



Solve Pressing Company Challenges

by Funding Research Pursued by your Rising Leaders through the Wayne State Global Executive PhD Program

The Global Executive Track PhD is not just a credential but provides working executives and technical leaders opportunities to combine their real-world experience with leading edge knowledge and academic skills to solve important challenges confronting your company. Fifty percent of the program involves candidates doing original research for their dissertations. Given their professional experience and business acumen, candidates in the program often focus this research on important problems of practice that they have personally encountered in their companies and industries. The dissertation topic can be fully aligned with critical priorities of the sponsor company.

Examples of some dissertation research targeted at real practitioner problems include:

- Increasing employee collaboration and productivity in an analytics organization
- Managing the relationship between advanced product development and quality functions in an automaker for successful product launches
- Developing innovation capability in manufacturing facilities to stay competitive in high labor-wage markets
- Knowledge management and reuse in manufacturing through electronic repositories
- Managing complexity in developing advanced products
- Managing program resilience and success through set-based engineering
- Utilizing e-mentoring to virtually develop international talent

This work contributes to the body of knowledge for both academics and practitioners.

Many companies have reduced or eliminated tuition reimbursement benefits due to reductions in human resource budgets, but earmark resources for development and consulting to analyze and solve important challenges. Sponsoring a GET student's research provides opportunities for employers to support and direct research to solve problems. It is also typical for a company leader to sit on the candidate's dissertation committee. The investment to fund GET dissertation research is \$45K over a two-year period. If necessary, confidentiality can be maintained by redacting any reference to the company or sensitive data, for any external discussions or publications. Benefits to the company include not only investing in the educational development of a rising leader but having access to research outcomes of an important company or industry challenge. This significantly increases the return on investment beyond typical tuition reimbursement.

For additional information on GET program and how it can support your leaders in achieving both their personal and company objectives, please contact us.

For more information call us at 313-577-5683 or email us at aj4789@wayne.edu

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