

ORED Strategic Planning Process Meeting
College of Business & Industry
August 17, 2007

COBI can influence:

1. Doctoral Production
2. Research Dollars

However, COBI can not influence:

1. No faculty awards listed for Business (with the possible exception of Fulbright)

Major concern:

1. Where is scholarly production in this scheme? This is COBI's most significant capability!

Assets in place:

1. More cost effective to expand doctoral production in business than in any other area. We have the capacity. Just need doctoral funding for assistantships (both number and \$ amount) so that we are competitive with peer schools. We could easily double doctoral student enrollment in the business disciplines.
2. Center for Computer Security, Center for Econ Education, new Center for Family Business
3. Working partnerships with other centers on campus.
4. MSU faculty have successfully received 5 NSF grants.

Barriers to overcome:

1. Only College of Business in SEC without a name.
2. Cannibalization of faculty lines has severely hampered our ability to maintain an adequate number of faculty in several areas.
3. Accountancy has been adversely impacted in hiring by an inability to pay current faculty salaries.
4. University has eliminated COB's research department and Associate Dean for External Affairs, thereby hampering COBI's ability to grow research funding.
5. Many COBI faculty lack experience in developing funding proposals. Workshops have been ineffective. Need partnering opportunities.
6. Elimination of supplemental salaries has severely impacted COBI faculty's motivation to go after outside research funding.
7. Funded research projects in COBI disciplines tend to be relatively low dollar amount and take away from legitimate faculty scholarly production.