

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



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

AREAS OF STRATEGIC FOCUS

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



Quality Assurance &
Quality Improvement
(Accreditation)

Bob Reid (LT)



AACSB
Network

Christine Clements (LT)

- Membership
- Diversity & Inclusion



Advocacy &
Awareness

Dan LeClair (LT)

Al Renshaw (ELT)

- Marketing & Communications



Professional
Development

Dan LeClair (LT)

Robyn Hall (ELT)

- eLearning & Seminars
- Kelly Warhola** (ELT)
- Conferences & Events



Business Education
Intelligence

Juliane Iannarelli (LT)



ENABLERS

Talent

Jennifer McIntosh (LT)

- Human Resources
- Internal Diversity & Inclusion
- Volunteer Training & Development

Finance

Neil Bosland (LT)

Governance & Operations

Neil Bosland (LT)

Pat Moser (ELT)

- Governance & Administration

Strategic Planning

Dan LeClair (LT)

Patrick Cullen (ELT)

- Strategy & Innovation

Technology

Neil Bosland (LT)

Jason Ludwig (ELT)

- Information Technology

COMMUNITIES WE SERVE

Americas

Michael Wiemer (LT)

Asia Pacific

Annie Lo (LT)

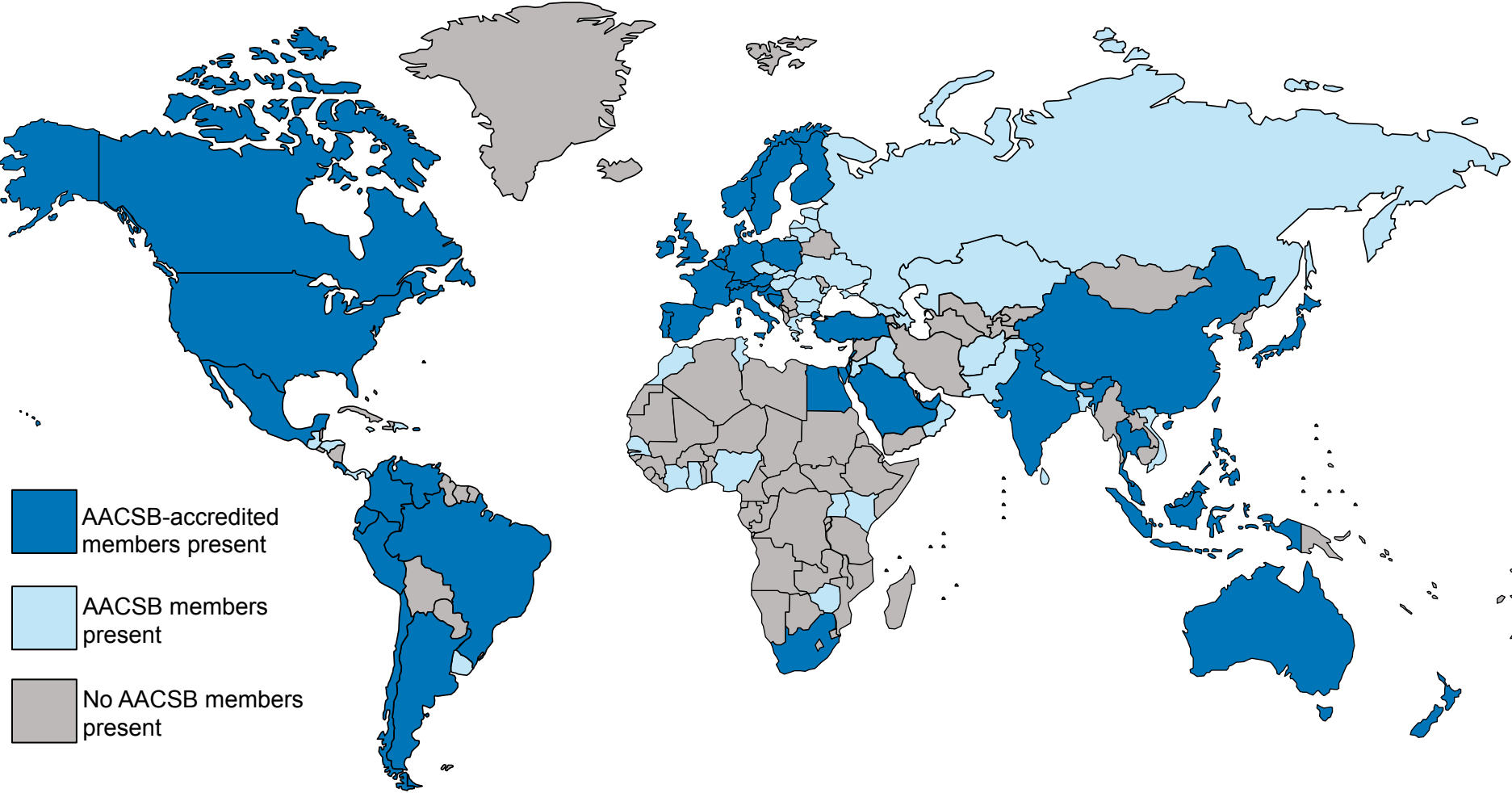
Europe, Middle East, & Africa

Tim Mescon (LT)



AACSB Network

Reach of AACSB International



Distribution of schools as of August 31, 2016.

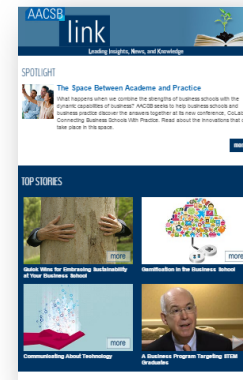
Membership: The Power of Belonging to a Global Network

- 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



Advocacy & Awareness Initiatives

Business Schools as a Force for Good



AACSB ACCREDITED

You've found one of the best.

AACSB
ACCREDITED

South Florida, University of, Muma College of Business Administration

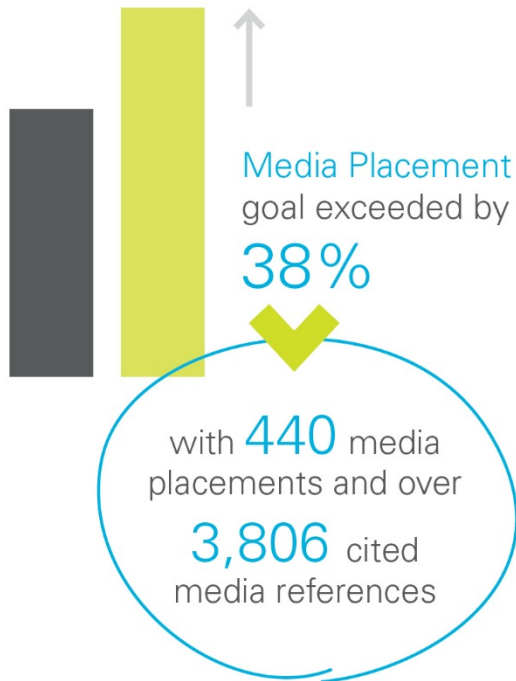
The eighth largest public university in America, the University of South Florida is a global research university dedicated to student success. One of its largest colleges, the Muma College of Business, boasts one of America's best accounting schools, a top-ranked entrepreneurship center, a nationally ranked MBA program, world-class research faculty and a comprehensive portfolio of business education programs. We do more than simply disseminate information; we create intellectual capital and produce graduates who are not only ready for today's workplace but who are also trained to be forerunners in tomorrow's workforce. In short, we equip students with the skills and knowledge needed to take leadership positions in business and society. Our 6,000 students are a mix of traditional, full-time students who live on campus and commute students who work 40-hour weeks while furthering their education. We offer nine undergraduate degree options, 10 graduate degree programs, and a doctoral program in business administration with specializations in accounting, finance, information systems and decision sciences, and marketing.



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

The Impact – FY15-16

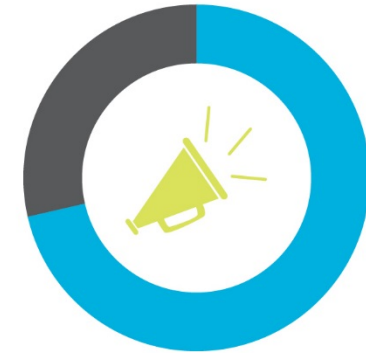


SOCIAL MEDIA

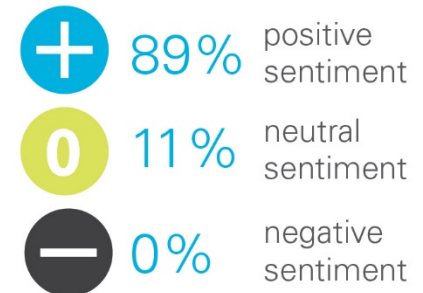


- 32% increase in followers and friends, to over **42,310**
- 94 million social impressions across all branded channels, **10 times** greater than goal.

▶ 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.



BESTBIZ 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



AACSB
INTERNATIONAL



Collaborating and Convening on Two Business Education Intelligence Initiatives

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

CO-CREATORS
OF
KNOWLEDGE

HUBS OF
LIFELONG
LEARNING

LEADERS
ON
LEADERSHIP

CATALYSTS
FOR
INNOVATION

ENABLERS
OF GLOBAL
PROSPERITY

A **COLLECTIVE VISION**
FOR BUSINESS EDUCATION

5 OPPORTUNITIES TO THRIVE




Powering business creation and economic development through entrepreneurship and management innovation

Catalysts
for Innovation



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

Co-Creators
of Knowledge





Hubs of
Lifelong
Learning

Connecting expertise and
experiences to create
opportunities across career
life cycles



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

Enablers
of Global
Prosperity



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

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.)

The background is a solid light blue color with a subtle gradient. Scattered across the background are several white hexagons of varying sizes and opacities, some appearing as faint outlines and others as slightly more prominent shapes. The word "Questions?" is centered in a bold, black, sans-serif font.

Questions?