

College of Business Thought Leadership

As an AACSB-accredited school, the College of Business at Northern Michigan, has chosen to emphasize two areas of **Thought Leadership**. Scholarship in these two areas will be emphasized when making resource allocation decisions, making awards, and when engaging in activities with external stakeholders. Both of these areas are directly link to both the mission of Northern Michigan University as well as the Mission of the College of Business and emphasized in the college's strategic plan.

1. Scholarly work that supports the regional business and economic environment.

Examples of this type of scholarship includes, but is not limited to, the following:

- An article published in an acceptable journal that is a topic of interest to the regional business and economic environment.
- Research grants or contracts received whose purpose is to help the regional business and economic environment.

2. Scholarly work that improves Teaching and Learning. Examples of this type of scholarship includes, but is not limited to, the following:

- An article published in an acceptable journal whose mission/title indicates it is related to educational scholarship.
- A published case.
- Publications with students.
- Open access educational material adopted by other institutions