

The PhD Project Announces Recipient of Inaugural Melvin and Patricia Stith Marketing Dissertation Grant, Monique Bell

March, 2013- The PhD Project is proud to announce the first recipient of the Melvin and Patricia Stith Marketing Dissertation Grant, Monique Bell, who is defending her dissertation titled, “Self-Enhancement and Self-Transcendence Organizational Values’ Effects on Customer Satisfaction and Corporate Reputation” at Drexel University. Her dissertation co-chairs are Dr. Hyokjin Kwak, Associate Professor, and Dr. Pravin Nath, Assistant Professor, both of Drexel University LeBow College of Business, Department of Marketing. Established in 2012, the \$10,000 grant is intended to help African-American, Hispanic-American, and Native American doctoral students during their dissertation process.

“I am very thankful for the Stith Marketing Dissertation Grant, which has enriched my dissertation by allowing me to refine my operationalizations and measurements by using additional software and enlisting research assistants,” said Bell. “In short, the grant provides me the time and resources to perform more robust research and develop a more meaningful story.”

When Ms. Bell receives her PhD, she will become one of **only 171 African-American, Marketing business school professors in the U.S., most of whom have become professors since The PhD Project was created in 1994.** The Project's vision is to diversify corporate America by increasing the number of minority business professors (African-American, Hispanic-American and Native American), who attract more minority students to study business in college.

“We decided to create this grant because it represents our life work,” said Melvin T. Stith, PhD, Dean of the Whitman School of Management, Syracuse University. “Assisting students to reach their goals is very important. Also, during their PhD program, a little extra financial support can make a big difference in a student’s life.”

The PhD Project, a 501(c) (3) organization that the KPMG Foundation founded in 1994, recruits minority professionals from business into doctoral programs in all business disciplines. Since its inception, The PhD Project has been responsible for the increase in the number of minority business professors from 294 to 1,172. Further, 362 minorities are currently enrolled in doctoral programs, and will take a place at the front of the classroom over the next few years. The Project attacks the root cause of minority under-representation in corporate jobs: historically, very few minority college students study business as an entrée to a corporate career. Diversifying the faculty attracts more minorities to study business and better prepares all students to function in a diverse workforce.

In order to apply for this scholarship, applicants must be African-American, Hispanic-American, or Native American; U. S. citizen or a permanent resident of the United States (possess a green card); must have completed all course work, passed all required preliminary examinations, and received approval for their dissertation proposal. The deadline for the 2013 grant application is May 1st.

For more information and to complete the application, visit <http://phdproject.ning.com/page/funding-1> or contact tperino@kpmg.com.

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For more information on The PhD Project, and to view videos about the impact it is having, visit <http://phdproject.org/inthenews.asp> or contact Lisa King at 646-234-5080 or lisak@mediaimpact.biz.