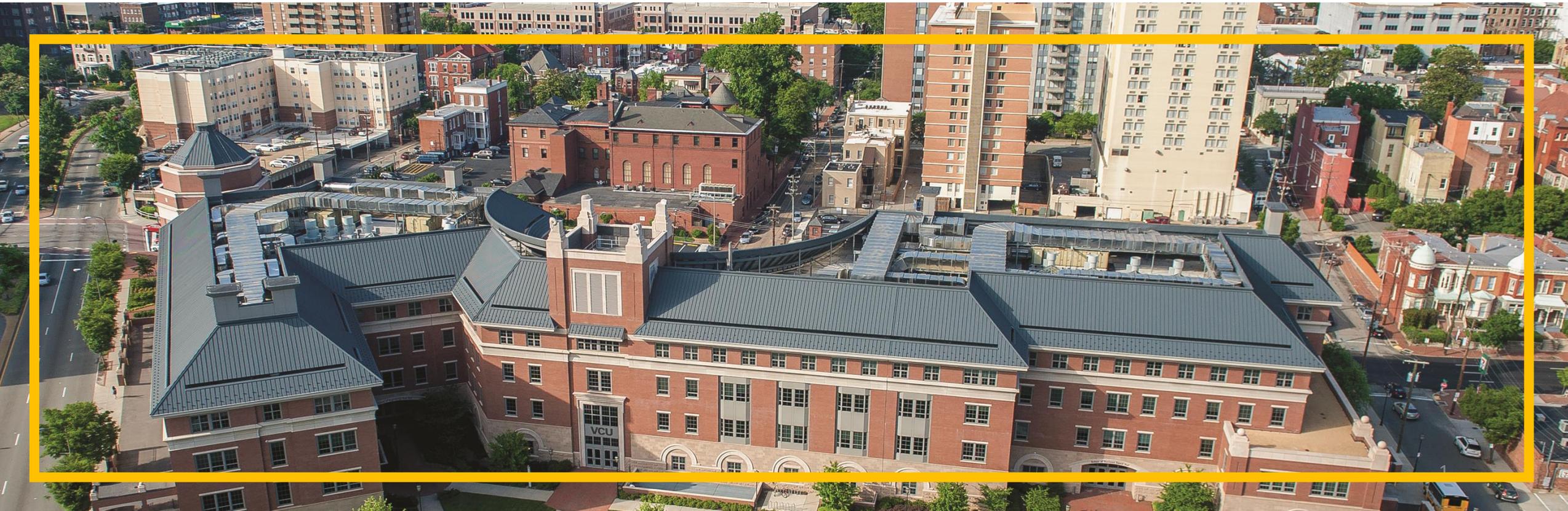


RESEARCH OVERVIEW

School Of Business

February 5, 2020



VCU Enrollment by School (Fall 2019)

College of Humanities and Sciences	13,377
School of Business	3,678
School of Arts	3,020
Engineering	2,075
Wilder School	1,232
Medicine	1,231
Allied Health Professions	948
Nursing	866
School of Social Work	789
School of Education	683
Pharmacy	537
Dentistry	496
Life Sciences	489
University College	278
TOTAL	31,103

DEPARTMENTS AND CENTERS

	UNDERGRADUATE	MASTERS	PH.D.
ACCOUNTING	X	X	X
ECONOMICS	X	X	
ENTREPRENEURSHIP AND MANAGEMENT	X	X	X
FINANCE, REAL ESTATE AND INSURANCE	X	X	
INFORMATION SYSTEMS	X	X	X
MARKETING	X	X	
SUPPLY CHAIN MANAGEMENT AND BUSINESS ANALYTICS	X		
BRANDCENTER		X	
CENTER FOR SPORTS LEADERSHIP		X	

Student Characteristics

ENROLLMENT (FALL 2019)

Undergraduate	2856
Masters Programs (MBA, Brand Center, Center for Sports Leadership)	796
PhD	20
Post Bacc.	6
TOTAL	3678

RETENTION RATE (FALL 2018)

School of Business (still at VCU)	83.4%
VCU Overall.	83.1%

Sections Offered (Fall 2019)	446
Students in Courses	17,498
Total Credit Hours	47,409

Degree Production (2018-2019)

Bachelors Degrees	777
Undergraduate Certificates	28
Masters Degrees	201
Ph.D's	6
TOTAL	1116

(14% of VCU
Graduates)

PROGRAM RANKINGS

MBA (Online)	35th (of 335)	US NEWS (2020)
MBA (Part Time)	57th (of 287)	US NEWS (2020)
MBA (Executive)	Top Tier (top 50)	CEO Magazine
Sports Leadership	8th U.S. /12th World	Sport Business Magazine
Brandcenter	Noted	

RECENT PH.D PLACEMENTS

MANAGEMENT

Indiana University

NC State

UNC Charlotte

West Virginia University

Ohio State University

Old Dominion University

ACCOUNTING

Appalachian State University

California State University, Fullerton

James Madison University

University of Toledo

West Virginia University

INFORMATION SYSTEMS

University of Connecticut

Claremont Grad. School

University of San Francisco

University of South Carolina

West Texas A&M University



FACULTY

69 Tenured and Tenure Track

24 Term Faculty

5 Senior Administrative Personnel

93 TOTAL

(3.7% of VCU Full Time Faculty)

RESEARCH ACTIVITY

2018-2019

126 Peer Reviewed Articles

6 books

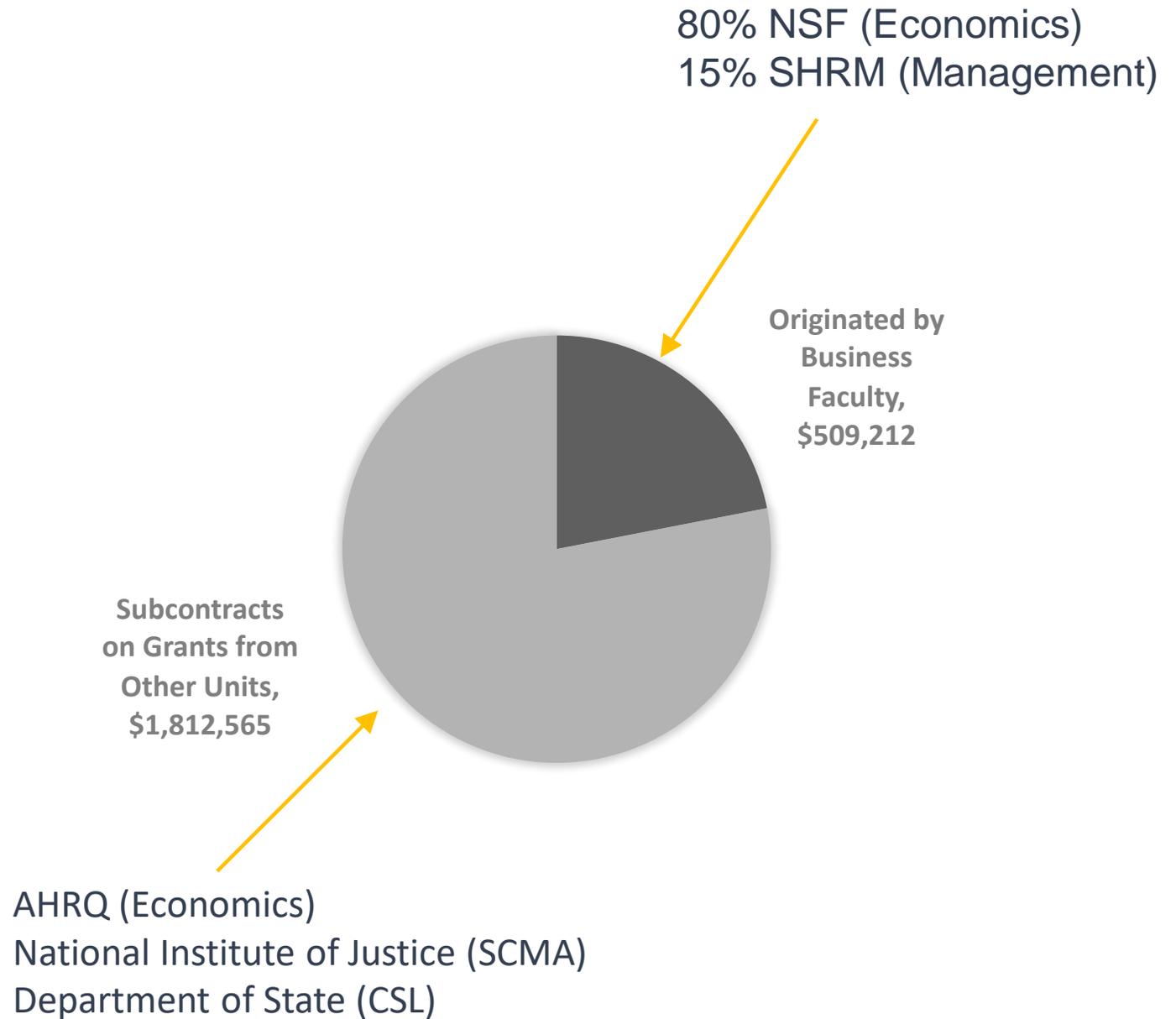
>50% of Tenured and Tenure
Track Faculty Research Active

QUALITY METRICS

Flow: 34 "Dean's List" Publications

Stock: 6 faculty with more than
4500 Google Scholar citations (top
10% at VCU)

RESEARCH FUNDING



EXTERNAL SUPPORT

VCU Make it Real Campaign
June 21, 2019

UNIT	DOLLARS
Medicine	260,855,583
Massey Cancer Center	106,177,730
College of Engineering	67,893,151
Business	30,175,268
Dentistry	20,675,497
Arts	18,927,992
Nursing	18,664,659
Humanities and Sciences	15,808,758
College of Health Professions	12,583,041
Life Sciences	11,312,104
Education	10,945,798
Pharmacy	8,622,409
Libraries	4,873,214
Social Work	2,893,560
Wilder School	2,405,562

AREAS OF EXPERTISE



BEHAVIORAL
RESEARCH



ENTREPRENEURSHIP
AND INNOVATION



RESEARCH
METHODOLOGY



DATA
ANALYTICS

OPPORTUNITIES

Motivated and collegial faculty

Promising cohort of junior faculty

Applied focus, faculty expertise and experience in areas that overlap with interests in other units:

- Data Analytics
- Product innovation and Entrepreneurship
- Behavioral Research

FACR generating funding opportunities for business research very limited (most federal funding is not business-oriented)

Corporate and foundation support of business research hesitant, resistant to pay overhead, especially 55%

Difficulties within the School valuing interdisciplinary work

Reduced institutional support for research (budget cuts have curtailed research support in the present year).



CHALLENGES

**Importance of
Research that
generates little
external funding.**

Research lies at the heart of any University's mission.

Accreditation: Impactful research is a central focus of AACSB assessments.

Faculty: Research support attracts and retains the quality faculty necessary to develop and maintain reputations (rankings).



AACSB-accredited business schools are continually engaging in wide-ranging, **impactful** research benefitting consumers, industries, public policy, and society. The VCU School of Business is committed to conducting research that make valuable contributions.

“Business school research making an everyday **impact.**”
