

Why do a Doctor of Business Administration (DBA)?

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The question often posed - what is the difference between - a PhD in Business, and a DBA. In brief – the PhD (with its focus on business) is essentially a theoretical approach whereas the DBA is applied. The DBA is a most useful qualification for those seeking to improve a business operation by a careful consideration of the theoretical aspects of business administration – but with a clear mandate to apply this learning to an existing or future business opportunity.

The advantages of the DBA are worth consideration – and hopefully illuminate why do one in the first place.

Credibility

Without doubt the completion of a DBA will enhance the successful candidate's credibility in a crowded market. The MBA (traditionally the ticket to business success) can be overshadowed by the top end award. It is the highest level of achievement in this space – and will certainly enhance credibility and perception. A doctorate – often referred to as 'the ticket' is a most valuable asset.

Career opportunities

Given the diversity of the business and business education worlds additional career opportunities are inevitable with the high-end qualification. This is especially so if the candidate chooses wisely – and focusses on a key area (preferably emerging) and gains high end expertise – both theoretical and practical – in that space providing additional career options from those currently in play. When applying for leadership and senior management positions – the DBA will help the candidate move to the top of the pile of applicants – so to speak.

Opportunity for promotion

There is no question that the quality of the award will enhance career opportunities and likely promotion within the existing organization - if preferred. Most businesses and/or institutes encourage staff to engage in both scholarship and professional development. Doing the award serves both purposes – but the additional opportunity to complete

scholarly activities along the journey cannot be underestimated. Many institutions – especially large ones – like the idea of promoting and recruiting from within – given the candidate is current, credible and qualified.

Increased salary/income

Along with additional career opportunities, advancement and promotion increases in salary and income is also inevitable. Highly skilled and qualified staff deserve to be rewarded – and often are on completion of additional qualifications.

Scholarship and Research

The process of working on a DBA provides the opportunity to become involved in scholarship and research. Scholarship is a prime element of the DBA process – including publications – which in turn enhances the profile of the candidate. It is likely, by the end of the process, the candidate will be extremely well informed and have a most satisfactory resume in the very process.

The DBA provides ample opportunity for a deep exploration of the field of business management/administration; the chance to utilize both quantitative and qualitative methodologies; and the likelihood to 'stand out' in the industry – whether this be business or business education

Emeritus Professor Greg Whateley recently retired from the position of Deputy Vice Chancellor (UBSS) and Chief executive (GCA)