



RESEARCH

TEXAS TECH

Rawls College of Business

Explore interdisciplinary centers advancing innovation, collaboration, and specialized business research initiatives across the college.

General:

[Free Market Institute](#)

The Free Market Institute at Texas Tech University advances research and teaching related to the free enterprise system and the institutional environment necessary for it to function well. The Institute promotes scholarship that crosses disciplinary boundaries, providing a forum that encourages and values discussion and rigorous debate regarding all aspects of free markets.

Finance:

[E.W. & J. David Williams Institute for Community Banking & Finance](#)

Complementing the Area of Finance, the Excellence in Banking Program, and the School of Banking, the institute seeks to be recognized nationwide for its sponsorship, support, development, and distribution of outstanding educational, research, outreach, and advocacy programs, materials, and communication focusing on finance generally, and community banking more specifically.

[John and Rachel Brownlee Center for Real Estate](#)

The John and Rachel Brownlee Center for Real Estate (Brownlee Center for Real Estate) at the Jerry S. Rawls College of Business supports a comprehensive commercial real estate program that bridges academics and industry to connect students and alumni for industry advancement. It provides academic programs, applied research, and professional experiences that engage students, leverage leading technologies, address industry challenges, and build market ready skills.

Management:

Alderson & Griffin Center for Family Business & Entrepreneurship

The Alderson & Griffin Center for Family Business & Entrepreneurship is a hub for advancing entrepreneurial thinking within family-owned enterprises. The Center empowers family business successors and leaders to innovate, adapt, and grow through tailored programming, applied research, and deep engagement with the Texas Tech ecosystem.

Institute for Leadership Research

Founded in 1988 by James G. (Jerry) Hunt, the Institute for Leadership Research (ILR) supports students and faculty in conducting the highest quality quantitative and qualitative research, both basic and applied, focused on leadership, management, and related issues. High-quality research forms the basis of our education and service objectives.

Marketing & Supply Chain Management

Center for Sales Excellence

The Center for Sales Excellence's mission is to advance the knowledge and professional practice of sales and customer relationship management by providing educational and research opportunities to students, faculty, and corporate professionals.