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Panel: Teaching and Research Directions for Business and MIS Programs

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ABSTRACT

The topic of this panel is "Teaching and Research Directions for Business and MIS Programs". Higher education in the US is transforming and evolving rapidly. Declining state budget for public schools means that tuition fees may have to be correspondingly increase. The state funding is down by around 40% compared to fiscal 1980. In fact, it is headed for zero! The cost of higher education has surged more than 500% since 1985. Rising costs of higher education means Americans owe nearly $1.3 trillion in student loan debt. The average class of 2016 graduate has about $37k in student loan debt, up six percent from 2015. At the same time, artificial intelligence, robotics, and automation are decimating middle class jobs. Higher education may be facing a perfect storm! In this panel, we focus on the business and MIS programs. In particular, we look at the teaching and research directions for academics and doctoral students.

Keywords

Research, Teaching, MIS, Business

PANELISTS' POSITIONS

1. STACIE PETTER

The business world is increasingly tumultuous, and some suggest that we are in the midst of the fourth industrial revolution due to the disruptive changes occurring in business and society as a result of advances in technology. As information systems faculty, we have a stronger understanding of the nature of these changes in the business world than many of our counterparts in other business school disciplines. In this panel, I will discuss how we, as information systems faculty, can engage with academics across business disciplines as well as with our students to understand the impacts of advances in technology on individuals, business, and society.

2. SHU SCHILLER

Teaching and research are two distinct yet closely related fields in business education. For many business schools and MIS programs, accreditation is a high priority. In this panel, I will discuss AACSB accreditation and focus on ABET accreditation for MIS programs, which benefit both teaching and research. In addition, for state and public schools, a stronger relationship with the state department of higher education can significantly contribute to the success of the program. I will also discuss how state schools and programs can better engage with their state agencies and seek collaborative opportunities.

3. KENG SIAU

With the advancement in artificial intelligence, robotics, and automation, millions of job are expected to be replaced by machines. Many manufacturing jobs have already been replaced by robots and middle class jobs may be taken over by AI in the near future. What should the business and MIS programs be teaching and researching now and in the future? In the short

term (i.e., next 5-10 years), the business and MIS programs will still need to train students for the industries. MIS academics may want to study the impact of advanced technologies on society and economy (in a prescriptive manner rather than the usual post-hoc fashion). In the medium term (i.e., 1-2 decades), business disciplines such as accounting, auditing, finance, and marketing may be challenged. In the long term (i.e., after 2-3 decades, hopefully!), once artificial general intelligence (or strong AI) is realized, students in higher education may be pursuing their interests and hobbies (e.g., arts, music, philosophy, political science) since many of the jobs that the students are training for now are staffed by robots! These changes, which are likely to happen in the next few decades, are going to fundamentally change the teaching and research focuses of business and MIS programs. The higher education and the academic enterprise may need to be remolded as higher education may no longer be viewed as a means to employment or career advancement. Further, the society and the economic model as we understand them now may no longer be relevant in the near future.

4.   Jacquelyn Ulmer

Given the current state of public higher education, we, as Business and/or MIS Program faculty are deriving increasing amounts of our revenue from student tuition. How can we drive demand for tuition dollars that is innovative and responsive to learners' needs? Badges, custom education, continuing education, and certificate programs are all going to be necessary for most of us in public, and even private institutions. There is also more demand for "relevant" and "impactful" research from our accreditors, alumni, legislators, and the general public. Combining this with a marked decrease in doctoral program applicants, faculty are going to have to be more risk-accepting with their research time. Undergraduate research assistants and assignments, industry-collaboration, and writing grant proposals will become the new "normal" at many institutions.

PANELISTS

1.   STACIE PETTER

Stacie Petter is an Associate Professor of Information Systems at Baylor University. Stacie's primary research examines issues associated with software project management, and she also conducts research on the impacts of information systems and research methods.

2.   SHU SCHILLER

Shu Schiller is the Department Chair of Information Systems & Supply Chain Management (ISSCM) and an Associate Professor of Information Systems in the Raj Soin College of Business at Wright State University. Most of her research focuses on computer-mediated communication, virtual teams, digital media, data analytics and visualization, and IT in practice including e-learning.

3.   KENG SIAU

Keng Siau is Chair of the Department of Business and Information Technology (BIT) at the Missouri University of Science and Technology. He served as the Vice President of Education for the Association for Information Systems from July 2011-June 2014. Keng's current research interests include AI, robotics, and automation, business analytics and data science, and HCI and UX.

4.   JACQUELYN ULMER

Jackie Rees Ulmer is the Union Pacific Professor of Information Systems and chair of the Department of Supply Chain and Information Systems in the College of Business at Iowa State University. Her research interests include information security risk management and policy, and machine learning.