

Headlines

Education Leaders Meet with UN to Discuss CSR

The Principles for Responsible Management

Education (PRME), the first global guiding framework for academic institutions to advance the broader cause of corporate social responsibility, were formalized at the 2007 Global Compact Leaders Summit held in Geneva last July. The principles were launched during a luncheon attended by UN Secretary-General Ban Ki-moon as well as hundreds of leaders representing business, civil society, government, and academia from around the world.

The Principles of Responsible Management Education, which call for incorporating universal values in curricula and research, have been developed by an international task force of 60 deans, university presidents, and official representatives of leading business schools. The initiative was co-convened by the United Nations Global Compact, the Association to Advance Collegiate Schools of Business, the European Foundation for Management Development, the Aspen Institute's Business and Society Program, the Globally Responsible Leadership Initiative, and Net Impact.

"For many years, businesses have either played a part in or turned a blind eye to many of the world's social and environmental problems," says Ángel Cabrera, chairman of the PRME task force and president of Thunderbird School of Global Management in Glendale, Arizona. "In order to effect meaningful change, corporations need talented and ethical managers who understand fully that business can be a leading force in eradicating poverty, protecting our

natural environment, and advancing peace. They need to understand this can be accomplished while at the same time providing economic value to customers and financial returns to shareholders."

The six Principles of Responsible Management Education call for business schools to: develop leaders who will generate sustainable value for business and society; incorporate social responsibility into academic activities and curricula; create educational frameworks and environments that encourage responsible leadership; engage in research that advances knowledge about sustainable and economic value; collaborate with business leaders on social and environmental challenges; and facilitate dialogue among educators, business, government, consumers, media, civil society organizations, and other stakeholders.

In addition to Cabrera, members

of the academic delegation to Geneva included Manuel Escudero, head of Networks and Academic Initiatives, UN Global Compact Office; John Fernandes, president and CEO of AACSB International; Gerard van Schaik, president of EFMD; Peter Lacy, executive director of the European Academy for Business in Society; Anders Aspling, secretary general of the Globally Responsible Leadership Initiative and dean of the Vlerick Leuven Gent Management School in Belgium; Labib Khadra, president of the German-Jordanian University in Jordan; Bernardo Barona Zaluga, dean of the Universidad Javeriana Sede Cali in Colombia; and David Saunders, dean of the Queen's School of Business in Kingston, Ontario. Also on hand were representatives of ESADE Business School in Barcelona, Spain; XLRI Jamshedpur, School of Management and Human

Honors for BizEd

BizEd and its co-editors have been honored in two recent competitions judging the work of association and business magazines. An editorial by Tricia Bisoux won a gold award in the SNAP EXCEL competition, which recognizes the exemplary work of association publishers. Sponsored annually by the Society of National Association Publishers, the competition judges approximately 1,000 publications and electronic media for editorial content, design, and general excellence.

Bisoux's editorial, "Speaking the Culture," appeared in the July/August 2006 issue. An editorial by Sharon Shinn, "Work and Peace," won a bronze award in the same competition. That piece appeared in the May/June 2006 issue.

BizEd also was recognized in the 2007 Tabbie awards held by the Trade Association of Business Publications International. *BizEd's* May/June 2006 issue won an honorable mention in the "Best Single Issue" category. The designation signifies that the magazine placed among the top 25 publications of the 700 entries submitted to the competition.



Resources in India; and CEIBS—the China Europe International Business School in Shanghai.

“Business students and educators care deeply about social responsibility, as noted in AACSB International’s ‘Peace Through Commerce’ report. The principles will advance the impact of business schools and graduates on future corporate social responsibility,” says AACSB’s Fernandes.

The 2007 Global Compact Leaders Summit brought together hundreds of top executives from business, governments, civil society, and labor. Through peer-to-peer interactions with top decision makers from all segments of the international community, business leaders were able to analyze intelligence on socioeconomic and geopolitical megatrends while developing strategic frameworks to address a range of issues at the nexus of business and society—including climate change, human rights, anti-corruption, and access to finance and capital.

Job Picture Bright for MBAs

More MBAs have job offers in hand before they graduate than MBAs did four years ago, according to a survey conducted by the Graduate Management Admission Council. The 2007 GMAC Global MBA Graduate Survey says that 53 percent of b-school graduates who were seeking jobs had offers before they had finished their degrees, compared to 36 percent in 2003.

Even better, respondents were able to choose between 2.5 job offers, on average, before graduation. The numbers were similarly good for non-U.S. respondents. Forty-eight percent had job offers



Master in Management students from Audencia Nantes in France won the social responsibility prize in the French edition of the Students in Free Enterprise Competition. The prize, sponsored by HSBC, encouraged close to 400 participants to communicate the principles of business and entrepreneurship with a socially and environmentally responsible slant. The 23 Audencia students presented four projects at the Paris final, including two organized in rural communities in Senegal. As shown here, one project introduced vegetable growing to a village of 90 people to help the community become self-sufficient. The Audencia team will represent France in the European version of SIFE to be held in Poland in September.

before they graduated, compared to 32 percent in 2003.

According to the survey, the majority of b-school students consider their graduate business education to be an outstanding or excellent value, due mostly to the quality of the curriculum, the caliber of the faculty, and the way programs were run. This year’s survey was based on responses from 5,641 graduating MBAs from 158 schools worldwide.

Picture This: A New College Application

To enable prospective full-time MBA students to present a more complete picture of themselves, the University of Chicago Graduate School of Business is asking applicants to submit up to four slides that help define their personalities. The slides are meant to parallel the communications tools used for professional and social networking.

Students still will submit two

traditional essays and other information through a text-based application form. But the slides—which may contain pictures, graphs, text, or anything else the applicants choose—will allow them to show off a more creative side.

“There is no right or wrong way to satisfy the new requirement,” says Rosemaria Martinelli, associate dean for student recruitment and admissions for the school’s full-time MBA program. “The important thing is that applicants can express themselves in ways they could not before in essay form.”

In today’s business environment, communication is fast and concise, Martinelli says. “Whether they’re relying on e-mail, PowerPoint, or a two-minute elevator speech, businesspeople need to express their full ideas in very restrictive formats. But instead of using these tools to sell a product or request new business, applicants are using them to present themselves.”

SHORT TAKES

NEW APPOINTMENTS

■ **Thomas S. Robertson** has been named dean of the University of Pennsylvania's Wharton School in Philadelphia. Robertson was previously executive faculty director of the Institute for Developing Nations at Emory University and former dean of Emory's Goizueta Business School. He was also the Asa Griggs Candler Professor of Marketing at Emory.

■ **James G. Ellis** has been named dean of the Marshall School of Business at the University of Southern California in Los Angeles. He will also hold the Robert R. Dockson Dean's Chair in Business Administration. Ellis was previously vice provost for globalization at USC, where he helped develop the university's globalization initiative. He has also been a faculty member at USC since 1997.

■ **Kenneth B. Dunn** has been appointed to a second five-year term as dean of the Tepper School of Business at the Carnegie Mellon University in Pittsburgh, Pennsylvania. His new term began in July.

■ **Bruce R. Magid** has been appointed dean of Brandeis International Business School in Waltham, Massachusetts. Magid holds the Martin and Ahuva Gross Chair in Financial Markets and Institutions. He was previously dean of the College of Business and the founding dean of the Lucas Graduate School of Business at San José State University.

■ **Robert T. Sumichrast** has taken the reins as dean of the University of Georgia's Terry College of Business

in Athens. Sumichrast was formerly dean of Louisiana State University's E.J. Ourso College of Business.

■ Five faculty members at Vanderbilt University's Owen Graduate School of Management in Nashville, Tennessee, have been named to endowed chairs. Three are newly endowed as a result of a gift given to honor the memory of E. Bronson Ingram, former CEO of Ingram



Industries and former head of the Vanderbilt Board of Trust. Recipients of the E. Bronson Ingram chairs are **Dawn Iacobucci** for Marketing, **Nick Bolten** for Finance, and **Michael Lapré** for Operations Management. In addition, **Bruce Cooil** has been awarded the Samuel Richmond Chair in Management, and **Craig Lewis** has been awarded the Madison S. Wiggington Professor of Management Chair.

■ **Michael R. Baye** has been named director of the Federal Trade Commission's Bureau of Economics. Baye is the Bert Elwert professor of business economics in the Kelley School of Business at Indiana University in Bloomington. As director, he will supervise economic analysis at the FTC and advise on economic policy matters.

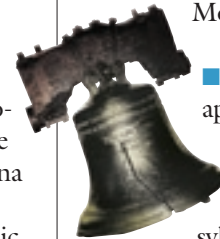
■ **Angela M. Wicks**, assistant professor of management at Bryant University in Smithfield, Rhode Island, has been appointed to the 2007 Board of Examiners for the Malcolm Baldrige National Quality Award. The award is the highest level of national recognition for performance excellence that a U.S. organization can receive.

■ **Michael Desiderio** has been appointed executive director of the Executive MBA Council following the retirement of Maury Kalnitz, the council's first managing director. Desiderio most recently served as director of strategic partnerships for the W.P. Carey School of Business at Arizona State University in Tempe. He has been in industry in various positions that range from engineering to executive management.

■ **Alice Argeros** was recently elected president of the Central Florida Higher Education Alliance (CFHEA). She is director of the Professional MBA program at Rollins College, Crummer Graduate School of Business, Winter Park, Florida.

■ **Marianne Hayek**, an economist at the Bryan School of Business and Economics at The University of North Carolina at Greensboro, has been named director of the school's BB&T Program on Markets and Morality.

■ **Mauro F. Guillén** has been appointed director of the Lauder Institute at the Wharton School of the University of Pennsylvania in Philadelphia. Guillén is the Dr. Felix Zandman Professor in International Management at the Wharton School.



■ Three professors from the University of Alabama in Tuscaloosa have taken key positions in outside organizations. **Eric S. Williams**, associate professor of healthcare management, has been elected to the leadership team of the Health Care Management Division of the Academy of

Management. **Rich Houston**, professor of accounting, has been elected chair of the Accounting, Behavior and Organizations section of the American Accounting Association. **Edward Schnee** has been appointed to the Tax Division's Tax Shelter Task Force, a group formed by the American Institute of Certified Public Accountants. Schnee is the Culverhouse Professor of Accounting and director of the Master of Tax Accounting Program at the school.

GIFTS AND DONATIONS

■ A \$1 million gift from the Figueroa family will help fund

the Leaders and Scholars undergraduate program at **Pace University's** Lubin School of Business in New York City. The money will enable students enrolled in the honors program to make their international travel experience requirement more meaningful and affordable. The gift was made in memory of Howard Figueroa, a former executive with IBM. The gift coincides with Pace University's launch of a \$100 million capital campaign set to run through 2010.



■ The Simon Graduate School of Business at the **University of Rochester** in New York has received two recent pledges of significant support. Michael and Diane Jones will give \$1.5 million to establish an endowed professorship in the school, and Arunas and Pamela Chesonis will give a like amount to establish Chesonis Entrepreneurial Scholarships for full-time MBA students interested in entrepreneurship.

■ The **North Carolina State University's** College of Management in Raleigh received a \$2 million contribution from BB&T to establish the BB&T



The Icfa Business School

India's largest network of business schools



The Icfa Business School (IBS), established in 1995, has consistently been ranked among the top 10 B-schools in India.

It has an innovative doctoral program and a strong focus on research and publication. The faculty at IBS bring out several professional magazines and research journals every year and also develop a number of relevant case studies. Many of the faculty members have also published books on contemporary issues in management theory and practice.

IBS has also emerged as the largest network of business schools in India. Spread over 19 campuses, it has over 8,000 full-time MBA students. In addition, it has over 900 faculty members and approximately 12,500 alumni.

Please contact Prof. S.K.Sharma, Director, IBS-HQ at sksharma@ibsindia.org for:

• Student Exchange • Visiting Scholars • Faculty Exchange • India Internships • Summer Projects • Special Programs

www.ibsindia.org

SHORT TAKES

Center for the Study of Free Markets and Institutions. The funding will endow a BB&T Professorship of Free Markets and Institutions and a BB&T Graduate Fellowship in the college's Department of Economics. This will support research and the development of new undergraduate and graduate courses on the philosophical foundations of capitalism.

COLLABORATIONS

■ The Wharton School of the **University of Pennsylvania** in Philadelphia has renewed its association with the Indian School of Business (ISB) in Hyderabad, India, for five more years. Wharton is one of the organizations that participated in the founding of ISB six years ago. As part of the renewed commitment, the two schools are launching the ISB-Wharton Joint Research Initiative, which will encourage collaborative research between Wharton and ISB faculty, including curriculum development. Also as part of the renewed relationship, Wharton faculty will continue to teach in post-graduate and executive education ISB courses, assist with course materials, and contribute to faculty development. ISB will serve as an active platform for Wharton's presence in Asia and assist Wharton in developing course materials about the region.

■ The Royal College of Art (RCA) and **Imperial College London** have partnered to create a £5.8 million multidisciplinary center called Design-London at RCA-Imperial. Its purpose will be to bring together the disciplines of design, engineering, technology, and business to

address the challenges of future innovation. The new center will create an "innovation triangle" that comprises design, represented by RCA; engineering and technology, represented by Imperial's College Faculty of Engineering; and the business of innovation, represented by Imperial's Tanaka Business School. Researchers will explore ways to integrate design with business and technology, and graduates will be able to use the incubator to develop new ideas. Business partners of both institutions will also be encouraged to use simulation exercises and digital tools in the center's simulator. About 65 percent of the total cost of the center has been provided as seed funding over a three-year period by the Higher Education Funding Council for England.

■ **INSEAD**, which has campuses in Fontainebleau, France, and Singapore, has partnered with **Tsinghua University's** School of Economics and Management in Beijing to launch a new dual-degree EMBA program.

■ **Audencia Nantes School of Management** and engineering school **Ecole Centrale de Nantes** in France have launched a "manager-engineer" double diploma. The initiative, scheduled to begin September 2008, will see the creation of a management hub to allow engineering students from Ecole Centrale to spend 18 to 24 months at

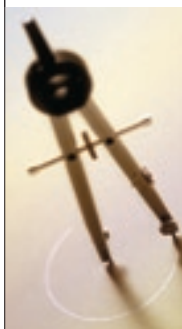


Audencia instead of taking their final year of general engineering classes at Centrale. In exchange, Audencia's Master in Management students will have the option of spending a semester at Centrale Nantes during their final year. Audencia has also signed a partnership with the French Petroleum Institute, which allows students from the institute to study at Audencia.

HONORS AND AWARDS

■ *Anatomy for Litigators* by **Sam Hodge** has been chosen as an outstanding book of 2007 by the Association for Continuing Legal Education. Hodge is a professor and chairman of the legal studies department at Temple University's Fox School of Business in Philadelphia, Pennsylvania.

■ Four professors have received the 2007 Viviana Zelizer Distinguished Scholarship Award, given out by the American Sociological Association, for their article "Dynamics and Field Evolution: The Growth of Interorganizational Collaboration in the Life Sciences." The co-authors are **Ken Koput**, associate professor of management and organizations at the University of Arizona in Tucson; **Walter W. Powell**, professor of education at Stanford University in California; **Jason Owen-Smith**, assistant professor of sociology and organizational studies at the University of Michigan in Ann Arbor; and Douglas White, professor of anthropology at the University of California, Irvine. The paper examines how social influences play a significant role in the formation of alliances in the biotechnology industry.



OTHER NEWS

■ **Gilbert R. Whitaker Jr.**, a longtime figure in management education, died in June at the age of 75. During his career, he held a number of high academic posts. He served as provost at the University of Michigan and dean at the University of Michigan's business school before it was the Ross Business School. He also served as dean of Rice University's Jones Graduate School of Management. He had previously been a professor of economics, beginning his teaching career at Northwestern. He also served as president of the Association to Advance Collegiate

Schools of Business, as chairman of the Graduate Management Admissions Council, and as a board member of the Consortium of Graduate Study in Management and the Forum for the Future of Higher Education.

■ **Babson College** in Wellesley, Massachusetts, has been named an associate academic member of the Community of European Management Schools and International Companies (CEMS). It is the first U.S. college to receive this designation. CEMS is an exclusive network of academic institutions and multi-

national companies. Under the program, Babson will establish a dual degree arrangement between its own master's program and the pan-European CEMS Master in International Management. [Z](#)

Correction

In the article "Global Immersion," which appeared in the July/August issue of *BizEd*, Jorge Talavera was incorrectly identified. He is president of Universidad ESAN in Lima, Peru, and executive director of CLADEA, the Latin American Council of Management Schools.



AT THE CROSSROADS OF GLOBAL RESEARCH

CASE STUDY 4: AMSTERDAM, THE NETHERLANDS

Amsterdam is an international business hub for a rather eclectic group of industries. But then again, Amsterdam is a rather eclectic city. Nowhere else can you find the world's only floating flower market just blocks from its first public stock exchange.

For a city known for its finance, fashion and flowers, Amsterdam has a unique perspective on business. Just ask Lehigh's Martindale Scholars, who will publish their undergraduate research on the Benelux business climate in Lehigh's *Perspectives on Business and Economics*.

Read why Lehigh is a pioneer for undergraduate research at www.lehigh.edu/integration.

 **LEHIGH UNIVERSITY**
COLLEGE OF BUSINESS & ECONOMICS