Ph.D. in Strategic Management

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What is Strategic Management?

- Strategic Management concerns explaining and predicting inter-firm performance differences (competitive advantage) using the scientific method.
What is Strategic Management?

- Explaining and predicting inter-firm performance differentials, example:
  - Why is VW outperforming all the other car manufacturers (stock returns 12/07-10/08)?
    - VW +87.1%
    - Audi –22.1%
    - BMW –43.1%
    - Ford –56.%
    - Porsche –60.0%
    - Mercedes –62.4%
    - GM –70.1%
What is Strategic Management?

• Explaining and predicting performance differentials, example:
  • Why is Michael Phelps outperforming everyone else?
Why is Apple outperforming Dell?
Why is Apple outperforming Dell?
Strategic Management

- Strategic Management is a multi-disciplinary field, but informed by social science disciplines
  - Economics
  - Sociology
  - Psychology
Student’s Perspective*

- Transforms the raw materials of one’s current research interests into rigorous, cutting edge papers that withstand scrutiny in any setting.

* Thanks to Nicola McCarthy, Presidential Fellow, 2nd year strategy PhD student
Student’s Perspective

- An atmosphere of critical support with faculty that settles for nothing but the best
Balance between Qualitative and Quantitative courses with leeway for specialization, ones student’s course selection was as follows

- First Semester:
  - Microeconomics
  - Organizational Behavior
  - Discrete Economics

- Second Semester:
  - Strategic Management
  - Game Theory
  - Econometrics
Student’s Perspective

- Balance between One’s own academic interests and coursework
- Working one to one with faculty in lieu of course work
Student’s Perspective

- Balance between study and personal life
Student’s Perspective

- Exposure to thought leaders in the field of Strategy both within and without Georgia Tech (via conferences)
Student’s Perspective

- A strong focus on innovation

- Opportunities for funding from sources within and without GA Tech (e.g., National Science Foundation, Kauffman Fellow, Presidential Fellow)
Student’s Perspective

- Opportunities to publish early in the program
  - Industrial and Corporate Change
  - Organization Science
  - Research Policy
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