

## **Interim Report of the AAA-IS Doctoral Programs Strategy Committee**

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### **Presentation Outline:**

1. Committee charge & goals
2. A model of the supply of & demand for AIS Ph. D. graduates
3. First-draft of committee concerns & proposed actions
4. Remaining issues
5. Your suggestions & criticisms

## **Interim Report of the AAA-IS Doctoral Programs Strategy Committee**

**Charge:** consider alternatives to increase the supply of AIS doctoral graduates including possible measures to increase program enrollment and completion rates.

### **Committee Goals:**

1. to increase the visibility and marketability of accounting systems Ph. D.s
2. to establish IS section standards for Ph. D.s in accounting standards
3. to collect and report data on the supply of accounting systems faculty
4. to collect and report data on the demand for accounting systems faculty

### **A model of supply and demand of IS faculty:**

[See attached Conceptual Model of the Market for AIS Faculty,  
(adapted from Freeman, Jarvenpaa and Wheeler 2000)]

### **Proposal to the AAA-IS section:**

Concern: The strong job market for accounting systems PH. D.s has led to inconsistency in the credentials of PH. D. in “accounting systems.”

Action: We propose that the AAA IS/MAS section coordinate a set of standards for Accounting Systems Ph. D. programs. These standards would include:

1. PH. D. level classes in MIS / AIS
2. core curriculum

Action: Include information about schools that meet these standards at the IS/MAS website. (Similar to the Institute of Internal Auditor's (IIA) method for monitoring internal auditing instruction.)

Concern: We can better market AIS Ph. D. programs by increasing awareness of the job opportunities available to graduates. The following activities promote awareness of the value of AIS Ph.D.s.

Action: Data reporting at AAA-IS Website & in annual report to the membership

- 1) Initiative to market AIS PH.D. programs at AAA-IS website
  - a) Descriptions and links to all AIS PH.D. programs
- 2) Feature articles on AIS faculty at AAA-IS website (e.g., AIS faculty member of the month).
- 3) All benchmarking data (see below) to be reported at AAA-IS website & in an annual report to the IS/MAS section membership
- 4) Periodic mailing (or e-mailing) to directors of MBA, M. Accy, & Accounting Ph. D. programs highlighting the value of AIS PH.Ds.

Action: Measurement of existing supply of AIS faculty

- 1) annual benchmarking data on supply of existing AIS faculty
  - a) # of active AIS faculty (requires annual purchase of Hasselback data)
  - b) estimated retirements of AIS faculty (requires annual purchase of Hasselback data)
  - c) estimated annual non-retirement exists of AIS faculty (to administration, industry, etc.) (from historical Hasselback data)
  - d) report above data by type of institution (Ph. D. granting, nonPh.D. granting 4 year school, community college, etc.)

Action: Measurement of entering AIS faculty

- 2) annual survey of accounting and IS Ph.D. program directors
  - a) identify existence of Ph.D. programs with AIS tracks
  - b) # of AIS Ph. D. students with AIS majors
  - c) # of expected AIS Ph.D. student graduates
  - d) # of AIS Ph. D. students registering at AIS & AAA conventions

Action: Measurement of demand for AIS faculty

- 3) annual benchmarking data of demand for AIS faculty - teaching
  - a) # of posted AIS positions advertised in Accy Review, AAA, AIS
  - b) Annual survey of Head's of accy programs regarding anticipated AIS PH. D. hiring
- 4) Annual benchmarking data of demand for AIS faculty research
  - a) Annual survey of AAA-IS section membership regarding papers published (request full citations)
  - b) Annual survey of AIS papers published in top accounting journals

**Remaining issues – not addressed in our proposals to date:**

1. The career possibilities of AIS Ph. D. graduates are largely determined by market forces. These market forces include the possibilities for placement and publishing research in top journals.
2. With the exception of AOS, almost no published systems research appears in the top accounting journals. Why? Historically, technology is not an interest or priority of those who edit (& read?) these journals.
3. Very few accounting systems faculty are placed at top research schools. Why? Perhaps accounting systems is not seen as “counting as accounting” at these schools.
4. The demand for accounting systems Ph. D.s has increased in recent years. Why? Market for technology skills? Market for technology courses?
5. Is it possible for us to obtain (more) scholarship funding for AIS Ph. D.s for the professional community?

**Bibliography – Readings on the Supply of and Demand for IS & AIS Ph. D.s**

- Baldwin, A. A., B. M. Morris, et al. (2000). “Where do AIS researchers publish?” International Journal of Accounting Information Systems 1(2): 123-134.
- Daigle, R. J. and V. Arnold (2000). “An analysis of the research productivity of AIS faculty.” International Journal of Accounting Information Systems 1(2): 106-122.
- Freeman, L. A., S. L. Jarvenpaa, et al. (2000). “The Supply And Demand Of Information Systems Doctorates: Past, Present, And Future.” MIS Quarterly 24(3): p355-381.