board members, conference panelists).
PhD in Management:
Exciting opportunities for you to explore

- New forms of organizing (e.g., ecosystems, crowdsourcing, open innovation).
- Outcomes geared toward progress (e.g., corporate social responsibility, social entrepreneurship, gender parity, social equality, climate change).
- Organizational learning and organizational resilience in the face of the imponderable (e.g., pandemics).
- Impact of technologies on organizations and work environment (e.g., virtual workplace, AI in legal and medical profession).
- New research tools (e.g., big data, machine learning, natural experiments).
- ___________ (your dissertation here!).
PHD IN MARKETING

PhD Advisor – Prof. Jason Duan

PhD Coordinator – Susannah Raulino
Marketing Research Areas

Marketing Strategy
- Substantive marketing strategic issues in multiple perspectives
- Marketing theory development
- Empirical testing of marketing strategies

Consumer Behavior
- Research based on consumer psychology
- Lab and field experiments
- Interaction with subject pools

Quantitative Marketing
- Develop and apply novel quantitative methods
- Economic theory and statistical methods
- Data and computationally intensive
Research Topics in the Areas

**Marketing Strategy**
- Marketing activity and corporate financial market performance
- Corporate social responsibility
- Culture influence, branding and promotion
- Consumer response to word of mouth

**Consumer Behavior**
- Consumer motivation, goal process
- Interpersonal relationship between consumers and marketing
- Social and psychological influence in donation and crowdfunding
- Consumer financial responsibility

**Quantitative Marketing**
- Identify forward-looking behavior: e.g., stockpiling, data plan
- Social media content analysis
- Incentives and management of sales force
- Dynamic management of crowdfunding
PhD's in Marketing

- Pioneer marketing concepts and research
- Create greater and positive social impact of marketing
- Become professors or scholars in marketing research
- Publish in the top peer-reviewed marketing journals
Additional Sources of Information

• Texas McCombs PhD Website: https://www.mccombs.utexas.edu/phd

• PhD Project: https://www.phdproject.org/
  – Goal is to Promote Diversity in Academia
  – GREAT Resource Materials for All on Business PhD
Mission: To increase workplace diversity by increasing the diversity of business school faculty
- Blacks
- Hispanics
- Native Americans

The PhD Project Annual Conference
November 18-20, 2020
Chicago, IL

www.phdproject.org
ASSOCIATE DEAN FOR DIVERSITY & INCLUSION

Prof. Raji Srinivasan

Webinar: Reflections on Diversity, Equity and Inclusion in Academia
June 10, 2020, 9:00 AM - 1:45 PM U.S. Eastern Standard Time
# CURRENT PHD STUDENT PANEL

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THANK YOU!

WE LOOK FORWARD TO YOUR PURSUIT OF A BUSINESS PHD!

Texas McCombs PhD Website: https://www.mccombs.utexas.edu/phd