Business schools and societal trends

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2019...
Business schools and societies in the age of disruption and uncertainty
We have entered the fourth industrial revolution

1st
Mechanization, water power, steam power

2nd
Mass production, assembly line, electricity

3rd
Computer and automation

4th
Cyber Physical Systems
Internet is everywhere

OVERVIEW OF INTERNET USE
ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE

TOTAL INTERNET USERS
5.16 BILLION

INTERNET USERS AS A PERCENTAGE OF TOTAL POPULATION
64.4% YOY: +1.1% (+70 BPS)

YEAR-ON-YEAR CHANGE IN THE TOTAL NUMBER OF INTERNET USERS
+1.9% +98 MILLION

AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER
6H 37M YOY: -4.8% (-20M)

PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE DEVICES
92.3% YOY: +0.2% (+20 BPS)

SOURCES: KOF ANALYSIS, FTI, GHANA INTELLIGENCE, SURVEYMAIN, MCBANK, DOKUSSA, ADVERTISING RESOURCES, CS, MGIN-09002000, DAVI.COM FOR MORE DETAILS. NOTES: SOURCE DATA ARE ONLY AVAILABLE FOR "MALE" AND "FEMALE" YOY PERCENTAGE CHANGE. IF YOU DO NOT SEE CHANGES IN THE FIELD OF DATA FROM YOUR LOCAL DAY, ONLY CHANGES "STARTING FROM "FEBRUARY" AND "JUNE" WILL BE SHOWN. DIFFERENT METHODS OF DATA COLLECTION MAY AFFECT THE RESULTS. COMPARABILITY: SOURCE AND BASE CHANGES. ALL FIGURES USE THE LATEST AVAILABLE DATA. BUT SOME SOURCE DATA MAY NOT HAVE BEEN UPDATED IN THE PAST YEAR. SEE NOTES ON DATA FOR DETAILS.
Great progress...
But many negative effects on society…
But many negative effects on society.
Major risks on health and privacy
Inequalities are on the rise
Societies are facing a deep crisis of legitimacy
Was he right?
A first paradigm shift to avoid two deadly pitfalls!
For Europe, a second shift is critical…

“To govern is to foresee, and not to foresee is to dig your grave”

Emile de Girardin (1802-1881)

“A flag that you hide in your pocket is not a flag, it’s a handkerchief”
Beware of the new Ras(Putin)!

Tellurocracies versus Thalassocracies
Moscow-Berlin / Moscow-Tokyo / Moscow Tehran Caucasus / Ukraine / Kazakhstan
US pacifists / US campaign / German greens / Brexit Frexit Polexit

“Ukraine as an independent state poses a huge danger to the whole of Eurasia, and without solving the Ukrainian problem it makes no sense to talk about continental geopolitics”, Aleksandr Dugin, The Geopolitical Future of Russia (1997)
What about business schools in this turbulent world?
Management education: quo vadis?

- “Bologna”-style format in Europe
- Public, private and “hybrid” structures
- Use of English in programmes
- Ethics Sustainability Governance
- Accreditation systems: EQUIS, AACSB, AMBA
- Rankings
Structural problems

- Difficulty to mobilise resources
- Critical / efficient mass?
- Level of digitalization?
- New competitors
- New Faculty profile
A well oiled machine...
That has to operate a paradigm shift as well!
Paving the way to more ethical and inclusive societies
Business schools: a force for good

- $329 million annual contribution to the regional economy (Nova Scotia)
- High impact on business development in Shanghai. 400 foreign alumni work and live in the city
- 59 citations and 23 feature articles over the past twelve months in the media
- 197 companies and 200 jobs created thanks to UPTEC incubator since 2007
- $329 million annual contribution to the regional economy (Nova Scotia)
But an imperious necessity to reorient research...
Business schools and societies in the age of disruption and uncertainty

- Engaged Professors
- Heuristic Research
- Increased Cooperation B-Schools & Stakeholders
- Compassionate and Inclusive Behaviors at Work