

Table 2-1 Intellectual Contributions

Part A: Five-Year Summary of Intellectual Contributions																		
	Portfolio of Intellectual Contributions			Types of Intellectual Contributions													Percentages of Faculty Producing ICs	
	Basic or Discovery Scholarship	Applied or Integration/Application Scholarship	Teaching and Learning Scholarship	Total	Peer-Reviewed Journals	Editorially-Reviewed Journals	Research Monographs	Peer-Reviewed Academic/Professional Meeting Proceedings	Peer-Reviewed Academic/Professional Meeting Presentations	Competitive Research Awards Received	Textbooks	Case Studies	Other Teaching Materials	Professional practice standards, or public policy	Other IC Type Selected by the School	Total	Percent of Participating Faculty Producing ICs	Percentage of total FTE faculty producing ICs*
Faculty Aggregate and summarize data to reflect the organizational structure of the school's faculty (e.g., departments, research groups). Do not list by individual faculty member.																		
Accounting & Law	11	13	16	40	6	1	3	8	5	0	0	0	0	0	17	40	61.2%	58.4%
Finance	19	9	8	36	26	0	0	1	1	1	0	0	0	0	7	36	69.4%	64.1%
Management and HRM	20	25	17	62	21	0	2	20	5	0	0	0	1	0	13	62	100%	0.986111
Management Information Systems	3	8	17	28	6	0	0	8	5	1	0	0	0	0	8	28	100%	0.769231
Marketing	1	7	14	22	8	1	0	9	0	0	1	0	1	0	2	22	100%	100%
Quantitative, Operations, and Misc.	14	23	20	57	8	1	1	23	7	0	2	0	0	0	15	57	76.0%	68.5%
Grand Total	68	85	92	245	75	3	6	69	23	2	3	0	2	0	62	245	84.34%	77.73%

Part B: Alignment with Mission, Expected Outcomes, and Strategy

Provide a qualitative description of how the portfolio of intellectual contributions is aligned with the mission, expected outcomes, and strategy of the school.

The mission statement of the Department of Business highlights four key areas: student-centered education, community engaged learning, economic development for the region, and global perspective. Core values further emphasizes DoB priorities. One core value stresses the importance of innovation to meet the evolving needs of UW-Parkside students. Another core value defines the importance and priorities of intellectual contributions, stating, "The department believes that scholarly research and professional practice are essential to qualified faculty. The department values multiple forms of research but particularly values research that addresses learning relevant for UWP students and scholarship that is relevant to local business." Consistent with the mission, the strategic plan and qualification policy set targets proportions for intellectual contributions as 40-50% applied, 35% teaching and learning, and 15-25% basic/discovery. The strategic plan also sets targets for intellectual contributions related to particular strategic initiatives including online education, community engaged learning, international topics, community coauthor or research subject, and student coauthors. To help faculty remain active in research, the department, CBEC, and the university support all forms of faculty research using different sources of funds. These funds support travel, conference attendance, workshop attendance, and publication fees (if needed).

The faculty and staff in the department produced 69 distinct peer reviewed journal articles, 87 distinct conference presentations, and 55 other types of intellectual contributions (e.g., textbooks, dissertations, magazine articles) since September 1, 2015. As can be seen in the table, the majority of the contributions were in teaching/learning and applied research. Relatively consistent with the portfolio goals, based on distinct (nonduplicated) contributions, 38% of the research activity was applied, 32% was teaching/learning, and 30% was basic/discovery. Further, 11 ICs were coauthored with students, 15 students authored papers on their own under faculty supervision (not counted in totals above), 14 ICs related to online education, 7 ICs contributed to competency-based education (CBE), 3 ICs focused on community-based learning, 9 ICs were on international topics, and 30 ICs can be associated with a regional need. All disciplines represented above had ICs in all three categories of research. All tenured/tenure track faculty contributed to the portfolio of ICs. Several nontenure track faculty and staff also had ICs during the time period. The number of student ICs exceeded the goals in the strategic plan. International ICs met the target. The number of community-based learning contributions did not meet the target in the strategic plan (3 vs. target of 10). This target was exceeded in the previous review period. Many of the contributions were directed to new initiatives in online education and CBE.

Part C: Quality of Five-Year Portfolio of Intellectual Contributions

Provide evidence demonstrating the quality of the above five-year portfolio of intellectual contributions. Schools are encouraged to include qualitative descriptions and quantitative metrics and to summarize information in tabular format whenever possible.

The Department of Business uses a holistic approach for evaluating quality. As reflected in the qualification, merit, and promotion policies, Peer reviewed journals (PRJs) and books are considered the highest quality intellectual contribution (IC), followed by peer reviewed book chapters and conference presentations. However, the DoB also values contributions that have a high impact on students (student coauthored papers) and the region regardless of the outlet. The merit and promotion policies provide incentives for publishing in externally recognized high quality journals. Measures for determining quality include the Australian Business Deans Council (ABDC) ranking and journal acceptance rates. Measures of impact, such as citations, can also be used to indicate quality. Finally, research recognitions such as awards and invitations are evidence of quality. The following tables are indicators of quality that are tracked by the DoB.

Table C.1 Publication Type by Research Type

Type	Basic/Discovery	Applied	Learning	Total
PRJ	36	18	15	69 (32.7%)
Book Chapters	3	1	1	5 (2.37%)
Conference Proceedings	17	23	19	59 (27.96%)
Presentations	3	9	16	28 (13.2%)
Books	2	2	0	4 (1.89%)
Text Book	0	0	3	3 (1.42%)
Keynote Address/Invited	1	19	2	22 (10.43%)
Other	2	8	11	21 (9.95%)

Table C.2: PRJs by ABDC Ranking

Rank	Discovery	Learning	Applied	Grand Total
A	30.56%	0.00%	11.11%	18.84%
B	13.89%	6.67%	16.67%	13.04%
C	25.00%	0.00%	0.00%	13.04%
Not included in ABDC	30.56%	93.33%	72.22%	55.07%%
Grand Total	100.00%	100.00%	100.00%	100.00%

Table C.3 PRJs by Acceptance Rate (R) and Type

Row Labels	Discovery	Learning	Applied	Grand Total
<=20%	36.11%	26.67%	16.67%	28.99%
20% < R <=30%	30.56%	26.67%	33.33%	30.43%
30% < R <=40%	2.78%	0.00%	5.56%	4.35%
40% < R	0.00%	6.67%	0.00%	2.90%
R not Determined	30.56%	40.00%	44.44%	36.23%
Grand Total	100.00%	100.00%	100.00%	100.00%

Table C.4 Overall Measure of Quality

Measure	Value
Mean acceptance rate for PRJ	23.81
Median acceptance rate for journal publications	21.5%
Mode acceptance rate for journal publications	20%
Number of research awards (e.g., best paper at conference)	2

As demonstrated in the above tables, the faculty in the Department of Business produce a broad array of research. 33% of the intellectual contributions are in PRJ's. Over 30% of the discovery based PRJ's appear in A level journals according to ABDC and over 36% of discovery research are in PRJ's with an acceptance rate under 20%. ABDC journals primarily, but not exclusively, focus on discovery research; consequently, a lower percent of applied and learning research appear in the ABDC rankings. Approximately 67% of the PRJs are in journals with less than a 40% acceptance rate. Journals where an acceptance rate cannot be determined are in specialty fields such as medicine or medical information systems. Many of these journals are highly regarded.

In addition to the quantitative metrics, the Department of Business faculty have received recognitions that indicate quality. A paragraph summarizing quality and impact for each faculty member is located at the end of this document. Some examples of quality indicators include:

- Parag Dhumal received the Outstanding Paper Award at the 2018 International Conference on Research in Business for his paper, "Does Corporate Diversity Values Affect Firm's Financial Performance?"
- Michele Gee won the Best Presentation Award at the 2019 Clute International Academic Conference for her presentation, "MBA Student Performance in Diversity-Related Assignments, Online Versus Face-to-Face Classes: A Content Analysis of Assessment Results." The paper was coauthored with Suresh Chalasani and Parag Dhumal.
- Bingqing Wu received the Best Conference Paper Award at the 2020 Southern Management Association HR/RM Track for her paper "A Power-with versus Power-over Framework of Leadership Behaviors and Creativity"
- Many conference papers were presented at leading conferences in a discipline including the International Conference on Information Systems, Americas Conference on Information Systems, Academy of Management Annual Meeting, American Accounting Association, and European Accounting Association.

Part D: Impact of Intellectual Contributions

Provide evidence demonstrating that the school's intellectual contributions have had an impact on the theory, practice, and/or teaching of business and management. The school is encouraged to include qualitative descriptions and quantitative metrics and to summarize the information in tabular format whenever possible to demonstrate impact. Evidence of impact may stem from intellectual contributions produced beyond the five-year AACSB accreditation review period.

The Department of Business values intellectual contributions that impact UW-Parkside students, the economic region, professional disciplines, and the department. The department emphasizes contributions related to learning and application. Several measures are used to measure impact:

- Number of contributions per strategic initiative indicate the impact the intellectual contributions have on the department's mission
- Number of contributions related to students and community indicate impact on key stakeholders
- Number of citations indicate impact on a discipline
- Number of invited presentations provides evidence that an outside group values the department's intellectual contributions

The following tables highlight impact as it relates to the strategic initiatives of the department. Table D.1 displays the number of intellectual contributions in key department focus areas. The community-based learning, international topic, online learning, and competency-based education columns show the number of articles related to those topics. The regional relevance column of table D.1 specifies the number of articles that involved a community issue. These issues include economic drivers like supply chain, healthcare management, and workforce readiness. A diversity column was added due to the diverse student population and the diversity of the region. Table D.2 highlights the number of student coauthored publications. The department and university partially funds student travel. From 2011 to 2015, six students traveled to present their work to academic or practitioner audiences.

Table D.1 Number of ICs per Strategic Initiative by Outlet

IC Outlet	Community based learning	Regional Relevance	International Topic	Online Learning	CBE	Diversity
PRJ	2	7	3	2		7
Proceedings	1	8	2	3	1	1
Presentation		4		4	5	2
Invited Presentation		2	3			1
Book Chapter		0	1			1
OIC		1		5	1	2
Grand Total	3	22	9	14	7	14

Table D.2 Student Coauthors

IC Outlet	Number of ICs with Student Coauthor or Author
Peer Reviewed Journal (PRJ)	2
Conference Proceedings	24

Table D.3 shows citation counts for articles published since September 2015. In total, the articles published during this time have been cited 402 times. Forty-three of the 69 PRJs published have had at least one citation. The 2017 *Quarterly Review of Finance and Economics* article, "Finance and Growth: Evidence from the ARF Countries," coauthored by Sahar Bahmani has been cited 53 times. The 2015 proceedings article, "Predictive Analysis on Electronic Health Records (EHRs) using Hadoop and Hive," coauthored by Suresh Chalasani has been cited 27 times.

Table D.3 Citation Counts in Research Categories

Outlet	Discovery	Learning	Applied	Grand Total
PRJ	228	36	111	375
Proceedings			27	27
Grand Total	228	36	138	402

The Department of Business faculty have been invited to speak to 22 universities and companies. Presentations to practitioner audiences covered topics such as sales, international relations, wind farming, and micro credentialing. Presentations to universities covered topics such as corporate social responsibility, strategy, international accounting standards, and international culture. Several faculty members have been invited to speak at international universities. These presentations support international relations which ultimately lead to furthering research partnerships and student exchanges.

The last page of this document contains a brief paragraph describing the research and impact of each faculty and lecturer in the Department of Business. Highlights of impact are provided below:

- Abey Kuruvilla receives numerous invitations to present as a result of his expertise on cross cultural teams and international relations He has presented to universities in India, Germany, Russia, and Italy. Through Aperian Global, Dr. Kuruvilla has presented and provided consultancy regarding doing business in India to Accenture, Navistar, John Deere, Michelin, and Kohler.
- Abey Kuruvilla has served on advisory boards related to healthcare for several large cities, including serving on the Scientific Advisory Board for the King County Healthcare Coalition that includes Seattle, Washington. His participation was the result of published research on ambulance diversion.
- Finance research by Robert Fok has been cited over 685 times since 2015. Sahar Bahmani has been cited 373 times in that time period. Peter Knight's work has been cited 102 times.
- Suresh Chalasani presented to U.S. Congress' Middle Class Job's Caucus in Washington D.C. in October 2019 due to his expertise in competency-based education.
- Undergraduate student, Carolyn Eastman, coauthored the study "Determinants of the City of Racine's Labor Market Performance." The findings of this study were credited by Higher Expectations, a Racine Organization, as the driver behind a successful \$1.5 million grant.

Research, Quality and Impact per Publishing Faculty

Ekundayo Akinlade, Assistant Professor HRM, published research in *Personnel Review* in 2019 (an A level journal according to ABDC). She has been identified as a Wisconsin Teaching Fellow. As part of her work as a Wisconsin Teaching Fellow, Dr. Akinlade can pursue and complete high-quality research on pedagogy and related topics.

Musa Ayar, Associate Professor of Economics (Flex BSBA only), primarily presents and publishes contributions involving higher education. He is on the board for several Wisconsin organizations specializing in Economics, Public Policy and Small Business Development. He has presented competency-based education at several teaching and learning conferences. His presentations on CBE help build the reputation of UW-Parkside.

Sahar Bahmani, Professor of Finance, is a prolific publisher with multiple A level journals. She published 19 PRJ's since 2016. Her 2017 article in *The Quarterly Review of Economics and Finance* has been cited 53 times. In addition to Finance, she has been identified as a Wisconsin Teaching Scholar. This designation indicates expertise in learning pedagogy through publications.

Dirk Baldwin, Dean of the College of Business, Economics, and Computing and Professor of MIS, has presented to several regional business and economic development organizations including the Racine CEO Roundtable. He was named a Wisconsin Idea Scholar for his contributions to the community by the UW System Board of Regents. In 2016, he co-authored the article "Expanding the Dimensions of Best Practices in CBL," published in *Partnerships: A Journal of Service Learning and Civic Engagement*, a leading journal in service learning research. He is beginning research in Smart Cities.

Suresh Chalasani, Associate Dean and Professor of MIS, has published numerous applied and learning articles. Since 2016, he has published articles on healthcare management, competency-based education, and online education. He was invited to speak before the U.S. Congress' Middle Class Job's Caucus in Washington D.C. He was also invited to present to over 100 professionals at the 2019 Wisconsin Health Information Management Association. He has over 1600 citations in his career.

Parag Dhumal, Professor of Operations Management, has published multiple articles on operations, supply chain, and workforce. He received the Outstanding Paper Award at the 2018 International Conference on Research in Business for his paper, "Does Corporate Diversity Values Affect Firm's Financial Performance?" He is a frequent guest speaker on statistics topics. Dr. Dhumal holds the APICS certification. He mentored four student teams to first round winners of the Foxconn Smart Cities-Smart Future Competition.

Joe Essuman, Professor of Economics (in Flex BSBA only), has published textbooks on micro and macroeconomics. His books are in their seventh edition.

Chi-Wing (Robert) Fok, Associate Professor of Finance, has published numerous discovery, learning, and applied research articles. Since 2016, using ABDC ranks, Dr. Fok has published in four A level journals. Dr. Fok's article, "Using Books by Prolific Investors for Teaching an Investment Course," published in *Advances in Financial Education*, is directly related to the teaching mission of the university. Dr. Fok's work has been cited 685 times since 2015.

Carl Gahala, Associate Professor of Accounting (Flex BSBA only), holds the CPA credential and presents papers on pedagogy, particularly related to accounting. His research focusses on improving online and classroom teaching.

Michele Gee, Senior Associate Dean and Professor of Management, regularly presents regionally, nationally, and globally. She won the Best Presentation Award at the 2019 Clute International Academic Conference for her presentation, "MBA Student Performance in Diversity-Related Assignments, Online Versus Face-to-Face Classes: A Content Analysis of Assessment Results". Her presentations at international universities enhance the departments relationship with these universities.

Sheronda Glass, Adjunct Professor and Assistant Vice-Chancellor for Human Resources, finished her PhD in 2019. Her research involves emotional intelligence and diversity. She was recently recognized as the top HR leader in government organizations by the Wisconsin Business Journal.

Raghava Gundala, Associate Professor of Marketing, publishes work on social media, digital marketing, and community-based learning. His work published since 2016 has been cited 41 times. He published in the A journal, *Journal of Marketing Management*.

Jillayne Halverson, Associate Professor of Accounting (Flex BSBA only), holds the CMA certification and presents topics related to accounting education and competency-based education. Her presentations on CBE help build the reputation of UW-Parkside.

Kristin Holmberg-Wright, Distinguished Lecturer in Management, commonly publishes research related to learning and soft skills. Her 2017 article in Business Education Innovation Journal, "More Than Money: Business Strategies to Attract Millennials," has been cited 16 times. She presented "Spark to Flame: How to Ignite a Successful Start Up Business," to nearly 250 people at the Wisconsin Science and Technology Symposium.

Peter Knight, Professor of Marketing, has focused his recent research on the relationship between education and employment needs. He has also developed a stream of research on sales education. His coauthored research, "Recruiting New College Graduates; What are Students Looking For?" was originally published in *Wisconsin Business Voice*, a magazine that reaches 17,000 Wisconsin business leaders. He has been cited 106 times since 2015.

Abey Kuruvilla, Associate Professor of Operations Management and Executive Director of International Affairs, is a popular guest lecturer. He has been invited to present at multiple universities in multiple countries. He is the primary UW-Parkside organizer of the International Conference on Sustainable Globalization. This conference attracts attendees from the Americas, Asia, and Europe. Dr. Kuruvilla frequently coauthors with students and motivates students to perform research.

Michael T. Manion, Associate Professor of Marketing, frequently publishes case studies relevant to the state of Wisconsin. In 2018, MBA students donated the MBA lounge in dedication to his teaching and mentorship. Dr. Manion's work has been cited 40 times since 2015.

Terry McGovern, Assistant Professor of Management, has developed a niche in micro-credentials and digital badges. He has also published case studies on small businesses. He has given guest lectures to a variety of practitioner organizations based on his expertise.

Roby Rajan, Professor of Operations Management, publishes articles on a variety of topics including knowledge management, entrepreneurship, social responsibility, and cultural differences. He is the editor of the book *India and the Unthinkable* published in 2016. He has been cited 29 times since 2015.

Patrick Spott, Adjunct Professor of Business Law (Flex BSBA Only) is a practicing attorney and publishes and presents at professional conferences.

Zheming Wang, Professor of Accounting, directs the Center for Global Education within the college. He is regularly invited to present at universities in China. His research frequently covers international accounting topics. Dr. Wang's research, travel, and directorship support the department's mission related to global leadership and international activities.

David Wright, Professor of Finance, has a prolific research record. Although his research is primarily on financial topics, particularly bonds, he has also published research on online education and management skills. Dr. Wright has also been the chair of the Kenosha Area Business Alliance Finance Committee.

Bingqing Wu, Assistant Professor of HRM, recently completed her Ph.D. She already has two publications in the A ranked journal, *Journal of Business and Psychology*. Her recent paper won a best paper award at the *Southern Management Association Conference*.

Qian Ye, Associate Professor of Management and Entrepreneurship, published four PRJs since 2016 on entrepreneurship topics. These articles have been cited 10 times.

Rizvana Zameeruddin, Associate Professor of Tax and Law, write articles on current topics. Two articles on the accounting implications of Covid-19 have been published in peer reviewed journals with large practitioner audiences.

Han Zhang, Institutional Planner at UW-Parkside and Adjunct Professor in Flex BSBA, completed her PhD in Evaluation and Measurement in 2018. Her research applies statistics to a variety of problems including achievement in higher education.

Weijun Zheng, Associate Professor of MIS, publishes on e-commerce and social media that have implications for local businesses. His article, "A Latent Class Regression Approach to IT Maintenance Outsourcing Service Management" appears in the A ranked journal *IEEE Transactions on Engineering Management*. Dr. Zheng is also a certified in cybersecurity. Dr. Zheng and a students were selected as a first round winner in the Foxconn Smart Cities-Smart Futures Competition.