

Headlines

A Global View of Management Education

Most research that studies management education takes a local or regional perspective, which has made it difficult to draw broad conclusions about key issues in the field. Creating a global worldview of management education was the primary objective in *The Global Management Education Landscape: Shaping the Future of Business Schools*, the newest report from the Global Foundation for Management Education. The foundation is a joint venture of AACSB International and the European Foundation for Management Development.

In the report, GFME considers how management education will be affected by accelerating global economic integration, expected demographic trends, advances in information and communication technology, growth in global sourcing of services, and emerging priorities related to social responsibility, governance, and sustainability. It also examines recent developments in areas such as degree structures, size and growth in the industry, student mobility, diversification of providers, funding and autonomy, and business school faculty.

The GFME report identifies five pressing challenges for business schools:

■ *Meeting demand for management education, which continues to increase.* This becomes particularly urgent in areas of the world that are already struggling to support man-

agement education, such as India, China, and Africa.

■ *Balancing the tensions between global aspirations—of countries, schools, faculties, and students—and pressing local needs.* The GFME report argues that schools need to strengthen their curricular emphasis on global perspectives while still taking unique histories, politics, and cultures into account. The report



also cautions that, even as elite schools and accrediting bodies focus on high standards and global reputations, no one should overlook the value of the institutions outside the top tier, which contribute to economic and social progress by offering management education opportunities to a wide range of students.

■ *Maintaining high quality standards even as management edu-*

cation rapidly expands. It's important to nurture the great diversity schools display in their governance structures, faculty characteristics, financial models, and cultural connections. But, the report points out, as management education grows more competitive—and as students, graduates, and faculties become more mobile—it's equally important to assure quality standards are maintained among business schools across the globe.

■ *Recruiting and retaining qualified faculty.* Clearly, the global demand for doctoral faculty has been outpacing production, leading to concerns about the ability of some schools to sustain an emphasis on scholarship. The problem is twofold, according to the GFME report. In mature research-oriented environments, systemic problems revolve around funding models and perceptions about academic careers. In less mature environments, the lack of doctoral programs has rendered it impossible to produce enough qualified faculty. Even when there are enough teachers with doctorates, concerns remain about their depth of knowledge, their ability to teach and conduct research, and the extent of their relevant experience.

■ *The accelerating pace of change in the business world.* How can business schools learn about, predict, and react quickly to emerging trends? According to the GFME report, this challenge is particularly difficult because there are so few industry-level collaborations between businesses and business schools, and because the decision-

THE GLOBAL FOUNDATION FOR MANAGEMENT EDUCATION CALLS ON ALL SCHOOLS, MANAGEMENT EDUCATION ASSOCIATIONS, BUSINESSES, AND GOVERNMENTS AROUND THE WORLD TO PARTICIPATE IN GLOBAL EFFORTS TO SHAPE THE FUTURE OF MANAGEMENT EDUCATION.

making autonomy of many schools is limited by institutional or governmental control. In addition, other factors—such as set funding formulas and a preoccupation with media rankings—give business schools little incentive to change in response to the evolving needs of business.

While these five challenges are converging in a way that requires urgent attention, GFME doesn't believe management education is facing a "perfect storm"—or that the challenges are insurmountable. If business schools are going to navigate the difficult terrain ahead successfully, GFME recommends that they:

- advocate for quality assurance both globally and locally.
- engage business leaders in envi-

sioning future needs for business and society.

- invest in doctoral degree education and other infrastructure.
- create an international clearinghouse of data related to management education.
- facilitate multilateral collaboration among business schools.

Ultimately, GFME calls on all schools, management education associations, businesses, and governments around the world to participate in global efforts to shape the future of management education. After all, they argue, an investment in management education is an investment in the future of business.

The complete report is available for download at www.gfme.org.

Entrepreneurial Professors Honored

Twenty-seven professors from across the U.S. have been named 2008 Excellence in Entrepreneurship Education Award Honorees by the nonprofit Acton Foundation for Entrepreneurial Excellence. Honorees are initially nominated by students and then judged by a panel of master entrepreneurship teachers at the Acton School of Business in Austin, Texas. Award recipients were invited to bring one of their top entrepreneurship students to the ceremony in Austin. More information about the program can be found at ActonMBA.org

Winners of the 2008 Acton awards are Mark Abramovic, Saint Vincent College; Raman Chadha, DePaul University; Hugh Garnett, Austin College; Pamela Winer Goldberg, Tufts University; Bill Grant, University of California Santa Barbara; Elissa Grossman, Baruch College; Brad Hancock, Texas Christian University; Keith Hmieleski, Texas Christian University; Bradley K. Hobbs, Florida Gulf Coast University; D. Holmes, University of Oklahoma; Jamaluddin Husain, Purdue University Calumet; Steven A. Ives, University of Oklahoma; Peter Iver Kaufman, the University of North Carolina at Chapel Hill; W. Fred Kiesner, Loyola Marymount University; Anita Leffel, University of Texas at San Antonio; Leslie Lee Manzer, Oklahoma State University; Paul Marsnik, College of St. Benedict/



South Carolina Deans Form Alliance



The business deans representing South Carolina's 11 public university baccalaureate and graduate business degree programs have founded the South Carolina Business Deans Group. Their goal is to foster cooperation among members to improve scholarship, education quality, and student access; they also will

focus on issues arising out of AACSB accreditation.

The newly elected chairperson is Henry Lowenstein, dean of the Wall College of Business Administration at Coastal Carolina University. Vice chair is Robert Pitts, dean of the School of Business and Economics at the College of Charleston, and the new vice president/secretary is Robert Barrett, dean of the College of Business and Applied Professional Sciences at South Carolina State University.

Other founding members are Ron Green of the School of Business Administration at The Citadel; Claude Lilly of the College of Business and Behavioral Science at Clemson University; Barry O'Brien of the School of Business at Francis Marion University; Royce Caines of the College of Business and Public Affairs at Lander University; Hildy Teegan of the Moore School of Business at the University of South Carolina-Columbia; Ralph Byington of the School of Business Administration at the University of South Carolina-Aiken; Darrell Parker of the School of Business Administration and Economics at the University of South Carolina-Upstate; and Roger Weikle of the College of Business Administration at Winthrop University.

Headlines

St. Johns University; Charles H. Matthews, the University of Cincinnati; David Minor, Texas Christian University; Al Napier, Rice University; Jim Nolen, the University of Texas at Austin; Mark Nygren, Brigham Young University in Idaho; Gary Palin, North Carolina State University; Bill Petty, Baylor University; Ken Schoolland, Hawaii Pacific University; P.K. Shukla, Chapman University; Cynthia Skaar, Wake Forest University; George Solomon, George Washington University; Jeff Stamp, University of North Dakota; J. Bren Varner, Wake Forest University; and Jonathan York, The Ohio State University.

and an implementation task force. Among the report's seven recommendations, the one that generated the most feedback called for AACSB to place more emphasis on evaluating the impact of intellectual contributions in its accreditation process. The final report acknowledges that this goal will be challenging and includes several revisions to ensure that the views of the Task Force are clearly interpreted.

The Board will ask the new imple-

mentation task force to develop pilot programs that explore the feasibility of certain recommendations. Any recommendations from the implementation task force affecting the AACSB accreditation standards will be vetted through an approval process that culminates with a vote by all AACSB accredited schools.

The Impact of Research Report and accompanying resources are available for free download at www.aacsb.edu/research.

Greenwatch

These events and activities were among the recent "green" initiatives at business schools:

- In January, students from the MBA Net Impact Chapter at Kenan-Flagler Business School, University of North Carolina at Chapel Hill, launched a campaign to encourage students, faculty, and staff to talk about what they do to help the environment. Participants were photographed holding up a small whiteboard upon which they'd written their ideas of sustainable behavior. Photos were broadcast immediately on flat panel televisions around the school and were posted on the blog www.yourtriplebottomline.blogspot.com. More than 100 people shared their ideas. For example, Dean Steve Jones cancels his junk mail. Dave Hofmann, associate dean for the MBA Program, always takes the stairs. According to Courtney Phillips, the student coordinator of the effort, the general objective of the campaign was to encourage people to change their behaviors.

- Meanwhile, student and professional chapters of Net Impact worldwide are participating in the organization's 2008 "Green Challenge," a competition designed to accelerate the greening of campuses and businesses. A panel of "Green Challenge" judges will evaluate all projects based on four criteria: measurable difference in a key green area, such as waste reduction, energy efficiency, green purchasing, design for environment, and culture change; strategic planning and long-term sustainability of actions; creativity of approach; and stakeholder engagement process. Entries were accepted until April 1.

- Babson College in Wellesley, Massachusetts, joined more than a thousand other colleges and universities across the U.S. that participated in Focus the Nation, a January teach-in emphasizing global warming solutions. Among the events at Babson were presentations by alumni working in "green" businesses, as well as a keynote speech by Steven Strong, an authority on renewable energy integration in buildings. Other events included discussions about reducing the carbon footprint of the school, a "green" dinner, and displays of books and DVDs on global climate change.

Focus the Nation was created by Eban Goodstein, author and professor of economics at Lewis & Clark College in Portland, Oregon. Other schools that participated in Focus the Nation included the University of Michigan, the University of California in Berkeley, Columbia University, George Washington University, Illinois State, Penn State, New York University, Stanford University, the University of Oregon, and hundreds more. For additional information and clips of media coverage, see www.focusthenation.org.



Impact of Research Report Finalized

In late February, AACSB International released the final report of the Impact of Research Task Force, which examined ways to increase the value and visibility of business school research to students, practicing managers, and society. The final version of the report follows the August 2007 release of the Draft for Comments, which invited feedback.

The AACSB International Board of Directors has accepted the report and intends to prioritize and address its recommendations, with the guidance of an appointed champion

■ AACSB Elects New Board Members

Members of AACSB International have elected new members to the association's Board of Directors. Howard Thomas of the University of Warwick is the new vice chair-elect and will serve the board from July

2008 through June 2011.

Representatives chosen from U.S. accredited schools were Caryn L. Beck-Dudley of Florida State University in Tallahassee and Gail K. Naughton of San Diego State University in California. Members elected from accredited schools outside the U.S. were Xavier Mendoza

of ESADE in Barcelona, Spain, and Peter Wolnizer of the University of Sydney in Australia. Representing nonaccredited schools from the U.S. will be Yash P. Gupta of Johns Hopkins University in Baltimore, Maryland. Stuart I. Feldman of Google has been elected as a representative from a noneducational institution.

SHORT TAKES



NEW APPOINTMENTS

■ **Paul Lerman** has been named interim dean of the University of Bridgeport's Business School in Connecticut. He succeeds Merrill J. Forgotson, who became a member of the school's board of trustees.

■ **Danny P. Hollingsworth** has been named dean of business and the Ted Russell Distinguished Professor of Business at Carson-Newman College, Jefferson City, Tennessee.

■ **Jess S. Boronico** has joined New York Institute of Technology in Old Westbury as dean of the School of Management.



■ **Elizabeth Thornton** has been named the first Chief Diversity Officer for Babson College in Wellesley, Massachusetts. Thornton is an adjunct professor of entrepreneurship.

■ **Simon Pickard** has been named acting executive director of the European Academy of Business in Society (EABIS), headquartered in Brussels, Belgium. He replaces **Peter Lacy**, who has joined the Accenture

Strategy division. Lacy will remain involved with EABIS as a non-executive director.



■ **Louis E. Buck Jr.**, a former chief financial officer for Consolidated Edison in New York, has been named the Wesley R. Elingburg Distinguished

Professor in Business Innovation at Western Carolina University's College of Business in Cullowhee.

GIFTS AND DONATIONS

■ The Farmer School of Business at **Miami University** in Oxford, Ohio, has received an \$8.5 million gift from Robert and Mary Kay Taylor. The gift will support a two-story auditorium that holds more than 500 seats. The auditorium will be named in memory of Robert Taylor's son.

NEW PROGRAMS

■ **Pepperdine University's** Graziadio School of Business and Management in Los Angeles, California, has announced several new programs: a full-time master's degree in applied finance and a global business degree, both designed for nonbusiness undergraduate majors; a part-time MS degree in management and leadership designed for experienced business professionals; and a five-year BS/MBA program that will allow

select undergraduates to earn a bachelor's and MBA degree in five years.

■ This fall, **Webster University** School of Business and Technology in St. Louis, Missouri, will introduce its Global MBA, which allows full-time students to study at Webster campuses in Geneva, Switzerland; Vienna, Austria; Leiden, the Netherlands; London; and Shanghai.

■ **Warwick Business School** in the U.K. is launching a 12-month MSc in business analytics and consulting. The new degree program will share some modules with an existing MSc program in management science and operational research.

■ This fall, **Arizona State University** in Tempe will launch a new bachelor of arts in business, which will combine core business classes with a concentration outside of the W.P. Carey School. Students in the program will select one of four concentrations: communication, sustainability, tourism, and urban policy.

■ The Cox School of Business at **Southern Methodist University** in Dallas, Texas, has created a tax concentration for its Master of Science in Accounting. A \$500,000 gift from the Ernst & Young Foundation will support the new tax courses.



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■ The **Yale School of Management** in New Haven, Connecticut, has announced a new international exchange program that will allow second-year students to study abroad at one of four partner schools: the London School of Economics and Political Science in the U.K.; IESE Business School in Barcelona, Spain; the Indian Institute of Management in Bangalore; and Tsinghua University School of Economics and Management in Beijing, China.

HONORS AND AWARDS

■ **Dan Murphy** has received the 2008 Distinguished Achievement in Accounting Education Award from the Tennessee Society of Certified Public Accountants. Murphy is the Deloitte & Touche Accounting Professor in the College of Business Administration at the University of Tennessee in Knoxville.

■ **Ronald Oaxaca** has been awarded the inaugural Academic Achievement

Award from the American Society of Hispanic Economists for his work examining issues related to under-represented groups in the American labor market. Oaxaca is McClelland Professor of Economics at the University of Arizona's Eller College of Management in Tucson.



■ The State Council of Higher Education for Virginia has given **KimMarie McGoldrick** a 2008 Virginia Outstanding Faculty Award. McGoldrick is a

professor of economics at the University of Richmond's Robins School of Business. The award, sponsored by Dominion, is the commonwealth's highest honor for Virginia faculty from all disciplines.

■ The Council for Higher Education Accreditation (CHEA) has honored three institutions with its 2008 Awards for Institutional Progress in Student Learning Outcomes. The

Stillman School of Business at **Seton Hall University** in South Orange, New Jersey, was recognized for its undergraduate assessment process with three distinct elements: pre-assessment, sophomore and senior assessment panels, and post-assessment. Other 2008 CHEA winners were the Academic Affairs Department of Hocking College in Nelsonville, Ohio, and the Center for Excellence in Teaching and Learning at Kennesaw State University in Georgia.

■ **George Kohlrieser's** book *Négociations sensibles* has won the Best Business Book Award 2007 from the French Association of Business Leaders (DCF). This is a French-language adaptation of Kohlrieser's *Hostage at the Table*, published in 2006 by Wiley. The French version was published by Village Mondial.



SHORT TAKES

FACILITIES



■ The **University of Chicago** Graduate School of Business has announced plans to replace its existing facility in Singapore with a larger campus that will allow the school to expand its executive MBA program there. The larger campus, consisting of three buildings, also will allow Chicago GSB to offer nondegree executive education programs, as well as programs through its Polsky Center for Entrepreneurship.

■ **California State University Channel Islands** has broken ground on the Martin V. Smith Center for Integrative Decision-Making, a 4,148-square-foot building that will provide CSUCI business students with real-life business learning opportunities. Students will use the latest technologies to engage in computer simulations of running a business and gain hands-on experiences in making business decisions with local, national, or global implications.

■ **Samford University** in Birmingham, Alabama, has announced the creation of the Frances Marlin Mann Center for Ethics and Leadership. The center will be housed in Samford's Brock School of Business. John C. Knapp will be appointed as the Mann Family Professor of Ethics and Leadership and the first director of the Mann Center.

COLLABORATIONS

■ The **Thunderbird School of Global Management** in Glendale, Arizona, has partnered with **Vermont Law School** in South Royalton to offer students a chance to earn a master's degree from Thunderbird and a law degree from VLS. Students will be able to select from Thunderbird's MBA in Global Management, the Master of Arts in Global Affairs and Management, or the Master of Science in

Global Management and combine that with VLS's *juris doctor* or Master of Studies in Environmental Law.

■ The Sam M. Walton College of Business at the **University of Arkansas** in Fayetteville has joined with **Tong Ji University** in Shanghai, China, to launch a 17-month EMBA program for Chinese and U.S. nationals working for American companies in China. The EMBA, which focuses on the retail industry, will allow students to meet nine times in Shanghai and twice at the University of Arkansas; the rest of the courses will be delivered online.

■ **Fairfield University** in Connecticut has added the **ESC-Rouen School of Management** in Rouen, France, to its roster of study abroad programs.

■ **Grenoble Ecole de Management** in France has signed a partnership with **Sun Yat Sen University** in Guangzhou. This collaboration, the seventh with a Chinese school for the Grenoble Ecole de Management, will involve joint programs as well as student and faculty exchanges.

OTHER NEWS

■ **North Carolina State University's** College of Management in Raleigh has created its first Diversity Advisory Board. It brings three College of Management faculty members together with managers and directors from 14 companies with strong diversity initiatives.

■ The Peter F. Drucker and Masatoshi Ito Graduate School of Management at **Claremont Graduate University** in California has launched a new women's scholarship program

Rich Wines Says Goodbye

Rich Wines has retired from AACSB International after more than 30 years. As one of the longest-serving staff members of the association, he became a familiar face to AACSB members, always serving in some accreditation-related role: Associate



Director of Accreditation Affairs, Associate Director of Accreditation Candidacy, Director of Initial Accreditation and Candidacy, and Special Assistant to the Executive Vice President and Chief Accreditation Officer.

Before coming to AACSB, Wines served in the Army, held a post as a junior engineer, was an assistant dean at St. John's University, and performed a variety of other jobs. He maintained close ties with St. John's, where he earned his MBA. He also received the Dwight David Eisenhower Award for outstanding contribution toward the enhancement of St. John's Reserve Officers' Corps. He retired from AACSB in January 2008.

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to honor Doris Drucker, widow of Peter Drucker. A \$1 million contribution by Masatoshi Ito will fund the new Doris Drucker Fellowship for Women Leaders; a fund-raising campaign has been launched to enable the school to expand the number of Doris Drucker Fellows in future years.

■ A new initiative that will help women advance their business careers has been launched by the **University of Toronto's** Rotman School of Management. The Rotman Initiative for Women in Business will develop a portfolio of executive programs for professional women, create tools and networks that will help women advance, and collaborate with research and advisory organizations on businesswomen's issues. As part of the initiative, three new executive education programs have been created to complement The Judy Project, which aims to advance more women into CEO positions. These include

a business leadership program for women lawyers, an emerging leaders program aimed at high-performing managers, and a program for businesswomen who received their training outside of Canada.

■ **City University of Seattle** in Bellevue has formed an International Division and named Fernando Leon Garcia its chancellor. Garcia will oversee the university's global operations and lead the development of CityU's international partnerships and global network.

■ The Robert H. Smith School of Business at the **University of Maryland** in College Park has announced a \$12 million Ph.D. program initiative that will increase annual doctoral stipends by 45 percent to \$32,500 and also will provide research and



travel support. Philanthropist Robert H. Smith contributed \$6 million toward the program, matched with funds from the University of Maryland and the business school. The goal is to attract more top students to the school's Ph.D. program and ultimately help offset the shortage of academically qualified business faculty. In addition to higher stipends, the Smith School is offering its Ph.D. candidates a dissertation support office staffed with a professional editor and English-language training resources; research support; an increased travel budget; and state-of-the-art facilities in a new wing of the school's Van Munching Hall.

CORRECTION

In "Brand Evangelist," which appeared in the March/April issue, reference is made to a Chinese company that is a client of Ogilvy & Mather. The company is identified as Winovo; it should have been Lenovo.