To recognize the innovative and impactful ways AACSB member schools are redefining the face of business education, AACSB developed the Innovations That Inspire challenge.

For the 2019 Innovations That Inspire challenge, we asked member schools to identify how they are inspiring new approaches to thought leadership and increasing its impact with innovations that enable the co-creation of knowledge, as outlined in A Collective Vision for Business Education. This Innovations and Best Practices booklet shares inspiring initiatives occurring at a number of schools in the Americas region.

As the needs of business, government, and society become more complex, business schools will be called upon to produce new curriculum, research, programs, and thought leadership that is multidisciplinary, dynamic, and impactful. This will require schools to look to new and various kinds of collaborations, including with industry practitioners and other disciplines, and to consider how thought leadership can be approached in fresh and unique ways to meet evolving business and learner demands.

Read this booklet to discover some of the ways business schools in Americas are approaching this call to action, or visit aacsb.edu/innovations-that-inspire.

To review all submissions spanning the last four years, please visit DataDx’s Quick Reports.
Arkansas State University, College of Business

Formula 4 Success

Formula 4 Success provides an engaging video series to help online business students develop professionally by equipping them with an ethical decision-making foundation and critical-thinking skills needed for career success and executive leadership.

Auburn University, Raymond J. Harbert College of Business

Inventory Precision Using Drones and Ground Robots

In a warehouse setting, autonomous drones and ground robots work together to create an inventory location map, tracking supplies in real time and significantly increasing supply chain efficiency.

Appalachian State University, Walker College of Business

The Impact Clinic at Appalachian State University

The Impact Clinic pairs student teams with businesses to measure and manage their environmental and societal impacts, resulting in more socially responsible businesses and more qualified future business leaders.

Bowling Green State University, College of Business Administration

Bowling Green State University ALLIES Initiative

An interdisciplinary team of faculty and administrators earned a National Science Foundation grant to transform institutional structures that prevent the advancement of women faculty in STEM through allyship and inclusive leadership practices.
EGADE Business School, Tecnológico de Monterrey

Nodo Innovación en Salud (Health Innovation Node, or Hub) encourages MBA students to develop technology- and scientific-based entrepreneurship projects with the ultimate goal of creating technological startups with social impact.

Creighton University, Heider College of Business

The BlueBox Project

With guidance from senior professors, students in the PIBIC scholarship program gain experience in research methods and scientific thinking and creativity, developing projects that aim to solve real research problems.

Emporia State University, School of Business

Students as VR Creators

Through the BlueBox Project, students and faculty develop and deploy open-source educational materials through electricity- and solar-powered computers and charging stations located in remote regions worldwide.

Students collaborate with area businesses to develop a complete business plan for a virtual reality application, from creation and development to point-of-sale transactions.
Since 2015, FGV EAESP has systematically worked to consolidate their applied research management model in order to value researchers focused on this activity and maximize the impact of research on organizations and society.

Mason’s BBWI addresses the world’s “wicked” challenges through innovative curricula, cutting-edge cross-disciplinary research, and robust private-public partnerships, empowering leaders to create a better world.

The Legal Analytics Lab is developing a world-class research program in the use of text mining and machine learning to detect patterns, predict outcomes, and derive insights related to compliance, regulatory, litigation, and transactional risk.

To help aid organizations better plan their responses to humanitarian crises, researchers and graduate students work in collaboration with them to develop innovative decision-making tools that enable robust, cost-efficient, and timely relief solutions.
Multiple research projects combine to illustrate the extent of collaboration by Carey Business School faculty with researchers from other divisions of Johns Hopkins University, particularly in areas related to health care.

McMaster University, DeGroote School of Business

Innovation by Design (IBD) is an ambitious pan-university initiative that introduces design thinking as a methodology across faculties, with core funding from McMaster University and content and facilitation support from IBM Canada.

Memorial University of Newfoundland, Faculty of Business Administration

Fostering Community Resilience Through Dialogue

This research-based workshop brought together community leaders from across Newfoundland and Labrador to discuss ways to address urgent challenges like outmigration, fishery collapse, and aging demographics.

New Jersey Institute of Technology, Martin Tuchman School of Management

NSF I-Corps Site at NJIT

The NSF I-Corps Site provides National Science Foundation funding, Lean Startup training, and business mentoring to help STEM faculty and students bridge the gap between developing valuable innovations and commercializing their technology.
Oregon State University, College of Business

Education-to-Career Model

The Education-to-Career Model is a 12-course series on personal, professional, and leadership development that embeds career advising, student-employer interaction, and work-based learning into the student experience.

Pontificia Universidad Católica de Chile, Escuela de Administracion

Cátedra Carlos Vial Espantoso

The Carlos Vial Espantoso Chair is an interdisciplinary academic, research, and outreach program promoting good experiences in labor relations management, with special focus on private and public companies and their unions.

Regis University, Anderson College of Business

The Magis FactorySM: Building Stewards of Society

The Magis FactorySM is a social impact idea incubation and acceleration system created to seed student ideas that advance the college’s vision of stewardship as the foundational tenet for businesses of the future.

Rice University, Jesse H. Jones Graduate School of Business

Rice Business Wisdom

Translating the most exciting research from Rice Business scholars into writing that is concise, compelling, and free of charge, Rice Business Wisdom shares Rice intellectual capital with ambitious employees and leaders of businesses, families, and communities.
Rowan University, Rohrer College of Business

Building Bridges Between Disciplines

Through Studio 231, a learning laboratory and makerspace, Rowan University connects students and faculty from disciplines across campus to work on early-stage research and commercialization projects.

Santa Clara University, Leavey School of Business

No Produce Left Behind: Measuring Farm-Level Food Loss

To tackle the twin problems of on-farm food loss and local food insecurity, multidisciplinary student teams worked with faculty and staff members to develop reliable estimates of unharvested, edible produce that help food banks provide nutritious food assistance as well as reduce the environmental impacts of farming.

Rutgers-The State University of New Jersey-Newark/New Brunswick, Rutgers Business School

Rutgers Business Review

Rutgers Business Review was launched in 2016 as an open-access, peer-reviewed business journal that provides thought leadership in the business world by combining academic research and managerial practice.

Simon Fraser University, Beedie School of Business

Embedding Project

The Embedding Project is a global public benefit research project that helps companies advance their sustainability efforts by embedding social and environmental factors across their operations and decision-making.
Michigan Ross partnered with the Aspen Institute to convene a dialogue among academics and practitioners in business, labor, government, and nonprofits to translate research findings about employment and prosperity equity into useful insights for practice.

Through a project management course, business students plan and execute fundraising projects for nonprofit organizations, gaining an invaluable learning experience and raising nearly 35,000 USD since 2016–17.

The University of Michigan, Stephen M. Ross School of Business
‘Working Toward Shared Prosperity’ Dialogue

Experiential Learning: Supporting Community NFPs

Southern Alberta Institute of Technology, School of Business

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The Texas A&M Transportation Institute and Mays Business School's McFerrin Center for Entrepreneurship partnered to develop the Innovation Hub, a collaborative aimed at supporting and commercializing market-inspired, next-generation transportation research.

Texas A&M University, Mays Business School
Texas Transportation Innovation Hub

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TRU Re-Imagining initiative has resulted in an online MBA program that is current, flexible, engaging among students and faculty, and inclusive of indigenous populations in a global learning context.

Thompson Rivers University, School of Business and Economics
TRU Re-Imagining Online MBA Program

Thompson Rivers University, School of Business and Economics
TRU Re-Imagining Online MBA Program

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Using information from the economics undergraduate program between 1995 and 2017, EAFIT conducted a study to explore how much of its students’ academic performance could be explained by their socioeconomic characteristics.

The University of Illinois–Deloitte Foundation Center for Business Analytics is revolutionizing business school curricula through the infusion of data analytics courses, case studies, and trainings, preparing students to flourish in a data-rich world.

UB’s Social Impact Fellows program brings together teams of MBA and Master of Social Work students to address societal issues using principles of entrepreneurship and sustainable social innovation in project-based internships.

Smith Brain Trust is a website and digital newsletter that uses multimedia content to showcase faculty research and expertise through business insights and practical tips for work and life.
University of Minnesota, Carlson School of Management
Medical Industry Leadership Institute

The Carlson School of Management’s Medical Industry Leadership Institute aims to shape the future of the medical industry and drive innovation through cutting-edge leadership education, research, and market development.

University of Nevada, Reno, College of Business Administration
TEDxUniversityofNevada

The College of Business sponsors and hosts the University of Nevada and local community members in an independently organized TED event that has become a global success.

University of New Hampshire, Peter T. Paul College of Business and Economics
Social Sector Franchising Initiative (SSFI)

By integrating action research, engagement, and mentoring, the Social Sector Franchising Initiative examines the applicability of franchising as a mechanism for scaling social ventures to better address major social and environmental challenges.

University of North Alabama, College of Business
Shoals Shift Project: An Ecosystem Transformation

Shoals Shift Project launches innovation and entrepreneurship education, competitions, and mentoring that supports students and community members in starting their own ventures or gaining employment with local companies.
University of Notre Dame, Mendoza College of Business

Office of the Dean Mission Award

This award honors faculty research that supports Mendoza’s mission “to be faithful to the ideals of community, human development and individual integrity,” and contributes to the greater good of society.

University of North Carolina at Charlotte, The Belk College of Business

CATME SMARTER Teamwork: Developing Team Skills

Supported by empirical research, CATME SMARTER Teamwork is a system of secure, web-based tools enabling instructors to implement best practices in managing student teams.

University of Portland, Dr. Robert B. Pamplin, Jr. School of Business Administration

Building Skills to Innovate in the 21st Century

The Pamplin School of Business introduced an innovation course that blends theoretical knowledge with the social and emotional proficiency skills required to thrive in the 21st-century business context.

University of Portland

A non-traditional research DBA in accounting promotes diversity and practice relevance by providing a flexible path for experienced practitioners to gain the knowledge and credentials required to succeed in tenure-track positions at AACSB-accredited institutions.

University of Scranton, Arthur J. Kania School of Management

A Market-Driven Non-Traditional DBA in Accounting
University of Utah, David Eccles School of Business

Lassonde Studios

Through unique engagement opportunities designed to promote entrepreneurial and innovative thinking, Lassonde Studios is a one-of-a-kind facility that invites all University of Utah students to “Live. Create. Launch.”

Washington State University, Carson College of Business

Granger Cobb Institute for Senior Living

Dedicated to education, research, and service, the Granger Cobb Institute serves as a transdisciplinary global institute for operations excellence in senior living.

Villanova University, Villanova School of Business

Lab for Advancement of Interdisciplinary Research

The Laboratory for the Advancement of Interdisciplinary Research provides a physical space for VSB faculty and students to conduct research studies using experimentation, surveys, interviews, focus groups, and other primary sources.
Read more about innovations and best practices in:

✓ Asia Pacific
✓ Europe, Middle East, and Africa

Members can access and explore more than 750 submissions within DataDirect’s Quick Reports system.

Learn more at aacsb.edu/innovations-that-inspire