

GOAL 2:

Resource our world-class faculty to generate business insights that catalyze communities.



Research rigor is the heart and soul of business education.

We'll enhance our research commitment in four ways:

Develop a Research Excellence plan to provide the resources that unleash the power of our faculty.

Widen awareness of our premier research impact.

Capitalize on the geographic proximity to, and power of, the DFW business community.

Bring business insights into the classroom to prepare graduates to add value on Day One.



Neeley School
of Business



The successful realization of Goal 2 will mean:

We will provide the resources and the time for our faculty to conduct industry-shaping research.

We will tell the world about that research, bringing prestige to the TCU Neeley brand.

We will leverage the DFW business community to create applications for our research.

