

# Transcript of “Graduate programs: PhD Management (Services Management)”

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Video title: Graduate Programs: PhD Management (Services Management)

Date recorded: Fall 2016

Running time: 2 minutes 30 seconds

## Summary

This video’s focus is the PhD Management (Services Management) program at the University of Guelph. It features Director of the School of Hospitality, Food and Tourism Management Statia Elliot and PhD candidate Mychal-Ann Hayhoe who both discuss different aspects of the program and opportunities for its graduates.

## Transcript

### 00:00 – 00:02

[The video opens with title slide featuring College of Business and Economics logo and program name PhD Management-Services Management.]

### 00:02 – 00:15

[Cut to medium shot of Statia Elliot speaking in an outdoor setting. Camera angles alternate as she speaks.]

Statia Elliot: Our PhD program is really unique in North America. We have a stream in services management, and this allows students to enter our program who have a real interest in a career in academia.

### 00:15 - 01:07

[Cut to medium shot of Mychal-Ann Hayhoe speaking in a seminar room in front of a window. Camera angles alter as she speaks.]

Mychal-Ann Hayhoe: So, the PhD Management is interdisciplinary. It gives you strategies to influence the consumer, while drawing on information from many disciplines. [Visual cuts to footage of University of Guelph sign and returns to Mychal-Ann] A really amazing thing about being a student is that people seem to be willing to talk to you. You just say I'm a student, I'm a PhD candidate, or I'm a master's student, and they want to talk to you. You can set up cold calls or email people, and you get to talk to the busiest people, or people with the most interesting background information, and that student title really opens a lot of doors. [Visual cuts to footage of wide angle of Macdonald Hall and returns to Mychal-Ann] My advisory committee is made up of a member from the geography department, as well as someone from crop science and someone in marketing, and it is really great to get the different

perspectives in my committee, that everyone is coming together to focus on the issue of food sustainability and there's a lot of value that can be derived from that.

01:08 - 01:48

[Cut to Statia.]

Statia: Our vision as a college is leaders for a sustainable world, and this vision has really influenced our faculty, who are experts in research related to sustainability. A number of our PhD students are undertaking impactful research in the area of sustainability, whether it's looking at park planning at the new Rouge Valley Park in Toronto and how it can be more sustainable in its practices or issues related to food, from supply chain management to local food, the strain of sustainability flows through a lot of the students' research here.

01:48 - 02:28

[Cut to footage of "Food waste in the supply chain" being typed into a search engine on a computer, followed by footage of Mychal-Ann talking about her research.]

Mychal-Ann: I'm very interested in food waste, and why the food waste is occurring. I would like to track the products from the farm gate and follow that product all the way through the supply chain to the retailer. So, I'm ideally looking at the path that say one apple could travel from farmer to distributor, to processor to retailer. So, I'm hoping that I'll be able to derive common themes in my interviews with supply chain participants along the food supply chain, and common themes that I can apply management strategies to, in order to reduce the levels of waste that are occurring and make it easier for businesses to remove some of that food that is going into the waste stream.

02:28 - 02:30

[Cut to College of Business and Economics logo.]