

# Goal 2: Research

**Empower the Neeley School's world-class scholars to engage in research that solves important problems in business and society, elevating our impact and reputation.**



We believe research rigor is the foundation of a powerful business education. We must empower our faculty, staff and students to participate in important research framing solutions to emerging business challenges. For the Neeley School to continue its national business school rankings rise, investing in and cultivating a research culture is one of our top priorities.

Success in this area will be freeing and empowers our faculty to have the time and resources to create

research insights, finding ways to more effectively share their outputs to enhance the thought leadership perceptions of the Neeley School, and to harness the unique strengths at our disposal in the dynamic Dallas-Fort Worth market – one of the fastest growing metro areas for business leadership and home to many highly successful national and global organizations.

We have identified the following three strategies as keys to meeting our research goals:

## **Strategy 1: Craft and implement a research excellence plan**

## **Strategy 2: Craft research dissemination and impact plan**

What we do with all these powerful research insights is important. Beyond sharing them with our students to make them better business problem solvers, we want these insights and thought leadership expressions to impact a wider audience to elevate perception nationally that important research is being done at the Neeley School.

Our ascent in the rankings will be facilitated by driving peer awareness of our incredible research. In short, we need to tell the world about our premier research at the Neeley School.

## **Strategy 3: Capitalize on unique Dallas-Fort Worth location – seize growing opportunity to operate at the intersection of academics and industry**

One of our greatest assets is our location – at the intersection of academics and industry – in the heart of the growing and dynamic Dallas-Fort Worth metroplex. We have an extraordinary number of leading global businesses operating within proximity to the Neeley School. We need to partner with and leverage the experiences of these businesses to help design and conduct our research in ways that inure to the benefit of our students, graduates and the global business community at large.

### **The successful realization of Goal 2 will mean:**

- We will provide the resources and the time for our faculty to conduct industry-shaping research.
- We will tell the world about that research, bringing prestige to the Neeley School brand.
- We will leverage the DFW business community to create applications for our research.