



UNIVERSITY OF CENTRAL FLORIDA

# **Business Administration PhD, Marketing Track Graduate Program Handbook**

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## Table of Contents

Introduction .....	1
Curriculum .....	1
Timeline for Completion.....	1
Examination Requirements .....	2
Readiness Exam.....	2
Candidacy Exam.....	2
Dissertation Proposal Examination.....	2
Dissertation Defense Examination .....	2
SPEAK Exam (for international students only).....	2
Thesis or Dissertation Requirements .....	2
Program Guidelines on Dissertation Research .....	2
University Dissertation Requirements .....	3
Annual Review.....	3
Teaching Requirements .....	6
Graduate Research .....	6
Financial Support.....	6
Graduate Teaching Assistants .....	6
Graduate Student Associations .....	7
Professional Development.....	7
Pathways to Success Workshops .....	7
Graduate Research Forum.....	7
Graduate Excellence Awards .....	8
Other.....	8
Job Search.....	8
Forms.....	8
Useful Links .....	8
Grad Faculty .....	9
Contact Info .....	11

# Business Administration PhD, Marketing Track

Together, the [Graduate Student Handbook](#) and your graduate program handbook should serve as your main guide throughout your graduate career. The Graduate Student Handbook includes university information, policies, requirements and guidance for all graduate students. Your program handbook describes the details about graduate study and requirements in your specific program. While both of these handbooks are wonderful resources, know that you are always welcome to talk with faculty and staff in your program and in the Graduate College.

The central activities and missions of a university rest upon the fundamental assumption that all members of the university community conduct themselves in accordance with a strict adherence to academic and scholarly integrity. As a graduate student and member of the university community, you are expected to display the highest standards of academic and personal integrity.

Here are some resources to help you better understand your responsibilities:

- [Academic Honesty](#)
- [Academic Integrity Training](#) - Open to all graduate students at no cost
- [Plagiarism](#)

## Introduction

Upon admission to the College of Business Administration PhD program, the student will work closely with faculty who will assist the student in setting up an individualized plan of study, help students understand the process of completing a graduate education at UCF, provide information on resources that will help them develop academically and professionally, and define all expectations required to complete the degree program. This handbook also serves as a reference tool to guide graduate students through their graduate program and help students stay on track for degree completion. If you have questions that are not answered in this handbook, consult your Doctoral Program Coordinator or your Academic Advisor.

## Curriculum

Please visit the [Graduate Catalog](#) to see the current curriculum for our program.

## Timeline for Completion

Most students will complete their coursework with full-time enrollment (required) in the first two years of the program. Summer courses usually consist of research hours, readiness or candidacy exams.

Students are admitted to candidacy after satisfying all general degree requirement coursework and passing the candidacy exam. After admission to candidacy, the student will be continuously enrolled full-time in dissertation hours (including summer) for the remainder of their program, up to a total of four years with support by the College.

A fifth year of support may be available to those students who have defended their dissertation proposal and are making significant progress toward their final defense. The program must be completed in seven years.

# Examination Requirements

## Readiness Exam

Students must successfully complete a readiness exam in the first summer.

## Candidacy Exam

After the completion of all required coursework, students must successfully complete a candidacy exam that includes both written and oral portions. A student will be allowed to retake the exam one time. When the student passes the candidacy exam, they will be eligible to enroll in dissertation hours (MAR 7980). Students must have the candidacy and dissertation advisory committee documentation received and processed by the College of Graduate Studies prior to the first day of classes for the term in order to enroll in dissertation hours for that term.

## Dissertation Proposal Examination

After the student passes the candidacy exam, they are eligible to defend a written dissertation proposal in an oral examination before their dissertation committee.

## Dissertation Defense Examination

The final defense of the successful dissertation will require an oral examination that concentrates on, but is not limited to, the student's dissertation defense.

## SPEAK Exam (for international students only)

Students who are non-native speakers of English and do not have a degree from a U.S. institution must pass the SPEAK test before they will be permitted to teach as Graduate Teaching Associates (position code 9183) or Graduate Teaching Assistants (position code 9184). The SPEAK test is not required for students who will be appointed as a Graduate Teaching Grader (position code 9187). Additional information including how to register for the test can be accessed through the GTA Information section of the [College of Graduate Studies website](#).

# Thesis or Dissertation Requirements

## Program Guidelines on Dissertation Research

A dissertation is required of all PhD students. Dissertation students are encouraged to be proactive throughout the research process. Effective planning, awareness and use of resources and communication with dissertation committee and other faculty and staff can greatly enhance the dissertation experience and document.

Dissertation Defense Exam: An oral presentation and defense of the final dissertation before the student's advisory committee must be satisfactorily completed before graduation from the PhD program can occur.

## University Dissertation Requirements

The College of Graduate Studies [Thesis and Dissertation page](#) contains information on the university's requirements for dissertation formatting, format review, defenses, final submission, and more. A step-by-step completion guide is also available on [Thesis and Dissertation Services](#) Site.

All university deadlines are listed in the [Academic Calendar](#). Your program or college may have other earlier deadlines; please check with your program and college staff for additional deadlines.

### The following requirements must be met by dissertation students in their final term:

- Submit a properly formatted file for initial format review by the format review deadline
- Submit the Thesis and Dissertation Release Option form well before the defense
- Defend by the defense deadline
- Receive format approval (if not granted upon initial review)
- Submit signed approval form by final submission deadline
- Submit final dissertation document by final submission deadline

Students must format their dissertation according to the standards outlined in [Thesis and Dissertation Webcourse](#). Formatting questions or issues can be submitted to the Format Help page in the [Thesis and Dissertation Services](#) site. Format reviews and final submission must be completed in the [Thesis and Dissertation Services](#) site. The Dissertation Approval Form is also available in the Thesis and Dissertation Services site.

The College of Graduate Studies offers several thesis and dissertation [Workshops](#) each term. Students are highly encouraged to attend these workshops early in the dissertation process to fully understand the above policies and procedures.

The College of Graduate Studies thesis and dissertation office is best reached by email at [editor@ucf.edu](mailto:editor@ucf.edu).

## Annual Review

Students must complete the College of Graduate Studies annual review process before the end of each Spring semester.

### Professional Conduct

Students are expected to adhere to the rules and regulations as stipulated by the University of Central Florida and the PhD Program handbook. Professionalism encompasses behaviors and qualities that are expected of graduate business students in both the academic setting and in the business world. University of Central Florida PhD degrees begin at the time of program application; therefore, professional conduct is assessed from that point forward.

Attendance, timeliness, and attire are all reflections of professionalism. In the assessment of professionalism, instructors and program administrators will consider each student's conduct; the quality of interactions; tone of oral and written communication; language; meaningful engagement in all aspects of the program; and substantive contribution to class discussions. Students who are in violation of these behaviors will be counseled and reminded of UCF/EDC expectations. In such events, the faculty or program administrators may conclude that the student is not able or willing to demonstrate an acceptable standard of professionalism. Repeated disregard or violation of these behaviors will lead to dismissal from the program. Some of the criteria by which a student's professional demeanor is measured are below.

- **Civility:** Students are expected to behave in a respectful and courteous manner to instructors, fellow students, guest speakers, college and university administrators, and UCF Staff. Examples of respectful behavior include but are not limited to modulated tone of voice; professional language that avoids inappropriate, vulgar, or foul expressions; maintaining control of emotions and avoiding threatening or bullying behaviors; respect

for others' personal space; respect for UCF property; refraining from distracting and disruptive behaviors while on campus (or other UCF campuses), in hallways and in classrooms; and a generally civil demeanor.

- **Attendance:** It is required for students to attend each lecture and comply with the instructor's attendance policy as stated in the course syllabus.
- **Timeliness:** Students are expected to regularly arrive in class on time and to comply with each instructor's tardiness policy as stated in the course syllabus.
- **Use of Technology:** The use of computers, cell phones, or electronic devices during class that are unrelated to course activities or not permitted by instructors (i.e., web searches, IMs, etc.) is considered unprofessional.
- **Use of Electronic Media:** As per Florida Law (§ 934.03) it is illegal to audio or video record any interaction with another individual without their explicit consent. This includes lectures, meetings with instructors, meetings with fellow students, or any situation involving UCF personnel.
- **Professional Attire:** Refers to a minimum of business casual that may include pants, khakis, dress shirts, skirts, dresses, and jeans free of rips/tears/fraying that are neat and clean. Note that clothes that are revealing (plunging necklines, tank tops, open midriffs, short skirts/shorts, sheer fabrics); offensive T-shirts; sweatpants, leggings, workout clothes; thongs/flip-flops/Croc-like sandals; and overpowering perfumes/colognes can be distracting or annoying to others.
- **Guest Speakers / Presentations:** The PhD Program may invite guest speakers. Students in the program must demonstrate professional conduct, respect, and appreciation for these professionals' donation of their time to enrich students' educational experiences. Students are expected to arrive to class on time and be attentive as a sign of appreciation for their time. Professional business attire is required when guest speakers are present.

### Grading Policies and Expectations

Each student's academic progress is reviewed by both the College of Business and the College of Graduate Studies each semester. Students who have not met conditions or restrictions of their admission may be prohibited from further study in the program. Additionally, students who have not performed to academic standards of the program or university will be placed on Probationary Status or Dismissed from the program.

In accordance with the College of Graduate Studies' Policies and with the minimum university standards for satisfactory performance to continue graduate study, the College of Business graduate programs maintain the following requirements for all business graduate students:

- Students must maintain a GPA\* of at least 3.0 or higher in order to maintain regular graduate student status, receive financial assistance, and qualify for graduation.
- Students are not permitted to get more than two "C" grades (C, C+, C-).
- A course in which a student has received an unsatisfactory grade may be repeated with program approval; however both grades will be used in computing the GPA. The opportunity to re-take courses is at the discretion of the College of Business.

### Grade Policy comparison Chart

	College of Graduate Studies Grade Policies	College of Business Grade Policies
<b>GPA</b>	3.0 minimum GPA; <3.0 will be put on Academic Probation	3.0 minimum GPA; <3.0 will be put on Academic Probation
<b>Academic Probation</b>	9 credit hours of Academic Probation	9 credit hours of Academic Probation
<b>"D" and "F" grades</b>	Unsatisfactory grade; Course may be repeated with program approval	Unsatisfactory grade; Cause for dismissal

<b>“C” grades</b>	Maximum of 6 credits of “C” grades usable towards degree program	Maximum of 6 credits of “C” grades usable towards degree program; more than 6 credit hours is cause for dismissal
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### Probation and Dismissal Policy and Process

Probationary Status in the PhD programs means that the student is at risk (academic, professional, or ethical) within the program. A student cannot graduate from the PhD program while on probationary status.

A student may be placed on Probation if any of the following occur:

- Academic Probation: Per College of Graduate Studies’ policy, if the graduate status GPA falls below the required 3.00, the student will have 9 credit hours to bring the GPA above a 3.00 in order to have the Academic Probation removed. Students will receive notice in writing from the College of Graduate Studies.
- Conduct Probation: Any minor violation of the aforementioned professional conduct expectations. The severity of violation will be determined by the procedures outlined in the following section.

Conduct Violation Process:

1. If a violation of a conduct policy occurs, it will be reported to the Program Coordinator. This will be submitted in writing and shared with the Associate Dean.
2. PhD Program Director (and Graduate Programs) will evaluate the matter and determine an appropriate course of action ranging from written warning to convening the Doctoral Program Review Committee (DPRC) for evaluation to immediate dismissal based on the egregiousness of the violation.
3. If the DPRC is convened, member will discuss the student’s academic progress and/or professional conduct when concerns arise and recommend appropriate action based on the severity of violation up to and including program dismissal.

### A student may be dismissed if any of the following occur:

The following may be grounds for dismissal from the PhD programs.

- Receiving a “D” or “F” grade in a course listed as a part of the program’s curriculum. The student will be summarily dismissed from the program at that time.
- Failure to achieve  $\geq 3.0$  GPA after 9 credit hours of Academic Probation.
- Receiving more than 6 credit hours of “C” grades. Exceeding this limit is reason for dismissal from the program.
- Cheating: Which includes plagiarizing of materials from previously published sources or previously submitted course assignments. Students will not discuss the content of written or oral examinations until cleared to do so by the course instructor. See Golden Rule, UCF’s Student Handbook- Rules of Conduct.
- Unprofessional behavior: Behavior that is inconsistent with the aforementioned expected professionalism or failure to correct unprofessional behavior as defined by the PhD handbook is grounds for dismissal from the Program. This includes failure to attend classes or excessive unexcused absences, or repeated lateness.

\*all references to GPA refers Graduate Status Grade Point Average. A graduate status GPA will be calculated based on the graduate courses taken at UCF since admission into each degree or certificate program. See UCF Graduate Catalog for more information: <http://catalog.ucf.edu/content.php?catoid=4&navoid=201#grade-system>

## Teaching Requirements

The requirements for the teaching component of the doctoral degree will be developed with the PhD Coordinator and Department Chair based on the student's experience. Normally, this requirement will be satisfied through teaching a minimum of three credit hours of class instruction under the direct supervision of a faculty member. As appropriate, students will also be required to attend teaching development workshops and seminars.

## Graduate Research

UCF has three fundamental responsibilities with regard to graduate student research. They are to (1) support an academic environment that stimulates the spirit of inquiry, (2) develop the intellectual property stemming from research, and (3) disseminate the intellectual property to the general public. Students are responsible for being informed of rules, regulations and policies pertaining to research. Below are some general policies and resources.

**Research Policies and Ethics Information:** UCF's Office of Research & Commercialization ensures the UCF community complies with local, state and federal regulations that relate to research. For policies including required Institutional Review Board (IRB) approval when conducting research involving human subjects (e.g. surveys), animal research, conflict of interest and general responsible conduct of research, please see the website: [research.ucf.edu/](http://research.ucf.edu/) > Compliance.

**UCF's Patent and Invention Policy:** In most cases, UCF owns the intellectual property developed using university resources. The graduate student as inventor will according to this policy share in the proceeds of the invention. Please see the current UCF Graduate Catalog for details: [catalog.ucf.edu/](http://catalog.ucf.edu/) > Policies > General Graduate Policies.

## Financial Support

Financial support comes from both the College of Business Administration and the College of Graduate Studies.

For information regarding financial support specifically for graduate students in the business discipline visit the [College of Business website](#).

## Graduate Teaching Assistants

The current financial package for a GTA is a 12-month employment contract from the College of Business Administration for \$25,000. In addition, the student receives full tuition remission from the College of Graduate Studies (but is responsible for local fees) and individual health insurance. The student is supported for four years (with a fifth year option for those students who have defended their dissertation proposal and are making significant progress toward their degree). For assuring timely receipt of financial support, be sure to sign assistantship agreements at least one month before Fall (or Summer) courses begin and register early for classes in time to process tuition remission.

International students who are required to take the SPEAK exam must successfully pass the exam before they can have any student contact, and to be able to remain a PhD degree-seeking student.

Other important financial websites:

- [catalog.ucf.edu/](http://catalog.ucf.edu/) > Financial Information
- [finaid.ucf.edu](http://finaid.ucf.edu)
- <http://www.global.ucf.edu> > Employment and Taxation

For additional details regarding financial support for graduate students in the discipline visit the [Scholarships webpage](#) on the College of Business Administration website.

## Graduate Student Associations

The Graduate Student Association (GSA) is UCF's graduate organization committed to enrich graduate students' personal, educational and professional experience. To learn more or get involved, please visit [facebook.com/groups/UCFgsa/](https://facebook.com/groups/UCFgsa/). For individual department or graduate program organizations, please see program advisor.

For a list of student organizations associated with the College of Business Administration visit the [Student Organizations webpage](#).

## Professional Development

A graduate student's professional development goes beyond completing course work, passing exams, conducting research for dissertation, and meeting degree requirements. Professional development also involves developing the academic and non-academic skills needed to become successful in the field of choice.

Professional development is gained through the close mentorships developed with faculty during the course of the program. In addition, faculty and administration regularly provide development events such as guest speakers, research talks, and practice interview sessions. It is essential that all PhD students attend these events. The faculty contributing to the PhD program both expect and require full participation from all students.

Students are highly encouraged to submit research manuscripts for publication in conference proceedings. Presenting papers at these conferences is an integral means by which students are acculturated into their discipline. Funding can be requested through the department or the College of Graduate Studies.

GTA Training and Preparing Tomorrow's Faculty Program, sponsored by Faculty Center for Teaching and Learning: [ftl.ucf.edu/index.php](http://ftl.ucf.edu/index.php).

Career Services: [career.ucf.edu/](http://career.ucf.edu/).

Experiential Learning: [explearning.ucf.edu/](http://explearning.ucf.edu/).

## Pathways to Success Workshops

Coordinated by the College of Graduate Studies, the Pathways to Success program offers the following free development opportunities for graduate students including workshops in Academic Integrity, Graduate Grantsmanship, Graduate Teaching, Personal Development, Professional Development, and Research. For more information and how to register, please visit [graduate.ucf.edu/pathways-to-success/](http://graduate.ucf.edu/pathways-to-success/).

## Graduate Research Forum

The Research Forum will feature poster displays representing UCF's diverse colleges and disciplines.

The Research Forum is an opportunity for students to showcase their research and creative projects and to receive valuable feedback from faculty judges. Awards for best poster presentation in each category will be given and all participants will receive recognition.

The College of Graduate Studies and the Graduate Student Association invite all UCF students, community, and employers to attend the Graduate Research Forum. For more information, contact [researchweek@ucf.edu](mailto:researchweek@ucf.edu).

## Graduate Excellence Awards

Each year, the College of Graduate Studies offers graduate students who strive for academic and professional excellence the opportunity to be recognized for their work. The award categories include the following:

- Award for Excellence by a Graduate Teaching Assistant
- Award for Excellence in Graduate Student Teaching
- Award for the Outstanding Dissertation

For the nomination process and eligibility criteria, see [graduate.ucf.edu/awards-and-recognition/](http://graduate.ucf.edu/awards-and-recognition/).

## Other

Students should take opportunities to present a poster or a topic of research at a conference. To obtain financial support to present at a conference (other than through your program) or to engage in comparable creative activity at a professional meeting, visit the Graduate Travel Fellowship section at [graduate.ucf.edu/funding/](http://graduate.ucf.edu/funding/).

For information about the Council of Southern Graduate Schools (CSGS) thesis and dissertation awards, see their website: [csgs.org/](http://csgs.org/) > Awards.

For grant-proposal writing resources: [uwc.cah.ucf.edu](http://uwc.cah.ucf.edu).

## Job Search

UCF's Career Services department offers a wide range of programs and services designed to assist graduate students. These services include evaluation and exploration of career goals, preparation for the job search and job search resources. To learn more, visit their website at [career.ucf.edu/](http://career.ucf.edu/).

For career management and job placement services specifically for business graduate students, visit the [Office of Professional Development](#) webpage on the College of Business Administration website.

## Forms

- [College of Graduate Studies Forms and References](#)  
A complete listing of general forms and references for graduate students, with direct links, may be found here.
- [Graduate Petition Form](#)  
When unusual situations arise, petitions for exceptions to policy may be requested by the student. Depending on the type of appeal, the student should contact his/her program adviser to begin the petition process.
- [Traveling Scholar Form](#)  
If a student would like to take advantage of special resources available on another campus but not available on the home campus; for example, special course offerings, research opportunities, unique laboratories and library collections, this form must be completed and approved.

## Useful Links

- [Business Administration PhD Website](#)
- [College of Business Administration Website](#)
- [College of Graduate Studies](#)
- [Academic Calendar](#)
- [Bookstore](#)
- [Campus Map](#)
- [Counseling Center](#)

- [Financial Assistance](#)
- [Golden Rule Student Handbook](#)
- [Graduate Catalog](#)
- [Graduate Student Association](#)
- [Graduate Student Center](#)
- [Housing and Residence Life](#)
- [Housing, off campus](#)
- [Knights Email](#)
- [Library](#)
- [NID Help](#)
- [Pathways to Success](#)
- [Recreation and Wellness Center](#)
- [Shuttles Parking Services](#)
- [Student Health Services](#)
- [Technology Services](#)
- [Thesis and Dissertation \(ETD\)](#)
- [UCF Global](#)
- [University Writing Center](#)

## Grad Faculty

**Asterisk** = has previous committee experience, which qualifies the person to serve as chair, co-chair or vice chair.

### **Bhardwaj, Pradeep \***

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**Stock, Axel \***

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