

Gibson D. Lewis Center for Business Research and Economic Development
Assessment Plan Summary

Gibson D. Lewis Center for Business Research and
Economic
Development

Build COBA Image

Goal Description:

To enhance COBA image by providing service to COBA external constituents.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Publish Economic Impact Studies

Performance Objective Description:

The staff of the Gibson D. Lewis Center for Business and Economic Development intends to publish research that measures the economic impact of various economic events and/or entities.

RELATED ITEM LEVEL 2

Economic Impact Studies

KPI Description:

The Gibson D. Lewis has the skilled personel who are capable of performing economic impact studies.

RELATED ITEM LEVEL 1

Publish Journal Of Business Strategies

Performance Objective Description:

It is the intention of the Gibson D. Lewis Center for Business and Economic Development to publish two issues of the Journal of Business Strategies during the 2013-2014 academic year.

RELATED ITEM LEVEL 2

Journal Of Business Strategies Publication

KPI Description:

The Journal of Business Strategies is a quality peer reviewed journal.

Promote Faculty Expertise

Goal Description:

To provide the means for COBA faculty to share its expertise.

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Publish College Of Business Administration Research

Performance Objective Description:

The intention of the Gibson D. Lewis Center for Business and Economic Development is to publish faculty research and/or pedagogical papers.

RELATED ITEM LEVEL 2

Working Papers

KPI Description:

Faculty research and/or pedagogical papers will be published in hard copy and made available on the Center website.

Support COBA Faculty

Goal Description:

To support the research efforts of the COBA faculty

RELATED ITEMS/ELEMENTS

RELATED ITEM LEVEL 1

Share Research

Performance Objective Description:

The Gibson D. Lewis Center for Business and Economic Development will engage in research activities to external and internal constituencies.

RELATED ITEM LEVEL 2

Research Forums

KPI Description:

Research forums are meetings of COBA faculty and/or other invited presenters where research findings and/or ideas are presented and feedback is provided by faculty and/or others in attendance.

RELATED ITEM LEVEL 2

Share Research

KPI Description:

The CBED website will provide a window for Center activities to external and internal constituencies.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

- 1.The Center will continue to cosponsor the Economic Seminars with the Department of Economics and International Business.
- 2.The Center will continue to publish the Journal of Business Strategies twice annually.
- 3.The Center will continue to look for opportunities the expand the use of the Implan software to determine the economic impact of various economic events.
- 4.The Center will find new ways to attract manuscripts for the Working Paper Series.