



Professional Doctorates: A Tool for Sustainability and Inclusive Postgraduate Culture?

This presentation is an analysis of how academic institutions consider professional doctorates to be a doorway and tool for sustainability and inclusive postgraduate culture in their approach to institutional transformation in building inclusive and equitable communities.

Who am I? – A British / German PhD Research Candidate: Doctor of Business Administration – University of Bath.

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Present-day European universities often appear to be stuffy, old-fashioned, and out of touch.

In the struggle between “town and gown,” universities face growing pressure

Do we have a mission statement? What, how and why?

As a different approach to postgraduate learning and teaching, a new type of doctorate is required.



A photograph of a man's face, which is almost entirely obscured by numerous yellow and blue sticky notes. The notes contain various handwritten reminders and symbols, such as "TAKE A BREAK", "\$\$", "OFF LINE", "STOP", "BREATHE", "WAIT A MINUTE", "EAT", "Chill", "Don't", "Decide", "Check off", and several checkmarks. Some notes also feature small drawings, like a house or a skull. The background is a plain, light-colored wall, also decorated with scattered sticky notes. The entire image is framed within a dark green oval border.

In industry, change is challenging but important.

Adapt.

Adjust.

Or perish.

e.g. Brexit, university
visa scandals, Kodak
(US), Woolworth (UK),
Karstadt (DE), and
Schlecker (DE)

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- The academic world is no different
 - University administrators usually have a policy for organisational change but fear
 - Inadequate Training
 - Overestimation of demand and growth
 - Poor communication
 - ignoring academic quality concerns
- tend to take a toll

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The academic world is not an island ...

- An over-focus on revenue growth

Leaders don't always know what they need

- Promote prestige projects rather than sustainability

White papers and government policy

- The changes are too fast

Money! Money! Money!

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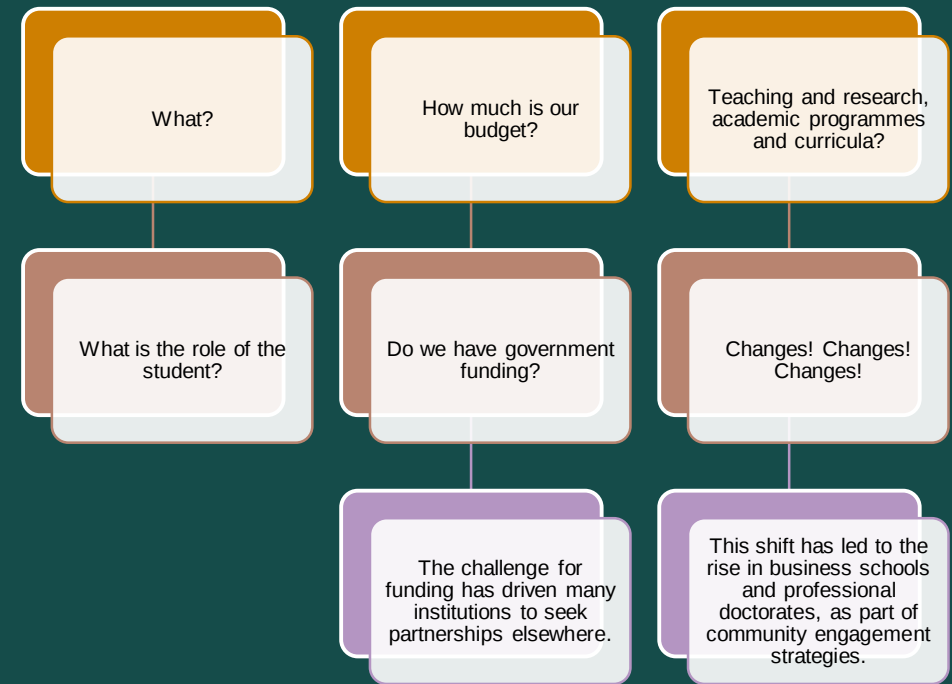
1. Change in academia is difficult, unwelcome, or met with resistance.

2. Scholars often need persuasion as to why change needs to be done.

3. Why should we? / Who do you think you are?

4. Training, mentoring, support strategies, and rigorous planning are essential to the beginning of any type of successful institutional change, in breaking new ground for all.

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- Why?
- The floodgates opened with doctorates by publication / portfolio, doctoral training partnerships and professional doctorates.
- Doctorates such as Doctor of Engineering, Doctor of Education, Doctor of Professional Studies, Doctor of Business Administration, etc. sprang up seemingly everywhere, to meet, supply and satisfy the service of filling such a gap.



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- How?
- Via the growth of English as a medium of instruction in European postgraduate programmes, because a traditional doctorate no longer meets the needs of scholars, who want to contribute to research, and focus on relevant issues in industry, business, politics or government, that could only be studied outside the classroom.

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What again?

My DBA course was delivered in a two-year (on campus) residential programme, presented through residential seminars, and a research thesis segment expected to be finalised within an established time-frame.

A professional doctorate - defined as a post-graduate degree focused on applied business and management research, targeted at academic professionals who are looking to address practical real-life business situations, while at the same time also advance, improve, and widen, individual professional practice.

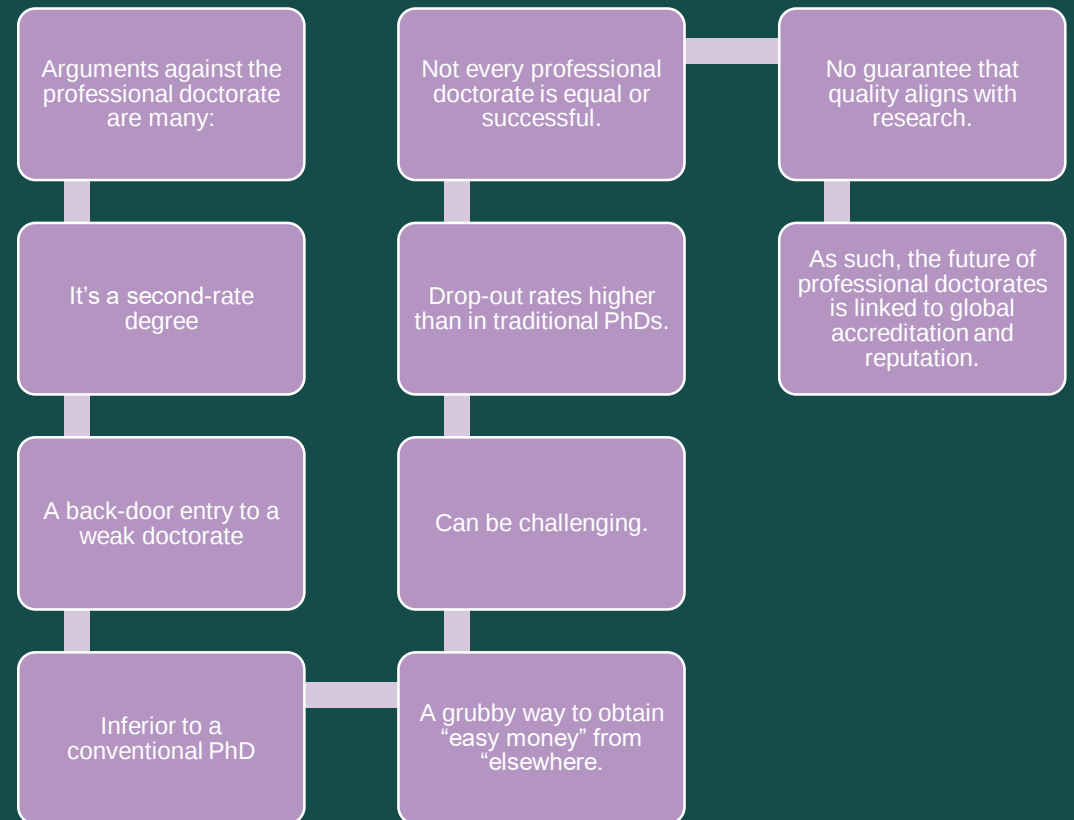


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- What a professional doctorate isn't?
- It isn't a traditional research degree nor a taught programme, but a research professional one.
- It also isn't a degree for "students" in the true sense of the word, but a qualification for doctoral candidates who choose to put themselves into an environment of learning with quality course design, good structure, student support, defined research methods and highly motivated students.



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Professional doctorates are unique and offer prospect of choice.

In German-speaking countries, it's the norm to choose postgraduate study in maths, natural science, engineering, business or economics, that would lead to a career in industry, rather than in academia.

It's essential to obtain original contribution to research in the workplace, and not by theory alone.

Hence the high demand in professional doctorates in the DACH nations of Germany, Austria and Switzerland.





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- Concepts and Key Literature
- I drew upon conceptual framework and bodies of literature in institutional transformation, critical management studies, change management, industry risk aversion, and organisational change. Factors that investigate management practices in the real world.

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- Summary
- The goal of the professional doctorate is to strengthen the role of academics in collaborating and connecting to society around us
- To meet the needs of a society that values inclusion and diversity, universities and HE institutions must transform
- And include postgraduate researchers who want to participate in important studies on questions and subject matters. that can't only be solved in the classroom.



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Conclusion - Professional doctorates have a role to play.

Professional doctorates are a key framework that provide a method for inclusive postgraduate culture as a tool for academic sustainability. In the struggle for competitive talent, limited resources, government impact and global economic instability, is the increase in professional doctoral / PhD programmes, a strategic way for universities to create sustainable teaching and learning business models?

Is the increase in professional doctoral / PhD programmes, a way for universities to create sustainable teaching and learning business models? Absolutely!

Absolutely!

References

To close, why did I choose to do a professional doctorate at the University of Bath? Well, it's a small rural-urban university near London with heritage, close to business, industry and commerce.

I hope I have been able to show my reflections on how the professional doctorate approaches inclusiveness, and sustainability in transforming postgraduate cultures as a new method of learning.

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Any questions?
Thank You!

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