Advanced Business Research Council

How often have you as a business leader, wondered how academic business research could help address some of the key issues faced by the practicing professionals? At the same time, many academic professionals are asking the question – How could business practice drive academic research with interesting and timely questions?

Recognizing the immense benefits of collaboration to both academics and practitioners, the School of Business Administration at Oakland University has established the Advanced Business Research Council (ABRC). The ABRC’s mission is to bring cross disciplinary research interests of the faculty head-to-head with the challenges faced by leading business professionals, to enable the development of solutions to the real world problems informed by academic research.

What is the ABRC?
The Advanced Business Research Council is a business consortium of executives who are invited or nominated by another ABRC member to join. The consortium members will pay an annual membership fee of $10K a year and help guide the operations of the council. The ABRC will be a part of the soon to be established Center for Advanced Business Research and Education within the School of Business Administration at Oakland University. The ABRC is for business executives or senior leaders of organizations who believe in its mission, and are interested in the advancement of scholarly work that will, though their active input, address key business challenges.

Business Research Framework
As a preparatory first step to set up the center, the SBA faculty members have identified their functional expertise (knowledge depth) and interests, and mapped them to a business research framework shown in Figure 1. This framework views management philosophy and actions as working in harmony with stakeholder interests in a changing business environment. It identifies several research themes within this framework. This framework will be continually revised with additional feedback. As a starting point, several research questions of interest were identified by faculty. (View the questions by clicking here: http://www.sba.oakland.edu/root/IndustryResearch).
Specific benefits for ABRC members are:

- Access to the faculty expertise network (note that this includes faculty within the School of Business and other disciplines and even extends beyond to partner institutions)
- Access to other ABRC members
- Participate in defining a project of direct relevance to your organization
- Access to completed ABRC projects
- Complimentary registration for 2 at the ABRC annual conference

How does the ABRC operate?
ABRC members are invited twice a year to Oakland University to engage in a one and a half day interaction with other ABRC members and interested faculty (1st meeting: March/April and 2nd meeting: October/November).

Prior to the first meeting
The faculty members from various themes will share their research interests with council members in summary forms (a paragraph). At the same time, council members will describe their business challenges. These will be reviewed by faculty prior to the first meeting. When available, a summary of the previous year’s research findings will be sent to all members.

At the first meeting
Council members will interact with the faculty during the day discussing issues of mutual interest. In the afternoon council members will interact with each other. During that interaction ABRC members can align themselves as an interest group. In that way, issues of concern to that interest group can be coordinated by that group of council members. For example, several ABRC members can align themselves to the health care management theme, and guide a project or two with their sponsorship funds within this theme. At the end of the first meeting, council members will present these problems in order of importance (as only a select set of research proposals can be completed from the consortium funds) to faculty. Each will be discussed in order to clarify the issues.

After the first meeting
Members of the council will receive full proposals from the interested faculty within a month. The proposal will outline the cost, timing and the issues to be studied. The council will then
have the opportunity to review the options and make a decision as to which will receive funding. The council or a sub-committee of the council will select the proposals (may seek modifications), designate a working committee member to join the research team, and fund the proposal.

Work on the funded projects will be initiated.
A communications portal will be created so that all council members can easily talk between themselves as well as with the faculty teams.

At the second meeting
Within six months, the faculty teams will present a progress report for feedback. In some cases, the project may be discontinued and a new project may be initiated. In most other cases, the work will continue and the final report will be submitted to the council at the start of the next meeting (end of the first year of work).

The research results will be presented to all council members and each member will receive a copy of the report for internal use. A part of this report, that is not confidential, may be used by the faculty members for general publication in refereed publications.

After one year, the work will be published as a part of Advanced Business Research Journal for wider circulation. The Journal will have half of its reviewers coming from the ABRC. This makes the contribution widely available for general business audience.

In-depth or Special Projects:
It will often become apparent that a project that surfaces in the discussions is of immediate need for one or two council members but is not as high a priority by the entire council. In such cases, a separate funding arrangement will be set up to engage interested faculty members in this project. Also, some work that is requested by the council member may be proprietary in nature and hence, require a separate funding arrangement for completing the project.

We sincerely hope you will consider being an ABRC member. If so, please either fill out the form on the next page and send it in to us. Or contact the Dean of the Business School, Mohan Tanniru at 248-370-3275, tanniru@oakland.edu or Donna Kellstrom, Assistant Dean at 248-370-3160, kellstro@oakland.edu for more information.
I like to know more information about the Advanced Business Research Council and would like to:

- Attend the first meeting (as a guest).
- Commit to this council. Please send me an invoice with payment options.
- Be contacted in the next few months as a follow-up.

ABRC Research Themes, please indicate which theme(s) you are interested in:

- Branding and Relationship Management
- Corporate Governance, Reporting, and Monitoring
- Excellence in Business Education
- Health Care Management
- Information Technology Management
- Privacy and Ethics
- Public and Social Policy
- Consumer Research
- Decision Analytics
- Global Business Studies
- Information Control, Security and Assurance
- Investments, Financing and Risk Management
- Process Analytics
- Strategy, Leadership and Entrepreneurship

Name: _______________________________________________________________________
Company: ____________________________________________________________________
Address: _____________________________________________________________________
City, State, Zip: _______________________________________________________________
Phone: ________________________    Email address: _____________________________

Mail this completed form to:
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