

ANALYZING MARKET ACCEPTANCE OF THE DBA

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EXISTING LITERATURE

- Business schools face tension between academic rigor and real-world relevance, leading to the inclusion of executive professors to bridge this gap (Clinebell & Clinebell, 2008)
- Companies with former business professors as executives demonstrate higher revenue per employee (Jiang & Murphy, 2007)
- Suggestions that the gap between academic research and individuals who work in the field is growing (Markides, 2007)

A FEW STATS

- Only 38% of students that start a traditional PHD program complete (Burrell & Safi, 2007)
- The average time for PHD completion is 7.5 years (Burrell & Safi, 2007)
- 2020 data (sorry, I don't have access to the up-to-date information) for AACSB

Rank	Scholarly Academic	Salary
Professor	88%	\$174,000
Associate Professor	83%	\$138,000
Assistant Professor	86%	\$130,000
Instructor	19%	\$90,000
Percentage of Faculty	72%	

ACCREDITATION REQUIREMENTS

- AACSB
 - 40% of faculty should be classified as Scholarly Academics.
 - Both DBAs and PhDs can qualify as Scholarly Academics.
- ACBSP
 - 40% of faculty across all programs must be Academically Qualified (AQ)
- IACBE
 - 90% of faculty must be either Doctorally Qualified or Professionally Qualified
 - One Full-Time Faculty per discipline must be Doctorally Qualified
- EQUIS
 - A significant proportion of the faculty are expected to hold a doctoral degree and be active in scholarship.
- AMBA
 - Generally expected to hold a doctoral degree

HR LITERATURE ON QUALIFICATIONS

- Requirements can affect highly qualified women's attraction to jobs (Willie & Derous, 2018).
- Vague qualifications in job postings can lead to increased feelings of entitlement among applications (Kappes et al, 2017)
- Specific qualifications may reduce applicant rates and confidence (Kappes et al, 2017)
- Preferred qualification in academic job ads can be unnecessary and discriminatory (Paniague, 2019)

DATA SET

- Downloaded all full-time, U.S. based, business related faculty jobs in December of 2022 (1,628) and December of 2023 (1,338).
- For each job ad, the following data points were manually scraped and found to create the data set used:
 - Name of the University
 - Job Title
 - Tenure Track or Not
 - Length of Contract
 - Education Qualification
 - Was DBA Specially Mentioned
 - Accreditation
 - Major
 - Research Level (R1 or R2)
 - City and State
 - Size of the University

DATA SET

- Downloaded all full-time, U.S. based, business related faculty jobs in December of 2022 (1,628) and December of 2023 (1,338).

		December 2022	December 2023
	Jobs Within the Past Year	1,628	1,338
Step 1:	Ads Containing More than One Job	1,682	1,417
Step 2:	Remove Part-Time Jobs	1,616	1,413
Step 3:	Remove Non-Teaching Roles	1,517	1,312
Step 4:	Remove Non-Business Jobs	1,440	1,285
Steph 5:	Remove Non-U.S. Jobs	1,427	1,279

Q1: What Percentage of Jobs are Tenure Track?

	2022	2023
Tenure/Tenure Track	856 (60%)	734 (57%)
Non-Tenure	571 (40%)	545 (43%)

Q2: What Percentage of Jobs do DBAs Qualify for?

	2022	2023
DBA at or above listed qualification	932 (65%)	827 (65%)
PhD or other specified degree required	495 (35%)	452 (35%)

Q3: What Percentage of Tenure Jobs Do DBAs Qualify for?

	2022	2023
Tenure/Tenure Track	471 (55%)	398 (54%)
Non-Tenure	385 (45%)	336 (46%)

Q4: What Percentage of AACSB Jobs Invite DBAs to Apply?

	2022	2023
DBA at or above listed qualification	567 (56%)	827 (65%)
PhD or other specified degree required	441 (44%)	452 (35%)

Q5:What Percentage of ACBSP Jobs Invite DBAs to Apply?

	2022	2023
DBA at or above listed qualification	154 (89%)	123 (87%)
PhD or other specified degree required	19 (11%)	18 (13%)

Q6: What Percentage of Jobs Do DBAs Qualify for by Discipline?

	2022	2023
Accounting	76%	76%
Business Admin	78%	89%
Technology	62%	59%
Management	64%	65%
Marketing	66%	61%
Finance	55%	53%
Sports Management	79%	0%
Human Resources	68%	61%
Entrepreneurship	67%	63%
Law	7%	29%
Economics	56%	31%

Q7: What Percentage of Tenure Track Jobs Do DBAs Qualify for by Discipline?

	2022	2023
Accounting	69%	64%
Business Admin	67%	79%
Technology	48%	45%
Management	55%	56%
Marketing	58%	52%
Finance	44%	51%
Sports Management	64%	0%
Human Resources	69%	53%
Entrepreneurship	53%	58%
Law	14%	25%
Economics	53%	33%

QUESTIONS AND ANSWERS



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