

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	Peer-Reviewed Journals	Research Monographs	Academic/Professional Meeting Proceedings	Competitive Research Awards Received	Textbooks	Cases	Other Teaching Materials	Other IC Type Selected by the School	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													
Cholak (Lecturer)													
Determan (Lecturer)													
He (Asst. Prof)	4					3					1		
Wang (Prof)	7	2		4		5							
Zameeruddin (Assoc. Prof)													
<i>Total Accounting</i>	11	2	0	4	0	8	0	0	0	0	1	40%	40%
Finance													
Ebeid (Interim Provost)			2			1					1		
Fok (Assoc. Prof)	4	1	3	5		3							
Stegman (Adjunct .1 FTE)													
Wright (Prof)		4	2	4		1					1		
<i>Total Finance</i>	4	5	7	9	0	5	0	0	0	0	2	100%	95.24 %

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Knight (Assoc. Prof/Dept. Chair)		5	12	8		9							
Manion (Assoc. Prof)		1	10	5		6							
McPhaul (SBDC Dir. .4 FTE)			1			1							
Nur (Adjunct .1 FTE)													
<i>Total Marketing</i>	0	6	23	13	0	16	0	0	0	0	0	83.33 %	76.92 %
Supporting													
Blust (Adjunct .07 FTE)													
Dhumal (Assoc. Prof)	2	8	2	6		4			1		1		
Gee (Interim Associate Dean)		19	2	6		13			1		1		
Gillespie (Lecturer)													
Holmberg-Wright (Dist. Lecturer)		2	6	6		2							

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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.													
Kuruvilla (Assoc. Prof)	2	9	11	5		17							
Rajan (Prof)	1	8		3		5					1		
Ye (Asst. Prof)	5			1		3					1		
Total Supporting	10	46	21	27	0	44	0	0	2	0	4	85.71 %	84.87 %
Total Business	28	87	64	68	0	94	0	0	2	1	14	75.89 %	74.01 %

¹ The department's AACSB qualification policy specifies the requirements to achieve SA and SP status. To achieve SA status, a faculty member must have a terminal degree, two refereed journal publications, and accumulate 2.6 points in a five year period. Refereed journal publications are one point a piece and conference proceedings are 0.3 points. For example, two journal publications and two conference proceedings or three journal publications would maintain SA status. Other intellectual contributions can count between 0.1 and 1 point. Professional activities found in the SP category, such as certification and consulting, can also be used to count between 0.1 and 0.3 points. Faculty members within five years of completing their terminal degree are automatically qualified as SA. Department chairs and the associate dean have a reduced point requirement. They must achieve a score greater than or equal to 1 and journal publications are not necessary. The dean is considered SA if he or she was SA prior to the appointment and participates in activities such as presentations, workshops, and conferences expected of the dean. The merit policy and tenure policy are consistent with the qualifications policy but have slightly higher expectations for intellectual contributions.

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 and value statements in the Department of Business' strategic plan highlight the importance of intellectual contributions to the mission of the business program. In particular, one value statement states "The Department of Business values relevant, on-going scholarship (including basic, applied, and pedagogical contributions) by the business faculty, integrating knowledge among faculty members, and a shared governance form of decision-making." The strategic plan and the qualification policies further indicate that the department particularly values pedagogical contributions that help faculty develop expertise in online and innovative modes of instruction, pedagogical contributions related to community-based learning, research with students, cross disciplinary research, and applied research that could have an impact on the local economy. The faculty and staff in the department produced 45 distinct journal articles and 69 conference papers since 2011. As can be seen in the above table, the vast majority of the contributions were pedagogical and applied research. In addition, consistent with the strategies specified in both the 2009 and 2015 strategic plans, nine papers were coauthored with students, seven papers related to online education, seven papers discussed best practices for community-based learning, eleven papers involved a community partner, eleven papers could be classified as interdisciplinary in nature, and one paper has already been presented related to the department's new initiative on competency-based education.

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 has identified the following metrics as indicators of the quality of the portfolio of intellectual contributions.

Measure	Value
Median acceptance rate for journal publications	25%
Mode acceptance rate for journal publications	20%
Number of research awards (e.g., best paper at conference)	5
Number of invited presentations at conferences, other universities, and businesses related to research	15

Examples of quality indicators include:

- Parag Dhumal received the Operations Management track best paper award at the 2013 International Research Conference on Business and Economics.
- Peter Knight and Mike Manion received the outstanding conference paper award for their paper, "The Role of Self-Efficacy in Sales Education," at Marketing Management Association 2013 Spring Conference.
- Kristin Holmberg-Wright was a recipient of the Franklin 2013 Awards for Excellence in Research.
- Abey Kuruvilla received numerous invitations to present as a result of his expertise and academic conference presentations on cross cultural teams. He has presented at Mikkeli University of Applied Sciences in Finland three consecutive years.

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 region, the professional discipline, and the department itself. The following table presents measures that highlight the department's impact as a result of intellectual contributions:

Measure	Value	Stakeholder Impacted	Justification
No. of student coauthored papers	9	Student	Student coauthored papers primarily impact the student by enhancing their knowledge of the field and research methodology.
No. of papers related to pedagogical initiatives	15	Department of Business faculty	Helps faculty develop expertise in area related to pedagogy. In particular, the department is interested in further developing its expertise in online, competency-based, and community based learning.
Grants received related to local economy	3 grants totaling \$458,000	Region	Grants supporting local economic development impact the region. The faculty and a partnering organization received two grants to support development of the companies. A third grant was for an application that could be used by the local healthcare providers.
No. of invited presentations	15	Professional discipline and region	Faculty have been invited to speak at multiple universities and companies. Invited presentations indicate that the sponsoring organization found the research useful. In some cases, the presentations likely impacted businesses practices. In other cases, universities created classes for students based on the topics presented.

Example of qualitative indicators of impact include:

- Suresh Chalasani presented the results of his research with IcTect, Inc. to the UW System Board of Regents (August 22, 2012).
- Suresh Chalasani received a \$10,000 WiSys grant in 2011 for his research related to the wireless monitoring of chronic diseases. This research was presented at the Wisconsin Science and Technology Symposium and to a major healthcare provider in the region.
- The 2014 journal article by Kristin Holmberg-Wright and Tracy Hribar (student at UW-Parkside), "Soft Skills: Needed by Employers, Misunderstood by Students, and a University Response," was mentioned on page 9 of a report submitted to Governor Walker entitled Talent Development, Attraction and Retention Subcommittee Recommendations August 15, 2014 prepared by the State of Wisconsin Council on Workforce Investment (CWI).
- After publishing the article "Ideas to Improve the Nontraditional College Student Experiences" (2014), Ralph Haug, Professor of Strategic Management, Roosevelt University, invited Kristin Holmberg-Wright and Tracy Hribar to present and lead a 90 minute discussion at the University Conference on Educational Experiences at Roosevelt University in Chicago.
- Abey Kuruvilla received numerous invitations to present as a result of his expertise and academic conference presentations on cross cultural teams. Through Aperian Global, Dr. Kuruvilla presented and provided consultancy regarding doing business in India to Accenture, Navistar, John Deere, Michelin, and Kohler. In addition, he was invited to speak and design courses at Mikkeli University of Applied Sciences in Finland (invited three consecutive years), Duale Hoch Schule (university) in Baden Wutemberg Germany, and St. Petersburg State Economic University in Russia.
- 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.

- Research by Robert Fok has been cited over 500 times since 2010. Suresh Chalasani's work across his academic career has been cited over 1400 times.
- Peter Knight was PI on a state grant of \$370,000 to conduct market research and business planning for Procubed LLC. The grant was designed to help Procubed develop and market a new wheelchair.

At the present time, the department does not have a policy to collect citation, download, and impact statistics for intellectual contributions. However, this is a step identified in the 2015 strategic plan.