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Educational Disruption & Rising Faculty Expectations

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Presenter Information

Dennis F. Galletta, James Eric Gaskin, Hope Koch, Greg Anderson, Len Jessup, John Leslie King, Paul Benjamin Lowry, and James Wetherbe

Educational Disruption & Rising Faculty Expectations

Panel

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Abstract

Even before the COVID-19 pandemic, the landscape of higher education had been primed for upheaval. The pandemic has only accentuated the need for change. Not only have we had to scramble to provide meaningful and valuable content to our students; we have also had to reinvent how that content is delivered. Beyond these changes that have abruptly affected all of us, expectations from students, colleagues, and administrators have unilaterally risen. We are expected to publish more, and in better journals. We are expected to provide more service, internally and externally. We are expected to get better teacher evaluations from students, and to deliver up-to-date content in a way that can convince students that they are benefiting from their paid education more than they would by taking online courses (often for free). The pressure to succeed on all fronts has never been higher.

In this panel discussion, seasoned scholars, who have succeeded, will share insights from their experiences navigating this new landscape and reinventing their own mindset and work habits to accommodate the increasing expectations placed on faculty. Each panelist will take the position of a key stakeholder in higher education including university leaders, society, the business community, journal editors, and students.

Panel Specifics

Date and Time:	Tuesday, August 11, 4-5:30 pm, Mountain Time
Access Instructions:	GoTo Webinar
Supplementary Readings:	https://www.dropbox.com/sh/s7h3xjdssux0llu/AABfSYdz9i9_cRacRZe4PANua?dl=0

Format:	Time in Minutes
Overview, moderated by James Gaskin	3
Panelists' Positions, moderated by James Gaskin	25 (5 minutes/panelist)
Discussion Questions, moderated by Hope Koch	50
Wrap-up and take-aways, moderated by Dennis Galletta	

Questions for Discussion

Discussion questions will come from the audience over chat. Below are some possibilities.

1. Quick lightening round question to get to know the panelists: what is your favorite hobby?
2. Are the expectations on faculty in higher education rising? If so, what is causing the rise?
3. Can you describe what the rising bar looks like and the impact on faculty and other university stakeholders. Address the positive aspects of a rising bar and/or the problems of a rising bar?
4. Two of our panelists noted that aspects of the business school faculty promotion model are broken. How many of you believe this? Jim Wetherbe challenged us to be part of the solution and not the problem. Paul Lowry says the only protection is addressing business school needs that are hard to address. Who wants to respond to these statements? How do we become part of the solution? How do we address business school needs that are hard to address?
5. What do you see as the long-term impact of COVID-19 on higher education and the role of faculty?
6. Share an innovative action that your university is taking to address the disruption of higher education?

Panelists Positions and Biographies

Position-University Leaders

The pathway universities were on in terms of rising expectations was accelerated in many ways by COVID-19. This includes the need to be more student-centric, increased competition, the move towards online education, increased price pressures, thinking more carefully about "markets" and their wants/demands, demand for majors in particular, flattening hierarchies for faster and better decision making, and managing strategic partnerships. Discussions will include leading in a crisis, what it means to be physically distant versus socially distant and why that distinction is important, and where the changes university educators had to make in response to COVID-19 will take higher education in the future

Len Jessup will discuss the university leader perspective. Len is a visionary leader in higher education, known as a consensus builder with a deep interest in innovation and entrepreneurship.

Len is the President at Claremont Graduate University, a member of the prestigious Claremont colleges in southern California. At CGU Len has put into place a significant transformation of the advancement function, leading to a doubling and then tripling of fundraising in his first and second year there. He has also led significant, record-breaking enrollment growth at CGU. Prior to joining CGU, he was president of the University of Nevada, Las Vegas (UNLV), launching a medical school, helping to secure the deal for Allegiant Stadium and the partnership with the Oakland Raiders to use it jointly with the NFL team, and helping the university to break several fundraising records.

Len previously served at his alma mater as the dean of the Eller College of Management at the University of Arizona, and prior to that as vice president of university development and president of the Washington State University Foundation, as well as serving as dean of the business college at WSU.

Len has taught, published, presented, and consulted in the areas of management information systems, innovation, entrepreneurship, and leadership. His many publications include co-authoring the third edition of *Information Systems Today: Managing in the Digital World,* as well as "On the Future of the MIS Discipline: MIS as a Critical Strategic Driver," published in the journal *Database*. In addition to his academic achievements, he has received numerous awards, including the 2018 CEO Award from the Council for Advancement and Support of Education (CASE) District VII.

The first in his family to graduate from college, Jessup was born and raised in Northern California. He holds a doctorate in Management and Organizational Behavior from the University of Arizona, with a minor in Management Information Systems. He also holds an MBA as well as a bachelor's degree in Information and Communication Studies, both from California State University, Chico.

Position-Society

Title: Almost nothing changes everything.   Change runs on the rails of what doesn't change.   To understand pandemic changes, focus on what doesn't change. This is helpful for answering questions like, "Now what?"

John Leslie King will discuss society's perspective on educational disruption. John King is W.W. Bishop Professor of Information, former Dean of the School of Information and former Vice Provost at the University of Michigan. He previously was on the faculties of computer science and management at the University of California at Irvine. He has published more than 200 books and papers from his research on the relationship between technical and social change. Along the way he was Marvin Bower Fellow at the Harvard Business School, distinguished visiting professor in Singapore (at both the National University of Singapore and at Nanyang Technological University), Fulbright Distinguished Chair in American Studies at the University of Frankfurt, visiting professor at the London School of Economics, and visiting fellow at Stanford University's Engineering School.   He has been Editor-in-Chief of *Information Systems Research,* associate editor for other journals, and is currently on the editorial boards of IEEE Computer and Communications of the ACM. He has been on the boards of the Computing Research Association (CRA), the Computing Community Consortium, and Michigan Virtual. He has been on the U.S. National Science Foundation Advisory Committees for Computer and Information Science and Engineering (CISE), Social, Behavioral and Economic Sciences (SBE), and Cyberinfrastructure (ACCI). He holds a PhD from U.C. Irvine and an honorary doctorate from Copenhagen Business School. He is fellow of the Association for Information Systems and the American Association for the Advancement of Science.

Position-the Business Community and Practice*:*

During the past decade, the cost of tuition at public universities has increased over 37% leading to insurmountable student debt or students opting out of higher education altogether.   The current university model of funding **business** research through **taxpayer** dollars via university grants and release time from teaching (2/2 course load) is becoming unviable. Incredibly, most business professors have never attempted or received corporate sponsored research—no surprise most research is rarely cited, has little impact, and creates no revenue. Economic and practical realities are going to change expectations going forward. To be clear, we are contributing to the problem—how can we contribute to the solution?

Jim Wetherbe will address the business community and practice perspective. Jim is the Richard Schulze Distinguished Professor at Texas Tech University. During the past 40 years has brought in over $20 million in funded research as Director of the MIS Research Center at the University of Minnesota, Director of the FedEx Center for Cycle Time Research at the University of Memphis, and Director for the Institute for Internet Buyer Behavior at Texas Tech University.

Jim was the first recipient of *MIS Quarterly's* Distinguished Scholar Award and is ranked as one of the 20 most influential scholars in MIS. Jim is rated as one of the top dozen consultants and lecturers on management and information technology by *Information Week*. Author of 40 books and over 200 articles published in leading research and practice journals.

Recognized for his controversial stance against academic tenure which he has resigned four times after it was awarded.

Supplementary Readings:

Baker, Jeff, and J.C. Wetherbe. "Corporate Sponsorship of Academic Research: The Trend, Its Drivers, and Its Implications." *Communications of the Association for Information Systems* 33 (January 1, 2013). https://doi.org/10.17705/1CAIS.03317.

Eckhardt, Jon. "James Wetherbe: How Consulting Connects Colleges to the Real World." *Entrepreneur & Innovation Exchange*, August 27, 2018. https://doi.org/10.17919/X9GQ36.

Eckhardt, Jon, and James C. Wetherbe. "Making Business School Research More Relevant." *Harvard Business Review*, December 24, 2014. https://hbr.org/2014/12/making-business-school-research-more-relevant.

Wetherbe, James C. "FedEx: Obtaining Corporate Sponsored Research." *Entrepreneur & Innovation Exchange*, February 9, 2016. https://doi.org/10.17919/X9S88D. https://eiexchange.com/content/125-fedex-obtaining-corporate-sponsored-research?search=wetherbe

Position-Students

This position will address students as critical stakeholders including increasing and retaining diversity in information systems students and innovative ideas such as creating teaching assistant bots.

Greg Anderson will address the student position. Greg is a professor and LeAnn Albrecht Fellow in the Information Systems department at Brigham Young University (BYU) and believes that academics holds the power to change the world. Before joining the BYU Marriott School of Business in 2012, he was chair of Computer Science at Weber State for almost 9 years and faculty for over 11 years. Along with his academic experience Greg has over 12 years of full-time industry experience and successfully ran his consulting company focusing on software and database development. He serves on the ACM/AIS joint IS2020 taskforce engaged in a project to revise the Information Systems Curriculum for bachelor's degrees. His research focuses on collaborative performance improvements. He also researches on how to increase diversity retention within the IS major. Greg has received the BYU Marriott School Bateman Student Choice teaching award in 2014 and 2017 along with the BYU Marriott School Teaching Excellence award in 2018. He received a BA in Computer Science with a minor in IS from Weber State, an MBA with an emphasis in IS from the University of Colorado at Colorado Springs, a graduate level certificate in Information Assurance from the University of Maryland University College, and a PhD from Indiana State in Technology Management.

Supplementary Readings:

Grajek, Susan. "Top 10 IT Issues, 2020: The Drive to Digital Transformation Begins." *Educause IT Issues Panel*, January 2020. https://er.educause.edu/articles/2020/1/top-10-it-issues-2020-the-drive-to-digital-transformation-begins.

Schaffhauser, By Dian, and 01/28/20. "2020 Higher Ed Challenges Include Student Success, Financial Health -." Campus Technology. Accessed August 2, 2020. https://campustechnology.com/articles/2020/01/28/2020-higher-ed-challenges-include-student-success-financial-health.aspx.

Position-Journal Editors

The business school "2–2 tenure track" model is dysfunctional, and the COVID-19 fiasco is further accelerating its demise. The related business school model that is also broken is the "top journal" publication model. The only true protection is innovative differentiation that provides high market value by being able to address business school needs that are hard to address; no one else is protected, especially those expecting 2–2 loads and high pay for average contributions.

Paul Benjamin Lowry, Ph.D. is the Suzanne Parker Thornhill Chair Professor and Eminent Scholar in Business Information Technology at the Pamplin College of Business at Virginia Tech where he serves as the BIT Ph.D. and graduate programs director. He is a former tenured Full Professor at both City University of Hong Kong and The University of Hong Kong. He received his Ph.D. in Management Information Systems from the University of Arizona and an MBA from the Marriott School of

Management. He has published 234+ publications, including 127+ journal articles in *MIS Quarterly, Information Systems Research, Journal of Management Information Systems, Journal of the Association for Information Systems, Information Systems Journal, European Journal of Information Systems, Journal of Strategic Information Systems, Journal of Information Technology, Decision Sciences Journal*, various *IEEE Transactions*, and others. In 2018, 2019, and 2020 he was recognized as the most productive scholar in the world for the top-6 and top-8 IS journals, in the previous 5 years (and second for the top-4 journals in the same period). He is current a Department Editor at *Decision Sciences Journal*. He is on the senior editorial board of *Journal of Management Information Systems*. He also is a Senior Editor at the *Journal of the Association for Information Systems* and *Information Systems Journal*, and an Associate Editor at the *European Journal of Information Systems.* His research interests include (1) organizational and behavioral security and privacy; (2) online deviance, online harassment, and computer ethics; (3) HCI, social media, and gamification; and (4) business analytics, decision sciences, innovation, and supply chains.