Transforming Business Education for Global Prosperity

Bill Glick

Immediate Past Board Chair, AACSB International

Former Dean, Rice University, Houston TX USA

6th International Business School Shanghai Conference (October 18, 2016)

COMMUNITIES WE SERVE

Americas • Asia Pacific • Europe, Middle East, & Africa

B-Schools

Students

Business

Society

MISSION

We foster engagement, accelerate innovation, & amplify impact in business education.

VISION

Transforming business education for global prosperity.

VALUES

Quality • Inclusion & Diversity • Global Mindset • Ethics • Social Responsibility • Community

AACSB INTERNATIONAL

AREAS OF STRATEGIC FOCUS

(LT) Leadership Team • (ELT) Extended Leadership Team

Quality Assurance & Quality Improvement (Accreditation)	AACSB Network	Advocacy & Awareness	Professional Development	Business Education Intelligence
Bob Reid (LT)	**Christine Clements** (LT) – Membership – Diversity & Inclusion	**Dan LeClair** (LT) **Al Renshaw** (ELT) – Marketing & Communications	**Dan LeClair** (LT) **Robyn Hall** (ELT) – eLearning & Seminars **Kelly Warhola** (ELT) – Conferences & Events	**Juliane Iannarelli** (LT)

ENABLERS

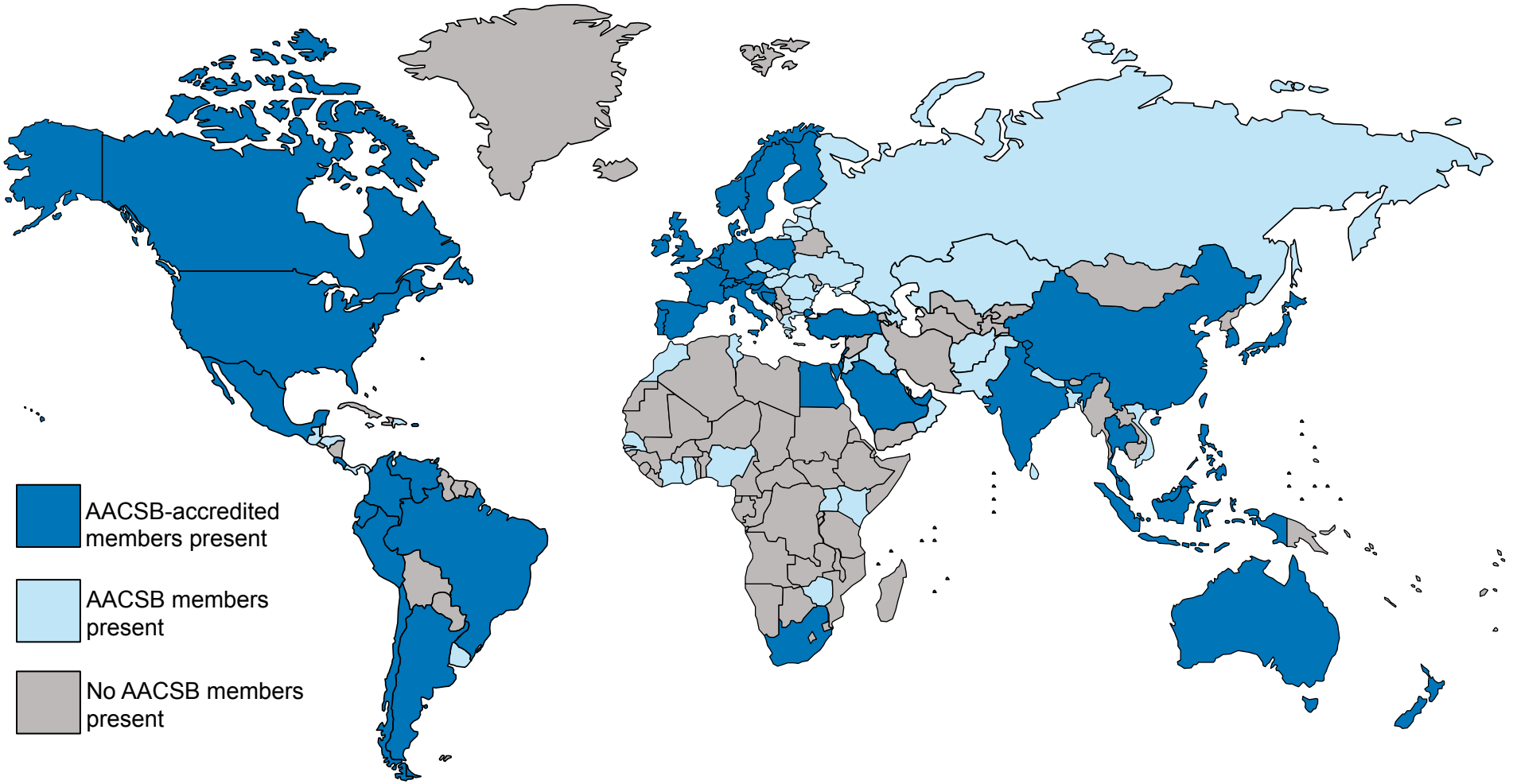
Talent	Finance	Governance & Operations	Strategic Planning	Technology
Jennifer McIntosh (LT) – Human Resources – Internal Diversity & Inclusion – Volunteer Training & Development	**Neil Bosland** (LT)	**Neil Bosland** (LT) **Pat Moser** (ELT) – Governance & Administration	**Dan LeClair** (LT) **Patrick Cullen** (ELT) – Strategy & Innovation	**Neil Bosland** (LT) **Jason Ludwig** (ELT) – Information Technology

COMMUNITIES WE SERVE

Americas	Asia Pacific	Europe, Middle East, & Africa
Michael Wiemer (LT)	**Annie Lo** (LT)	**Tim Mescon** (LT)

AACSB Network

Reach of AACSB International



Distribution of schools as of August 31, 2016.

Membership: The Power of Belonging to a Global Network

- A century of success and a collective vision for the future
- Largest global business education network
- Access to business education intelligence and effective practices (DataDirect, BizEd, LINK, AACSB Explores)
- More opportunities to share and collaborate globally (conferences, seminars, webinars, Affinity Groups, Exchange, social media, faculty collaboration, student exchange programs)
- Advocating for business education and AACSB accreditation worldwide
- Making a difference through volunteering

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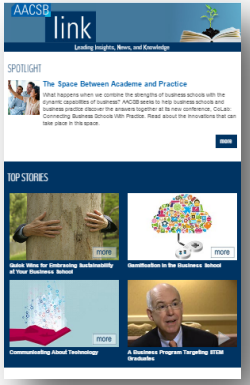
Advocacy & Awareness Initiatives

Business Schools as a Force for Good



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AACSB Accredited School Grads are Workforce Ready

- **90 percent** of ranked schools hold AACSB accreditation and represent the "best of the best" in business education
- **95 percent** of the chief executives on the FT500 with business degrees attended AACSB accredited institutions
- **75 percent** of candidates taking the CPA exam in the U.S. are graduates from AACSB-accredited schools and score **13 percent** higher on average than students from other institutions
- In 2015 GMAC survey**, 86 percent** of grads from AACSB accredited schools said their education provided a "competitive advantage" and they are "prepared them to meet the challenges" of the job market

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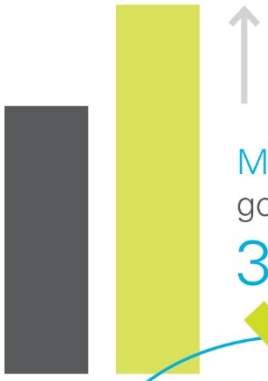
The Impact – FY15-16



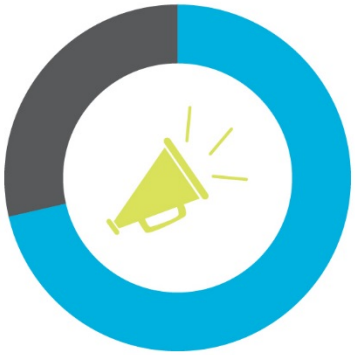
Media Placement goal exceeded by **38%**

with **440** media placements and over **3,806** cited media references

SOCIAL MEDIA

- **32%** increase in followers and friends, to over **42,310**
- **94 million** social impressions across all branded channels, **10 times** greater than goal.

VIDEO views expanded from a few thousand per year in FY14–15 to **286,613** in FY15–16



81% share of voice when compared to EFMD and AMBA.

- **89%** positive sentiment
- **11%** neutral sentiment
- **0%** negative sentiment

BEST BIZ SCHOOLS **366,593** unique visitors to BBS in FY 15–16, exceeding the goal by **60%**.

Leveraged **$120,000** in Google advertising, moving BestBizSchools.com from **47** to **12.2** in Google search rankings.

Expanded reach and awareness through collaboration with leading organizations

GMAC SHRM atd

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Collaborating and Convening on Two Business Education Intelligence Initiatives

- Collective Vision for B – Schools
- Responsible Research in Business and Management

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A COLLECTIVE VISION FOR BUSINESS EDUCATION

5 OPPORTUNITIES TO THRIVE

Powering business creation and economic development through entrepreneurship and management innovation

Convening and partnering at the intersection of academia and practice to reveal new insights

Connecting expertise and experiences to create opportunities across career life cycles

Discovering new insights into effective leadership, and creating environments that train and nurture leaders

Driving positive impact and encouraging students to use management skills for the greater good

HOW WE'LL GET THERE

- Connect With Other Disciplines
- Cultivate a Position at the Intersection of Academia and Practice
- Drive Innovation in Higher Education

WHAT YOU CAN DO NEXT

Visit www.aacsb.edu/vision

Download the report

Explore the resources to help you communicate about the Collective Vision

Lead discussions on Collective Vision with your advisory groups

Join the conversation @ #AACSBenvisions

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主办单位：中山大学管理学院

管理学季刊
2016 年 6 月

商学院的价值观和伦理：做负责任的科学

□ 徐淑英[①]

摘　要：无价值取向科学是一种既不可能也不可取的理想，特别是对于社会科学来说更是如此。鉴于社会科学的研究对象是个人和团队，所以在研究过程中选择探究主题、决定资助值得研究的社会问题类型、保护人类等方面，社会、道德、伦理或政治价值观都是内化其中、不可避免的。再者，科学职责要求科学家确保知识信度，是社会政策风险评估负责任的专家。本文解释了与科学有关的两种主要类型的价值观：认识价值观——确保是好科学的规范和标准，以及社会价值观——特别用于评估错误结论的成本，进而简释了商学院研究中价值观的作用，以及阐明了社会和政治价值观的侵入如何损害了商学工作者科学研究的客观性和质量。本文赞同“负责任的科学”这一观点，并引入该观点——认清科学和社会是相互依赖的，科学需要满足认识价值观和社会价值观。为此，本文呼吁，应鼓励商学院的研究向满足严谨性（有效的、可信的知识）和切题性（对实践有用）方向转变——这是负责任的科学或学术的根本特质。

关键词：无价值取向理想；认识价值观；好的科学；垃圾科学；对社会负责的科学；对社会负责的研究；负责任的科学

一、引　言

Responsible Business and Management Research in Service of Society

Our mission is to promote research priorities and practices in business and management research that will produce reliable and useful knowledge to address the challenges of the contemporary societies with major technological, economic, political, and social changes and with increasing diversity in the types of organizations and management practices globally

Primary Target Audiences for Systemic Change

- Faculty-scholars (all disciplines in business & management)
- University leadership (presidents, provosts, VP for faculty and research, tenure and promotion review committees)
- School leadership (deans, associate deans of research, department heads, tenure and promotion committees, PhD program director)
- Journal leadership (editors, associate editors, reviewers)
- Accreditation agencies (AACSB, EFMD, AMBA, etc.)
- Scholarly associations' leadership (AOM, AMA, AAA, AFA, POM, etc.)
- Funding agencies (US-NSF, UK-RGC, EU, Ford Foundation, etc.)

Questions?