

# Business schools and societal trends

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Prof. Eric Cornuel  
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I'M  
PART  
OF IT

2019...



2020

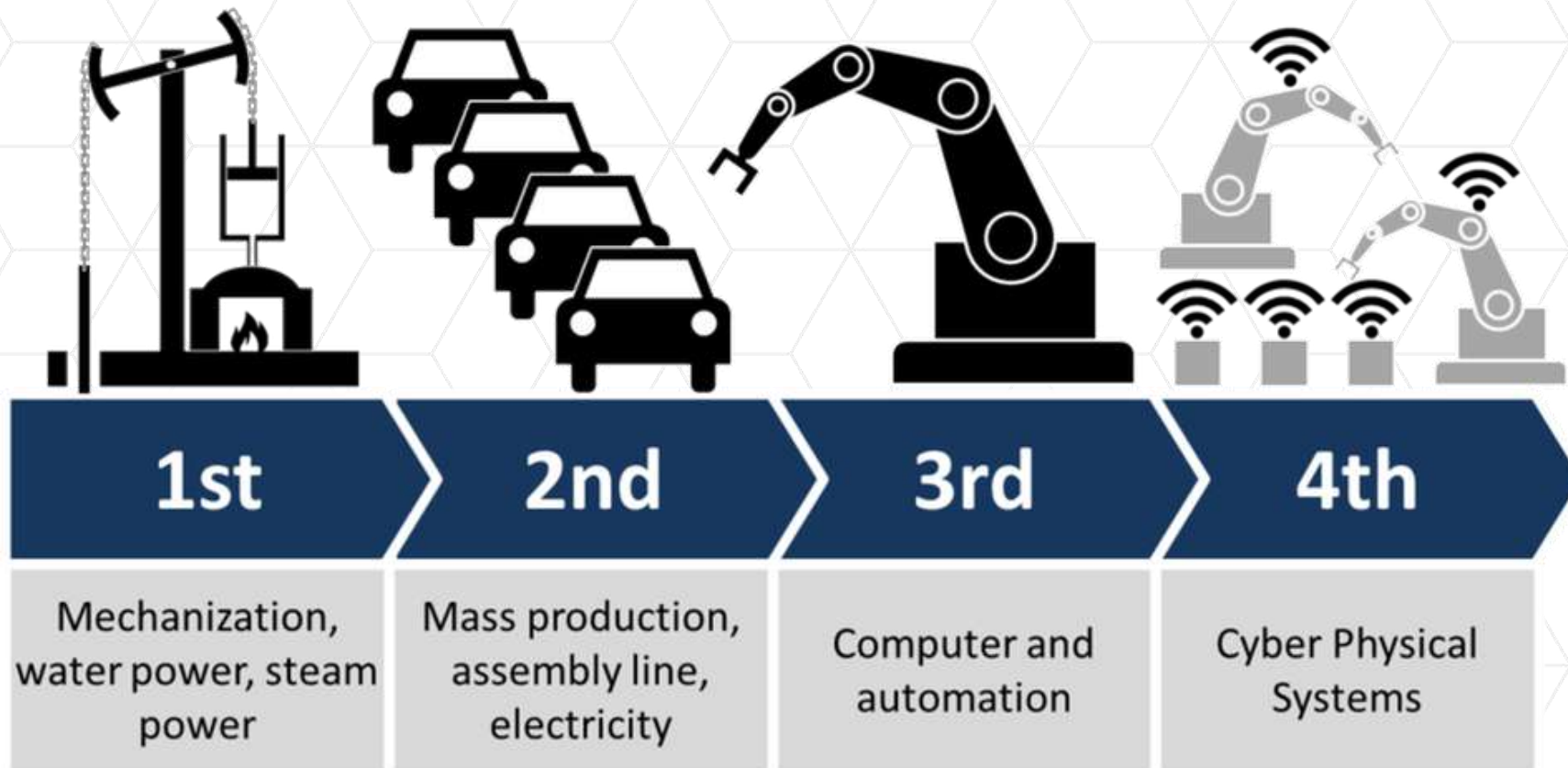


2022

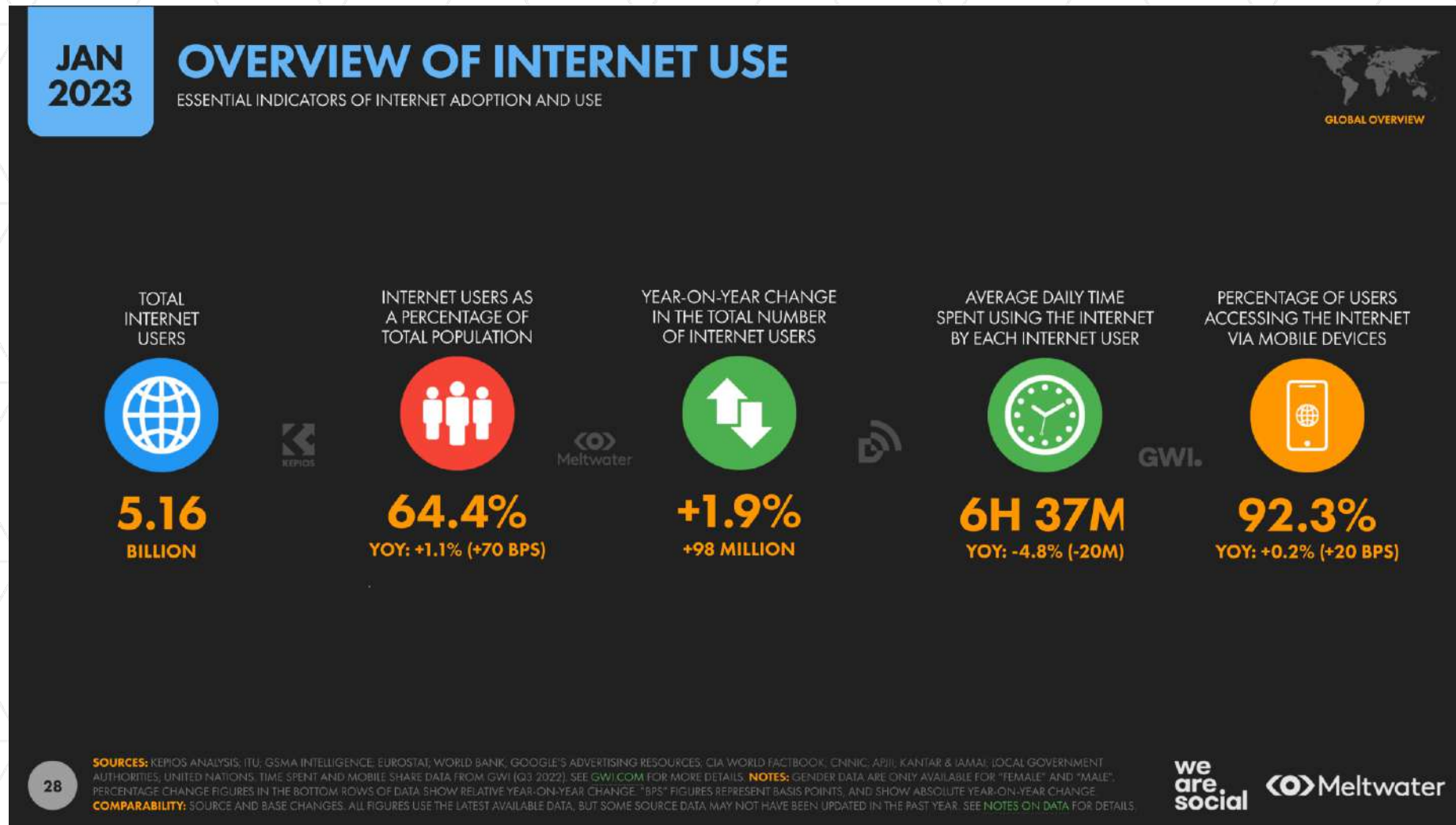


2019

# ➤ We have entered the fourth industrial revolution



# ➤ Internet is everywhere



## ➤ Great progress...



➤ But many negative effects on society...

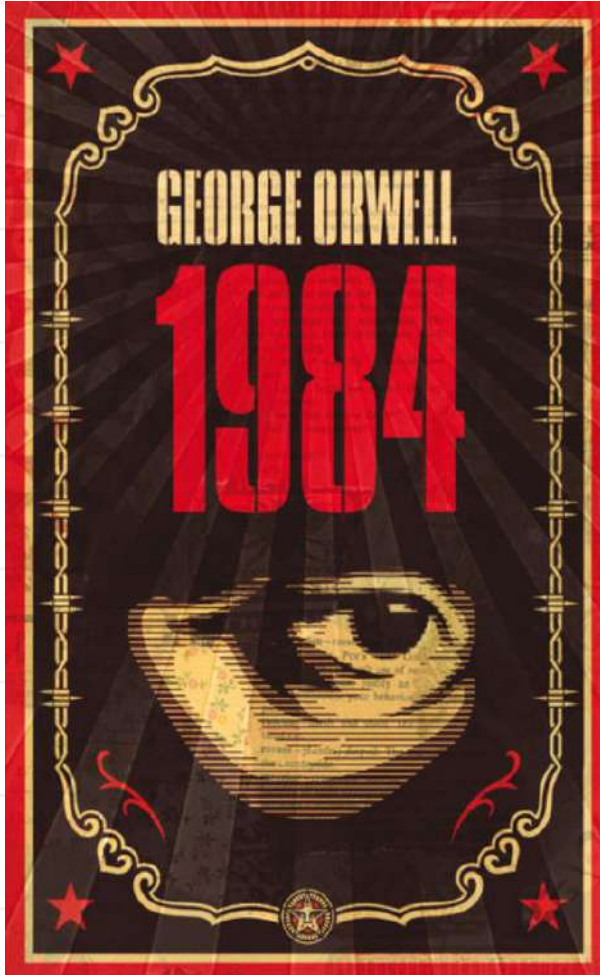




➤ But many negative effects on society.



## ➤ 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!



VS



## ➤ For Europe, a second shift is critical...



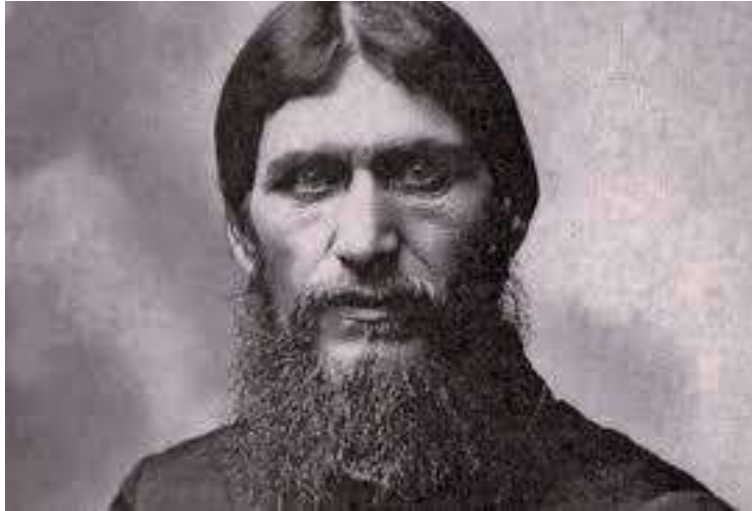
“To govern is to foresee, and not to foresee is to dig your grave”

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?



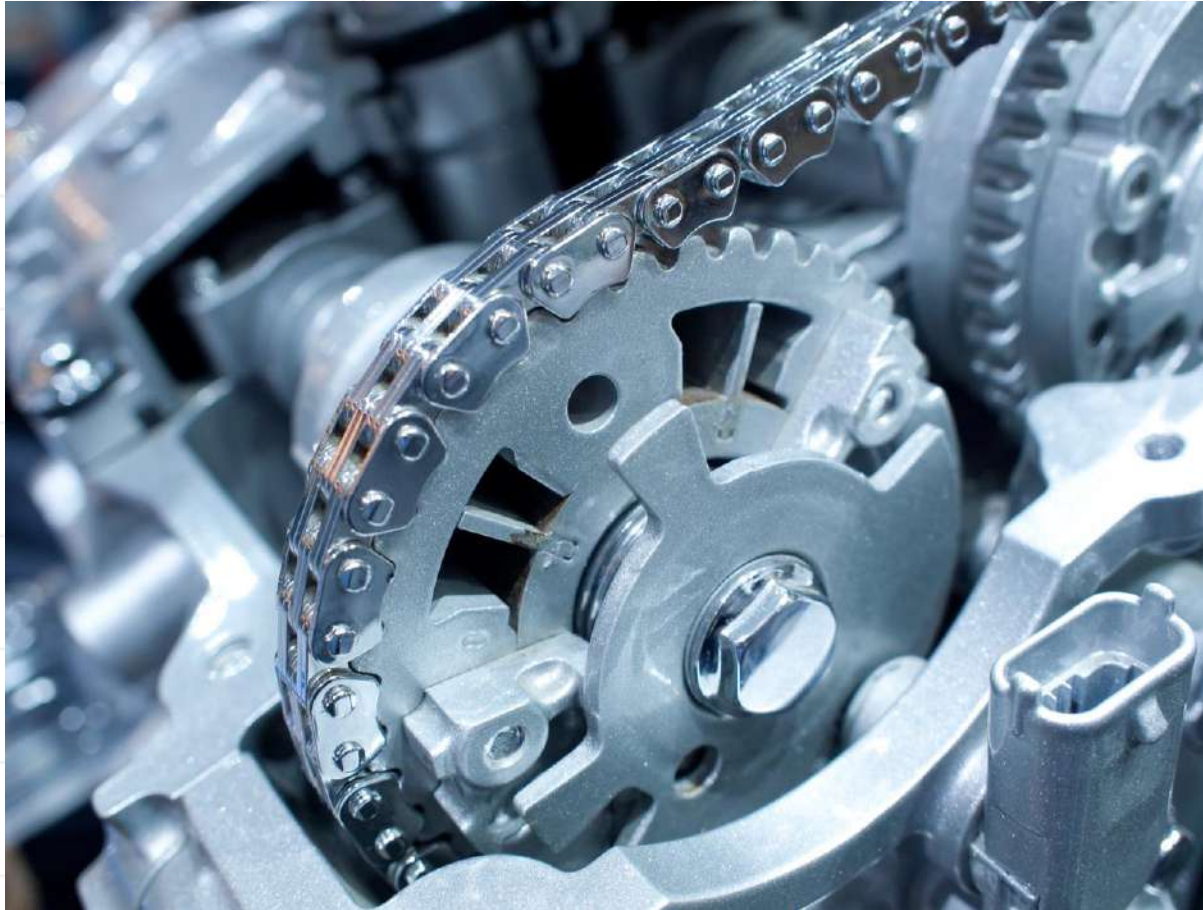
# ➤ Management education: quo vadis?

- “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

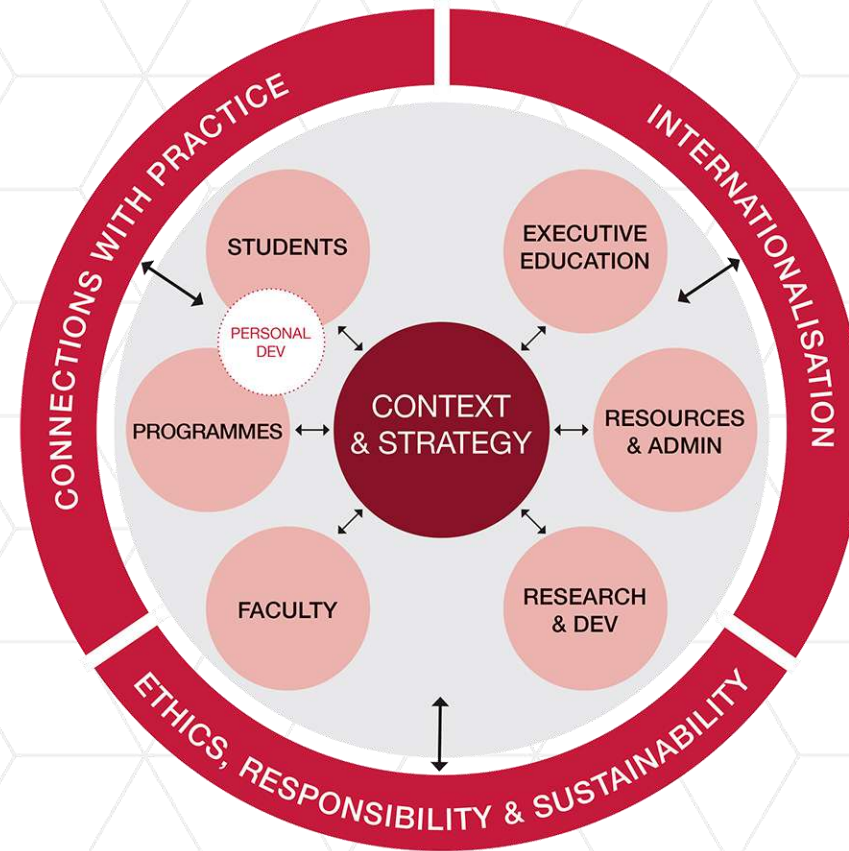
## ➤ A well oiled machine...



➤ That has to operate a paradigm shift as well!



# ➤ Paving the way to more ethical and inclusive societies



## ➤ Business schools: a force for good



**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



High impact on business **development** in Shanghai. **400 foreign alumni** work and live in the city



**\$ 329 million annual contribution** to the regional economy (Nova Scotia)

# ➤ But an imperious necessity to reorient research...

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## Responsible Research

Imagine a world in which business schools, management scholars and social scientists worldwide have transformed their research toward producing useful and credible knowledge that addresses problems important to business and society

### A Vision of Responsible Research for Better Business and a Better World<sup>1</sup>

**Imagine a future in 2030 where ...**

- Business and management schools worldwide are widely admired for their contributions to societal well-being
- Business and management research has become instrumental in addressing society's challenges
- Management research contributes regular, valuable knowledge to support humanity's highest aspirations within the planetary boundaries, including poverty alleviation, access to food, clean water, education, sustainable consumption and responsible use of natural resources, greater gender and social equality, inclusion, growing prosperity, fair wealth distribution, and a responsible and resilient financial sector
- Management research has developed effective systems leading to high and responsible economic performance, great innovations, positive employee and customer well-being, a thriving natural

What motivated this future imagination? Isn't this our reality today? Sadly, for the past three decades, some management research has suffered mounting criticism around its low relevance to practice and questionable research practices – with the results of half of published studies may be of doubtful quality<sup>2</sup>.

Fortunately, science engages in self-correction. Currently, there is strong aspiration in the academic community to change the status quo by many individuals and groups. We call this the responsibility "turn" in business and management research. One influential group is the Community for Responsible Research in Business and Management (RRBM) a virtual global community of 24 senior scholars in the disciplines of accounting, finance, management, marketing and operations from 23 universities in 10 countries. Supporting them are leaders of AACSB, EFMD, Aspen Institute's Business and Society Program, and PRME of Global Compact.



**ENGAGED  
PROFESSORS**

**INCREASED COOPERATION  
B-SCHOOLS & STAKEHOLDERS**

**HEURISTIC  
RESEARCH**

**COMPASSIONATE AND INCLUSIVE  
BEHAVIORS AT WORK**