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**Ramapo College of New Jersey Hires PhD Project Professor,
Dr. Roberto Saldivar**

Montvale, NJ- The PhD Project, an award-winning program to create a more diverse corporate America, announces that Project participant, Dr. Roberto “Bobby” Saldivar, successfully defended his dissertation titled, “ *Consumer Evaluations of Corporate Social Responsibility: New Insights from the Expectancy Confirmation/Disconfirmation Paradigm.*” **Dr. Saldivar received his Ph.D. from University of Texas-Pan American and has joined the faculty at Ramapo College of New Jersey.**

Dr. Saldivar is one of only 29 male, Hispanic-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.

“Dr. Saldivar has succeeded in the very difficult endeavor of becoming a business school professor,” said Bernard J. Milano, President of The PhD Project and president of the KPMG Foundation, founder and lead Sponsor of the program. “He has demonstrated dedication, hard work and intelligence in joining the rapidly growing ranks of minorities choosing to influence the next generation of business leaders as college professors. The PhD Project takes great pride in his achievements, and looks forward to following his success throughout his career.”

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 1,269. Further, 308 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.

Each year, highly qualified professionals who are considering leaving their careers to enter doctoral programs in business are invited to The PhD Project Conference where they hear from deans, professors and current minority doctoral students about the benefits of pursuing a business Ph.D. Conference participants are provided with the tools and resources they need for the application/admission process to doctoral programs. Once they enter a program, every minority business doctoral student in an AACSB accredited U.S. business school becomes a member of one of The Project’s five (accounting, finance, information systems, marketing and management) Doctoral Student Associations (DSAs). Each year, The Project holds a Conference for each of the five DSAs where the doctoral students come together forming a strong support network while receiving important tools to help them navigate their doctoral programs.

Dr. Saldivar is a member of The PhD Project Marketing Doctoral Students Association. Dr. Jerome Williams, Rutgers University served on his dissertation committee and also is a faculty member of The PhD Project Marketing Doctoral Students Association.

The PhD Project has received ongoing support from its sponsoring companies, participating universities and organizations, and supply alliance members. Its founding organizations in addition to the [KPMG Foundation](#), are the [Graduate Management Admission Council](#), [Citi Foundation](#), [AACSB International](#). The leading corporations, foundations and associations funding it include: over 285 participating universities, [AICPA Foundation](#), [DiversityInc](#), [The Merck Company Foundation](#), [Dixon Hughes Goodman LLP](#), [Rockwell Collins](#), [Wal-Mart Stores, Inc.](#), [American Marketing Association](#), [John Deere Foundation](#), [CIGNA](#), [ADP](#), [Edison International](#) (on behalf of the [California State University System](#)), [Lincoln Financial Group](#), [Aerotek/ TEKsystems \(operating companies of Allegis Group\)](#), [3M](#), [American Accounting Association](#), [The Hershey Company](#), [VMware](#), [Academy of Management](#) and [NASBA](#).

For more information on The PhD Project, visit: <http://www.phdproject.org> or contact Lisa King at 646-234-5080 or lisak@mediainpact.biz. Connect with our members at www.MyPhDNetwork.org; Visit us on Facebook at <http://www.facebook.com/thehdproject>; Follow us on Twitter at www.twitter.com/ThePhDProject.