

First Global Responsible Research Summit

Toward a Responsible and Sustainable Research
Ecosystem in Business and Management

June 30-July 1, 2019
Rotterdam, The Netherlands

VISION
2030

A graphic element consisting of a white grid pattern with the letters 'RRBM' in the center, tilted at an angle.

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We extend a warm welcome to this first Global Responsible Research Summit. We have an excellent group of 63 delegates (senior scholars, deans, journal editors, university and association leaders) across five disciplines, 46 institutions, thirteen countries, and four continents. In this Summit, we are charting a new path toward vision 2030 when business and management research will truly be the inspiration for business practices that will contribute to economically, socially, and environmentally sustainable societies.

All the important changes in history were due to the foresight and untiring efforts of a few caring citizens who saw the need for a new social order. We are such a group because we have a common vision that a change in our research ecosystem is critically needed. The status quo of adhering to the problems and theories of the twentieth century no longer serves the needs of business and society in the 21st century. We seize the opportunity to start this transformation by investing our research talents and resources towards addressing the grand challenges of the 21st century. We have the obligation, through our research and teaching, to create positive societal impact, advancing the prosperity of all stakeholders of for-profit businesses, non-profit, and government organizations.

This transformation will not be easy, but with our collective will and wisdom, we will be triumphant!!! Let us roll up our sleeves and make this Summit a watershed event, to pave the foundation for a seismic change in business and management research for the common good.

We are deeply grateful for your participation in this first Global Responsible Research Summit: Toward a responsible and sustainable research ecosystem in business and management.

Anne Tsui

on behalf of the First Global Responsible Research Organizing Committee

Pursey Heugens

Wilfred Mijnhardt

Academic Organizing Committee

- **Franklin Allen**, Professor of Finance and Economics, Imperial College London, UK
- **Mary Jo Bitner**, Professor Emeritus of Marketing, W.P. Carey School of Business, Arizona State University, USA
- **Jerry Davis**, Associate Dean of Business+Impact, Ross School of Business, University of Michigan, USA
- **Bill Glick**, H. Joe Nelson III Professor of Management, Jones Graduate School of Business, Rice University, USA
- **Pursey Heugens**, Professor of Organization Theory, Development, and Change and Dean of Research at Rotterdam School of Management, Scientific Director ERIM, Erasmus University, the Netherlands
- **Peter McKiernan**, Professor of Management, University of Strathclyde Glasgow, UK
- **Wilfred Mijnhardt**, Policy Director, Rotterdam School of Management, Erasmus University, the Netherlands
- **David Reibstein**, Professor of Marketing, The Wharton School of Business, University of Pennsylvania, USA
- **Jean-Alexis Spitz**, Coordinator for the RRBM project, Belgium
- **Michael Toffel**, Professor of Environmental Management, Harvard Business School, USA
- **Tony Travaglione**, Pro Vice-Chancellor of Business and Law, the University of Newcastle, Australia
- **Anne Tsui**, Distinguished Adjunct Professor of Management, Mendoza College of Business, University of Notre Dame, USA
- **Zhi-Xue Zhang**, Professor of Organization and Strategic Management, Guanghua School of Management, Peking University, China
- **Maurizio Zollo**, Professor of Strategy and Sustainability, Imperial College London, UK

Local Organizing Committee (RSM)

- **Pursey Heugens**, Professor, Dean of Research and Scientific Director ERIM
- **Wilfred Mijnhardt**, Policy Director
- **Natalija Gersak**, Director of Research Development and Support
- **Carolien Heintjes**, Management Assistant
- **Patricia de Wilde-Mes**, Management Assistant
- **Krista Schellevis**, Communications Officer

Objectives, Roles and Guidelines

Objectives or Expected Outcomes

1. Reach a joint consensus on the “what” of Responsible Research and commitment to change towards the anticipated future scenario (Vision 2030 in the position paper), demonstrated via a collective plan to advance credible and useful knowledge, aiming to transition business into a force for positive change in the world.
2. Understand how Responsible Research relates to current themes of the “responsible turn in academia” movement, mostly focused on the “how” in research: e.g. Open Science (e.g. Open Access publishing, open data, transparency, replication requirements).
3. Define opportunities and roles to contribute to responsible research for internal stakeholders of the Responsible Research Ecosystem (schools, journals, associations, and senior scholars).
4. Identify and explore responsible research metrics that could be used by schools, journals, and associations to measure short-term progress in responsible research, and long-term success, i.e. positive impact on business practices and societal benefits.
5. Discuss pilot schemes to advance responsible research at schools and journals with support from associations, senior scholars and accreditation agencies.
6. Share personal commitments to support the Responsible Research movement.
7. Post-Summit: A communication plan that includes a document to summarize the outcomes of the Summit as a possible “roadmap” for Vision 2030, BizEd and Global Focus articles, blogs and social media.

Role of Session Facilitators and Co-facilitators:

1. The main facilitator is in charge of the session to make sure each part goes well and flows into the next.
2. Provide the background information for the session (e.g., session 1 and 3) or introduce the speaker (e.g., session 4).
3. Provide clear instructions for the roundtable discussions.
4. The co-facilitator is to assist in the roundtable session to make sure all groups are clear about the group discussion and tasks.

Role of Small Group Discussion Facilitators:

1. Greet group members in the morning and direct them to the right table.
2. Provide clarity on the task and the questions.
3. Encourage discussion to begin with the provided starting answers but move beyond.
4. Ensure contribution by all table participants (everyone will come prepared).
5. Keep time and on task, bring group back if discussion detours.
6. Moderate long presentations (some are eager to share their ideas).
7. Record key ideas on the flip charts.

Role of Small Group Recorders (doctoral students at RSM):

Use Google doc to take notes of all the discussions, listen and type, no participation in discussion, no asking for clarification, do not interrupt the discussion.

Participant Guidelines

1. Each individual's participation is valuable!
 - a. Everyone participates – avoid monopolizing discussion time or saying nothing!
 - b. Allow one person to speak at a time
2. Keep an open mind—seek to understand others' viewpoints – our differences are our strengths.
3. Respect time allocations and listen to the bell ring.
4. No video or sound recording. No tweeting or Social Media sharing during the Summit.
5. No use of electronic devices, such as laptops and smart phones, except to take notes or mark your calendar.
6. No disruptive activities, such as side-conversations, surfing the web, checking email, texting, or tweeting.



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Agenda

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Overall Summit Program facilitators:

Wilfred Mijnhardt, Rotterdam School of Management

Anne S. Tsui, University of Notre Dame

June 30, 2019

5:00 pm-8:30 pm Opening Session: Invitation to an Amazing Journey

Location: "Het Nieuwe Instituut", Museum for Architecture, Design and Digital Culture (<https://hetnieuweinstituut.nl/en>)

Facilitator: **Jerry Davis**, University of Michigan

Co-facilitator: **Pursey Heugens**, Rotterdam School of Management

Welcome speaker: **Rutger Engels**, Rector Magnificus, Erasmus University Rotterdam

1. Welcome
2. Introduction
Form groups of 5 persons, discuss and share:
 - a. Why are you here?
 - b. What are your expectations?
 - c. What will you contribute?
3. Museum private guided tour
4. Dinner
5. Sharing inspirations

July 1, 2019

Location: Rotterdam School of Management, Mandeville Building Room T3-21
(3rd Floor)

8:30-9:00 am Introduction Session: Gathering Momentum for Action

Session Facilitator: **Ruth Bolton**, Arizona State University

9:00-10:30 am Session 1: Contributing to a Better World through our Research

Session Facilitator and Speaker: **David Reibstein**, The Wharton School

Session Co-facilitator: **Patricia Dechow**, University of Southern California

Small Group discussion questions

1. What are the opportunities for change?
2. What the anticipated barriers or resistance points?
3. What ideas to overcome the strongest resistance; both big ideas and small wins?

10:30-10:50 am Break

10:50-12:00 Session 2: Visioning Business Research in 2030

Session Facilitator: **Anne S. Tsui**, University of Notre Dame

Session Co-facilitator: **Mauricio Zollo**, Imperial College London

Small Group discussion questions:

“Imagine” in 2030,

1. What type of research is being published in your school, in your journal, or discussed in the conferences?
2. How are scholarly contributions being measured and rewarded?
3. What kind of research success is being celebrated?

12:00-1:30 pm Lunch: Theme: Responsible Research Exemplars

Location: Erasmus Paviljoen

Session Facilitator: **Wilfred Mijnhardt**, Rotterdam School of Management

Session Co-facilitator: **Jean-Alexis Spitz**, EFMD

Remarks:

Stephanie Bryant, AACSB

Ulrich Hommel, EFMD

Responsible Research Presentations:

Leonard Berry, Texas A&M University

Jeffrey Hales, The University of Texas at Austin

Jennifer Howard-Grenville, University of Cambridge

Marcin Kacperczyk, Imperial College London

Beril Toktay, The Georgia Institute of Technology

1:30-3:00 pm Session 3: Measuring Progress in Responsible Research

Session Facilitator and Speaker: **Richard Lyons**, University of California, Berkeley

Session Co-facilitator: **Tony Travaglione**, University of Newcastle Australia

Small Group discussion questions:

1. Responsible research metrics: What are the 3-5 best metrics already in use? What could be developed over the short term, e.g., 1-2 years, and what would that development take?
2. Societal impact metrics: Thinking longer term, what kinds of metrics can we imagine becoming feasible by, say, 2030, and what dimensions of wider societal impact are among the most important under-covered ones?

3:00-3:30 pm Break

3:30-5:00 pm Session 4: Navigating the Transition toward Responsible Research

Session Facilitator: **Michael Toffel**, Harvard Business School

Session Co-facilitator: **Zhixue Zhang**, Peking University

Speaker: **Pursey Heugens**, Rotterdam School of Management

Small Group discussion questions:

1. What ideas can we try (pilot) by my stakeholder group (journals, schools, associations and accreditation agencies, senior scholars), focusing on “What I as a dean/editor/senior scholar, etc., can do?”
2. What approaches or methods can we use to introduce the pilot idea to each stakeholder group (faculty for schools; editorial board for journals, association leadership team; senior scholars).
3. What are the advantages, benefits, or rewards of being “change leaders”?

5:00- 6:00 pm Moving Forward: Gathering and Advancing

Session Facilitator: **William (Bill) Glick**, Rice University

Session Co-facilitator: **Jerry Davis**, University of Michigan

Reflection Panel:

Caryn Beck-Dudley, Santa Clara University

Robert Bloomfield, Cornell University

Eli Jones, Texas A&M University

Qiao Liu, Peking University

Kjell Nyborg, University of Zurich

Linda Price, University of Oregon

Thomas Robertson, The Wharton School

Luk Van Wassenhove, INSEAD

6:00-8:00 pm Closing Dinner: The Promises and Challenges of Academic-Practitioner Collaboration in Knowledge Co-creation and Impact-Driven Business Research

Location: Erasmus Paviljoen

Session facilitator: **Maurizio Zollo**, Imperial College London

Session Co-facilitator: **Franklin Allen**, Imperial College London

Photo taking, social, walking dinner, and fireside chat

Fireside Speaker: **André Van Heemstra**, Former Global Head of HR at Unilever, Current Chair of the Supervisory Board of Leiden Asia Centre

There have been various approaches to academic-practitioner collaboration in the areas dedicated to the study of corporate sustainability. They including build translational bridges among academia and business (e.g. the Network on Business Sustainability, www.nbs.org), research projects focused on business knowledge gaps (e.g. the Academy of Business in Society, www.abis.org), business driven knowledge discoveries with “light” or limited academic involvement (e.g. UN Global Compact, and the World Business Council for Sustainable Development) as well as “engaged scholarship” research programs (Van de Ven, 2007: foundationgolden.org).

The conversation will be based on sharing experiences and reflections on past and ongoing efforts, taking stock of both opportunities and challenges, as well as offering ideas on how to remove collective barriers to the development and diffusion of this logic of research. This will lead to the introduction of the second Global Summit that Imperial College will host in 2020 in London, which will focus on the challenges related to experimenting with, and scaling, successful models of knowledge co-creation in high impact collaborative research.



Mr. Andre van Heemstra joined Unilever in the Netherlands in 1970 and remained with the company up to his retirement in 2006. After a career in marketing and sales, leading to country management positions, he was a member of the board with specific responsibility for human resources. Following his retirement from Unilever he has been active in a number of roles, including Board chair of the publishing house Brill, vice chair of the Academy of Business in Society (ABIS), and chair of the Netherlands Network of the U.N. Global Compact, among several others.

Currently he is supervisory board chair of the Leiden Asia Centre, an institution at Leiden University that is concerned with research that may contribute to strengthening and improving the relations and understanding between people, organizations and governments in East Asia and the Netherlands.



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Participants List

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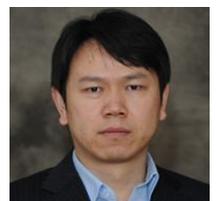
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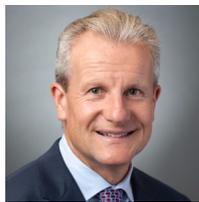
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Participants Biographies

(Each brief biography focuses primarily on the dean, editor, and professional association leadership experiences.)

1. **Franklin Allen** is a Professor of Finance and Economics and Executive Director of the Brevan Howard Centre at the Imperial College in London since July 2014. He was at the Wharton School from 1980-2016. He was Executive Editor of the *Review of Financial Studies* and Managing Editor of the *Review of Finance*. He is a past President of the American Finance Association, the Western Finance Association, the Society for Financial Studies, the Financial Intermediation Research Society, and the Financial Management Association.
2. **Peter A. Bamberger** is the Domberger Chair in Organization and Management at Tel Aviv University's Collier School of Management, Research Director of Cornell's Smithers Institute, and Editor-In-Chief of *Academy of Management Discoveries (AMD)*. A member of the SOB, and a Fellow of SIOF, he served as an Associate Editor of *AMJ*, a Founding Associate Editor of *AMD*, and on AoM's Board of Governors. He is a 3-time Associate Dean for Management Programs (Technion), Academic Programs (Technion), and Faculty and Research (TAU).
3. **Sudipta Basu** is a Professor of Accounting and Robert Livingstone Johnson Senior Research Fellow, and beginning July 1, 2019, Associate Dean for Research and Doctoral Programs at the Fox School of Business at Temple University. He is the Research Director of the Translational Research Center and chaired the Fox School's P&T Committee for the last three years. He is an Associate Editor/Editorial Board Member for seven journals and served as an editor of *Contemporary Accounting Research*.
4. **Caryn Beck-Dudley** is the Dean of the Leavey School of Business at Santa Clara University. She was also the Business Dean at Utah State and Florida State. She has made many public presentations, to large and small audiences, on a variety of leadership and legal/ethical topics. Her work is published in several journals including the *American Business Law Journal* where she served on the editorial board. She is the current past Chair for the AACSB Board.
5. **Leonard Berry** is a University Distinguished Professor of Marketing, Regents Professor, Presidential Professor for Teaching Excellence, and M.B. Zale Chair in Retailing and Marketing Leadership at Mays Business School, Texas A&M University. He is a former National President of the American Marketing Association, a Senior Fellow of the Institute for Healthcare Improvement and an Adjunct Professor of Health Sciences at the University of Southern Denmark. He is the most frequently cited scholar at the entire Texas A&M University.
6. **Robert Bloomfield** is the Nicholas H. Noyes Professor of Management in Accounting, Johnson School at Cornell University. He has implemented new editorial processes about responsible research practices as Co-editor of the *Journal of Financial Reporting*, and as Guest Editor of the 2017 *Journal of Accounting Research* Conference on Registered Reports of Empirical

Research. He has served as Cornell's Director of Graduate Studies, Faculty Director of eLearning, Faculty Policy Committee Chair, and directed a research initiative for the Financial Accounting Standards Board.

7. **Ruth N. Bolton** is a Professor of Marketing at the W.P. Carey School of Business, Arizona State University. She has served as the 2009-11 Executive Director of the Marketing Science Institute, 2002-2005 Editor of the *Journal of Marketing*, 2005-2007 Area Editor of the *Journal of Marketing Research*, and on the Board of Directors of the American Marketing Association. She currently serves on the Board of Directors of the Sheth Foundation.
8. **Michael ("Mike") Brady** is the Bob Sasser Professor, Department of Marketing, at Florida State University. He has been Chair of the marketing department at Florida State for the past eight years and currently sits on the board of the American Marketing Association. Mike is an Associate Editor for the *Journal of the Academy of Marketing Science* and the current Editor-in-Chief of *Journal of Service Research*.
9. **Stephanie Bryant** is Executive Vice President and Chief Accreditation Officer for AACSB International. She is a part of AACSB's executive leadership team and provides the vision and leadership for accreditation-related services at business schools across the world. As an established scholar and thought leader, Bryant acts as spokesperson and advocate for the advancement of quality business education to prepare future leaders with the right skills and mindset to lead in a changing, diverse, and global world.
10. **Yubo Chen** is Senior Associate Dean, Professor of Marketing, and Director of the Center for Internet Development and Governance at the School of Economics and Management, Tsinghua University, China. He is Editor-in-Chief of the *Journal of Marketing Science* and a member of the National Teaching Advisory Committee on Business Administration Programs. His research won many awards, including INFORMS Frank Bass Best Paper Finalist, MSI/Paul H. Root Award Finalist, William F. O'Dell Award Finalist, and *Journal of Interactive Marketing* Best Paper Award.
11. **Joep Cornelissen** is a Professor of Corporate Communication and Management at the Rotterdam School of Management, Erasmus University. He is the Editor-in-Chief of *Organization Theory*, a former Associate Editor for the *Academy of Management Review* (2014-2017), a former General Editor of the *Journal of Management Studies* (2006-2012) and serves on the editorial boards of the *Academy of Management Review*, *Academy of Management Journal*, *Journal of Management Studies* and *Organization Studies*. He is a Council member of the Society for the Advancement of Management Studies and an ex-officio board member of EGOS.
12. **Henrik Cronqvist** is the Vice Dean for Faculty and Research, Director of Ph.D. Programs and Professor of Finance at the University of Miami Business School. He serves as an Associate Editor of the *Review of Financial Studies*. Prior to Miami

Business School, Professor Cronqvist served as the Zhongkun Group Chair at the China Europe International Business School (CEIBS), and the McMahon Family Chair and George R. Roberts Fellow at the Robert Day School of Economics and Finance at Claremont McKenna College.

- 13. Jerry Davis** just completed serving as the inaugural Associate Dean for Business+Impact at the University of Michigan's Ross School of Business, where he is also the Ruth and Gilbert Whitaker Professor of Management and Professor of Sociology. He has published widely in management, sociology, and finance on topics of corporate governance, economic inequality, and new forms of organization. He was elected Chair of the Organization and Management Theory Division of the Academy of Management, and from 2011-2016 he was the Editor-in-Chief of the *Administrative Science Quarterly*.
- 14. Patricia M. Dechow** holds the Robert R. Dockson Chair of Business Administration & Accounting at the Marshall School of Business, University of Southern California. She is the Managing Editor for the *Review of Accounting Studies*. Patricia's research has been featured in the Wall Street Journal, The New York Times, and numerous other publications. She was the Chair of the American Accounting Association's Task Force on Research Relevance in 2017. She has won several awards including the American Accounting Association's Distinguished Contribution to Accounting Literature Award in 2015 and 2010.
- 15. Charles Dhanaraj** is the H.F. "Gerry" Lenfest Professor of Strategy at Temple University, the Founding Executive Director of Fox's Center for Translational Research in Business, and Executive Director of the Executive Doctorate in Business Administration program. Dhanaraj's specialization includes strategic partnerships, global innovation, and emerging markets. In 2017, he was elected as a Fellow of the Academy of International Business (AIB). He serves as Vice President for the AIB and Deputy Editor of *Cross Cultural and Strategy Management*, as well as a member on the editorial boards of six major journals.
- 16. Chris Earley** is the Dean of the University of Technology Sydney Business School. Before this, he served as the Dean of Business at the Universities of Tasmania, Purdue University, University of Connecticut and the National University of Singapore. His interests include cross-cultural and international aspects of organizations such as the dynamics of multinational teams, negotiation and conflict, the role of face in organizations, and motivation across cultures. He is the author of ten books and numerous articles and book chapters.
- 17. Rutger Engels** (1968) is a Professor of Development Psychopathology at the Erasmus School of Social and Behavioural Sciences (ESSB) and since June 2018 rector magnificus of Erasmus University Rotterdam. He is responsible for education, research and impact, policies for academic employees, science communication, and information for students. Engels aims to make a real difference with his research, to have an impact on international policy and daily practice. Engels considers it vital to act as a mentor in inspiring and supervising students and Ph.D. students.

- 18. Robin Gauld** is the Pro-Vice-Chancellor and Dean of the Otago Business School in New Zealand. He is also Co-Director of the Centre for Health Systems and Technology. He was a Senior Fellow at the Boston University Health Policy Institute (2008-13), and a Commonwealth Fund Harkness Fellow in 2008–2009 working with colleagues from Boston and Harvard Universities. He sits on the editorial boards of *Government Information Quarterly*, *Health Policy*, *Journal of Health Organisation and Management*, and other journals.
- 19. Cristina B. Gibson** is a Dean's Distinguished Professor in the Applied Behavioral Science group at Graziadio School of Business, Pepperdine University. She is a Fellow of the Academy of Management, Academy of International Business, American Psychological Association, and Academy of Social Science Australia. She serves as the Chair of the Organizational Behavior Division of the Academy of Management, and Associate Editor at the *Academy of Management Review*. Her expertise is at the nexus of organizational science, international management, and cross-cultural psychology.
- 20. William (Bill) H. Glick** is the H. Joe Nelson III Professor of Management and served as dean of the Jesse H. Jones Graduate School of Business from 2005 to 2016. He is also the former Chair of the board of the Association to Advance Collegiate Schools of Business International (AACSB), the global association of top business schools, a current member of AACSB's Business Accreditation Task Force, and a Founding Member of the Community for Responsible Research in Business and Management.
- 21. Jeffrey Hales** is the Charles T. Zlatkovich Centennial Professor at the McCombs School of Business, University of Texas at Austin, an editor at *Contemporary Accounting Research*, and an editorial board member of *The Accounting Review* and *Accounting, Organizations and Society*. He serves as Chair of the Sustainability Accounting Standards Board, sits on the Climate Disclosure Standards Board, and is a member of the Financial Accounting Standard Board's Advisory Council, the UK Financial Reporting Council's Future of Corporate Reporting Advisory Group, and the steering committee of the Alternative Performance Measures Working Group in Canada.
- 22. Pursey Heugens** is Professor of Organisation Theory, Development, and Change at the Rotterdam School of Management, Erasmus University. He is the Scientific Director of ERIM, and Dean of Research RSM. His research interests include comparative corporate governance, business ethics, and bureaucracy, institutional, and demographic theories of organisation. He has published in many leading journals and his research has won numerous awards. He currently serves on the editorial boards of six scholarly journals.
- 23. Andrew Hoffman** is the Holcim (US) Professor of Sustainable Enterprise at the University of Michigan; a position that holds joint appointments in the Stephen M.

Ross School of Business and the School of Environment and Sustainability. He has previously served as Faculty Director of the Erb Institute for Sustainable Enterprise and Education Director of the Graham Sustainability Institute. His 2015 book “*How Culture Shapes the Climate Change Debate*” is a winner of the 2019 IACMR-RRBM Responsible Research in Management Award.

24. Ulrich Hommel is an Associate Director of the Quality Services Department at EFMD and Director of Business School Development at EFMD Global Network. He is a Professor of Finance and former Dean at the EBS Business School and heads the Chair of Corporate Finance & Higher Education Finance. He has published over 100 journal articles, books, edited volumes and contributed articles in *Entrepreneurship Theory & Practice*, *Journal of Business Research*, *Annals of Operations Research*, *Venture Capital*, *Journal of Business Economics* and the *Journal of International Entrepreneurship*.

25. Mark B. Houston is the Eunice & James L. West Chair in Marketing at Texas Christian University and Visiting Professor at the University of Münster. He is a co-author of *Entertainment Science* (Springer), and has published in *Marketing Science*, *Journal of Marketing*, *JMR*, *JCR*, and *Journal of Financial & Quantitative Analysis*. Mark is a board member of the AMA, incoming Co-Editor of *Journal of the Academy of Marketing Science*, and Associate Editor at *Journal of Marketing* and *Journal of Service Research*.

26. Jennifer Howard-Grenville is the Diageo Professor of Organisation Studies at the Judge Business School, University of Cambridge. Jennifer is an incoming Deputy Editor (2019-2022) for the *Academy of Management Journal*, served as an Associate Editor (2013-2016) for *AMJ*, and Guest Editor-in-Chief for an *Academy of Management Discoveries* special issue on the Sustainable Development Goals. She received her Ph.D. at MIT, her MA at Oxford, and her BSc (Eng.) at Queen’s University, Canada.

27. Ananth Iyer is the Susan Bulkeley Butler Chair in Operations Management, the Department Head and Senior Associate Dean at the Krannert School of the Management, Purdue University. He has been Department Editor of *Management Science* and Associate Editor of *Operations Research*, on the editorial boards of *Operations Research Letters*, *IIE Transactions*, the *ECR Journal*, and *Manufacturing and Service Operations Management*, the POMS Board and member of INFORMS. He served as President of the MSOM Society of INFORMS during 2002-03.

28. Eli Jones is a Dean and Professor of Marketing at the Mays Business School and Peggy Mays Eminent Scholar at Texas A&M University. He has published in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Personal Selling & Sales Management*, *Management Science*, and *Journal of Applied Psychology*, among other journals. He is a Co-author of *Selling ASAP* and *Strategic Sales Leadership: Breakthrough Thinking for Breakthrough Results*.

- 29. Marcin Kacperczyk** is a Professor of Finance at the Imperial College in London. He is a Research Associate at the Center for Economic Policy Research, a Research Consultant at the European Central Bank, a former Faculty Research Fellow at the National Bureau of Economic Research, and Associate Editor for *Financial Management*, the *Journal of Financial and Quantitative Analysis*, *Review of Finance*, and *Management Science*. He currently holds a European Research Council research grant and is the President of the European Finance Association.
- 30. Ajay K. Kohli** is the Regents' Professor and Gary T. and Elizabeth R. Jones Chair at Georgia Tech University. He is the former Editor-in-Chief of the *Journal of Marketing*; Associate Editor, *Journal of Marketing*; Associate Editor, *Journal of Marketing Research*; Area Editor, *International Journal of Research in Marketing*. He is the former inaugural Associate Dean and Director of the Ph.D. Program, Emory University's Goizueta Business School; EMAC Vice President of Global Relations; Former AMA Academic Council member; Fellow of AMA, EMAC, ISBM; Incoming Board member of the American Marketing Association.
- 31. Dan LeClair**, as CEO of the Global Business School Network, is leading efforts to improve access to quality, locally relevant management education for the developing world. Prior to GBSN, he helped transform AACSB from a US accrediting body to a global thought leader and internationally-respected quality assurance agency. Dan has authored some 80 research reports, articles, and blogs, and delivered more than 170 presentations in 30+ countries. Prior to AACSB, Dan was a tenured associate professor at the University of Tampa.
- 32. Qiao Liu** is a Dean and Professor of Finance at the Guanghua School of Management, Peking University, China. His research interests include corporate finance, empirical asset pricing models, financial markets, and the Chinese economy. He is the Author of "*Corporate China 2.0: The Great Shakeup*" and "*Finance in Asia: Institutions, Regulation and Policy*," and has published articles in the *Journal of Financial Economics*, *Management Science*, *Journal of Accounting Research*, *Journal of Financial and Quantitative Analysis*, *Economic Journal*, among many others. He worked at McKinsey & Company from 2001 to 2003.
- 33. Xiongwen Lu** is the Dean of the School of Management, and Founding Director of the Chinese Marketing Research Center at Fudan University, China. His teaching and research interests cover marketing in China as an immature market, internet marketing in China, service marketing, corporate reorganization, and change management. Professor Lu has been serving as Vice Chairman of the China National MBA Education Supervisory Committee since 2008. He also serves as Board Director of the Graduate Management Admission Council (GMAC).
- 34. Rich Lyons** is an immediate past Dean and Professor of Finance at the Haas School of Business, the University of California–Berkeley. He returned to the faculty in July 2018, after serving eleven years. Changes under his deanship include a new building, a suite of dual degrees with STEM fields, and codifying

the school's culture in four Defining Principles: Question the Status Quo, Confidence Without Attitude, Students Always, and Beyond Yourself. From 2006-2008, he served as Goldman Sachs' Chief Learning Officer.

35. Wilfred Mijnhardt is Policy Director at Rotterdam School of Management, Erasmus University, responsible for strategic development & quality assurance. His energy focuses on the fundamental shift from a research driven to an impact driven strategy within Rotterdam School of Management and the broader Erasmus University community. In his previous role as Executive Director of the Erasmus Research Institute of Management (ERIM) (1999-2014) he was driven to strengthen the quality, productivity, viability, (social and academic) impact of research and the academic career-paths of researchers. He is a Special Advisor to the Executive Board of EUR and served in national committees that aim to drive innovation in universities. He also contributes to the EFMD/EURAM programme 'Creating Research Leadership in Europe.'

36. Kjell G. Nyborg is the Chair in Corporate Finance at the University of Zurich. He is a Senior Chair of the Swiss Finance Institute, and has served on the Executive Committee of the European Finance Association (EFA) since January 2013. He was the President of the EFA in 2017 and served as the Program Chair of the EFA's 43rd Annual Meeting (Oslo, 2016). He is a former member of the nominating committee of the American Finance Association, a repeat member of the program committees of the European Finance Association and the Western Finance Association.

37. A. Parasuraman ("Parsu") is the James W. McLamore Chair in Marketing at the Business School of the University of Miami. He has served as Editor of the *Journal of the Academy of Marketing Science* (1997-2000) and the *Journal of Service Research* (2005-2009). He has also served as Vice Dean of Faculty and Research at Miami Business School (2008-2010). He is a leading global expert in service quality and customer service and has authored several books.

38. Nicholas Petruzzi is a Professor and Department Chair of Operations Management at Penn State University. Currently, he serves as Associate Editor for *Management Science*, as Department Editor for *Decision Sciences*, and as a member of the Editorial Board for *Production and Operations Management*. Previously, he served as Associate Editor for *Manufacturing & Service Operations Management*. His research lies in the areas of operations and supply chain management, pricing, and stochastic inventory theory.

39. Linda L. Price is the Philip H. Knight Chair and Professor of Marketing at the University of Oregon. Her leadership includes editorial boards, policy boards, foundations, and department head duties. Linda currently serves as Editor of the *Journal of Consumer Research* and has served as President of the Association for Consumer Research (ACR), and President of the American Marketing Association (AMA) Academic Council. She is a ACR Fellow, AMA Fellow, AMS Cutco/Vector Distinguished Educator, and CBSIG Lifetime Achievement Awardee.

- 40. Stefano Puntoni** is a Professor of Marketing at the Rotterdam School of Management, Erasmus University. He joined RSM after completing his Ph.D. at the London Business School. He is an Associate Editor at the *Journal of Consumer Research* and at the *Journal of Consumer Psychology*. He is also currently serving a three-year term as International Perspectives Director at the Association for Consumer Research. He has published widely on the topic of consumer decision making.
- 41. Dave Reibstein** is the William S. Woodside Professor of Marketing, Wharton School, University of Pennsylvania. Previously, he was a professor at the Harvard Business School, and a visiting professor at Stanford Business School and INSEAD. He is the former Vice-Dean of the Wharton School, Dean of the Wharton Graduate Division, former Chairman of the American Marketing Association, and former Executive Director of the Marketing Science Institute. He has taught courses at the Indian School of Business, Interdisciplinary Center (Israel), Singapore Management University, CEIBS (China) and many other institutions.
- 42. Taco Reus** is a Professor of Global Strategy. His research focuses on the curious psychology behind consequential strategic decisions. He is Chair of the Department of Strategic Management & Entrepreneurship of the Rotterdam School of Management and serves on a variety of school committees, such as the P&T committee. Reus is a Senior Associate Editor of the *Journal of Management*, and serves on the editorial boards of the *Academy of Management Review* and the *Strategic Management Journal*.
- 43. Joan E. Ricart** is a Fellow of the SMS and EURAM and is the Carl Schröder Professor of Strategic Management and Professor of the Strategic Management Department at the IESE Business School, University of Navarra. He has been visiting Professor in IPADE (Mexico); IAE (Argentina); IDE (Ecuador); UNISA (South Africa). He is the Co-Academic Director of IESE Cities in Motion and Academic Director of the UN Center of Excellence of PPP for Cities. His current work focuses on cities, business models, and offshoring.
- 44. Thomas S. Robertson** is the Joshua J. Harris Professor of Marketing, and former Dean of The Wharton School of the University of Pennsylvania. He is an expert in marketing strategy and competitive behavior and the retail industry. He is an Author, Co-author or Editor of numerous books, articles, and chapters. Tom is the Executive Director of the Wharton INSEAD Alliance and serves on the Advisory Board of the Sorbonne, and the Board of Directors of the Carlyle Group.
- 45. Marc-David L. Seidel** is the RBC Financial Group Professor of Entrepreneurship, Director of the W. Maurice Young Centre for Entrepreneurship and Venture Capital Research, and Associate Professor of OBHR at the Sauder School of Business at the University of British Columbia. He is an Associate Editor of *Administrative Science Quarterly*, and Past Division Chair of the Academy of Management Organization and Management Theory Division.

- 46. Enno Siemsen** is the Procter & Gamble Bascom Professor at the Wisconsin School of Business, Associate Dean for MBA and Masters Programs, as well as the Director of the Erdman Center for Operations and Technology Management. He is a Department Editor for the *Production and Operations Management Journal* and the *Decision Sciences Journal*, and an Associate Editor for the *Journal of Operations Management* and the *Journal of Supply Chain Management*.
- 47. Richard Sloan** is an Accounting Circle Professor of Accounting at the University of Southern California. From 2006 to 2009, Sloan was a Managing Director in Equity Research at Barclays Global Investors. He has also held academic positions at the University of California–Berkeley (Haas School), the University of Michigan (Ross School) and the University of Pennsylvania (Wharton School). While at the University of Michigan, Professor Sloan was the Founding Director of the Tozzi Electronic Business and Finance Center.
- 48. Mark Smith** is the Dean of Faculty and Professor at Grenoble Ecole de Management (France) where he leads the management, development, and deployment of over 150 academics across teaching departments and transversal research teams. He was previously Director of the Doctoral School for DBA and Ph.D. He has researched labour market policy, gender equality, and working conditions for several European institutions. He previously worked at the Manchester Business School.
- 49. Jean-Alexis Spitz** is the Coordinator of the Responsible Research for Business and Management (RRBM) initiative and the webmaster of the RRBM website. He also coordinates the EFMD Master and Doctoral Programmes Conferences as well as the Job Fair for PhDs in Business and Management. Prior to joining EFMD, he was in charge of the social media strategy of the Global Peter Drucker Forum.
- 50. Ken Starkey** began his career as a Lecturer in Management at the University of St. Andrews. He moved to the University of Nottingham's Department of Industrial Economics in 1988 and became a Reader then Professor at the Nottingham University Business School. He is a coordinator of the REF Impact program in the UK.
- 51. David W. Stewart** is the President's Professor of Marketing and Business Law at Loyola Marymount University. He is a past Editor of the *Journal of Marketing*, the *Journal of the Academy of Marketing Science* and the *Journal of Public Policy and Marketing*. He is currently Vice President for Publications for the American Marketing Association. Dr. Stewart has held faculty appointments at Vanderbilt University (Senior Associate Dean), the University of Southern California (Department Chair and Deputy Dean), and the University of California–Riverside (Dean).
- 52. Michael Toffel** is a Professor at the Harvard Business School and Faculty Chair of its Business and Environment Initiative. His research examines how companies manage environmental and occupational safety in their operations and supply chains and how governments can more effectively regulate these issues. He is

an Associate Editor at *Manufacturing & Service Operations Management*, on the Editorial Boards of *Organization Science* and *Strategic Management Journal*, and is a Co-Founder and board member of the *Alliance for Research on Corporate Sustainability (ARCS)*.

53. Beril Toktay is a Professor of Operations Management, Brady Family Chairholder, and ADVANCE Professor. Her primary research areas are sustainable operations and supply chain management. She is the founding Faculty Director of the Ray C. Anderson Center for Sustainable Business and the Co-Architect and Executive Faculty Co-Director of Georgia Tech's Serve-Learn-Sustain Initiative. She co-edited the 2013 *M&SOM Special Issue on the Environment* and served as Area Editor (Environment, Energy, and Sustainability) for *Operations Research* (2012-2018). She became a Distinguished Fellow of the MSOM Society in 2017.

54. Tony Travaglione is the Pro Vice-Chancellor of Business and Law at the University of Newcastle, Australia, and the President of the Australian Business Deans Council, providing leadership to 39 Business Schools, nationwide. Throughout his career, Professor Travaglione has maintained strong engagement with the business community, having delivered research and other projects for organisations including the ANZ Bank, BHP, QANTAS, Nespresso, Main Roads Western Australia, Westrail, Hunter Area Health, and Centrelink, as well as international organisations including Norwich Union, Royal Sun Alliance, Midland Bank, Guinness Brewing and London Underground.

55. Anne S. Tsui is a Distinguished Adjunct Professor at the University of Notre Dame, USA, Professor Emerita of International Management, Arizona State University, and Distinguished Visiting Professor at Fudan University and Peking University, China. She is the 67th President of the Academy of Management, 14th Editor of the *Academy of Management Journal*, the Founding President of the International Association for Chinese Management Research, Founding Editor-in-Chief of *Management and Organization Review*, and Co-founder of RRBM.

56. Luk Van Wassenhove is the Henry Ford Chair in Manufacturing at INSEAD. He co-edited special issues on humanitarian operations for the *Journal of Operations Management*, *Production and Operations Management*, and *EJOR*. He created the INSEAD Social Innovation Center and was an Academic Director until 2010. He currently leads INSEAD's Humanitarian Research Group and its Sustainable Operations Initiative. His research focuses on business models for the UNSDGs, specifically circular economy, disaster, and health logistics.

57. Jiang Wei is the Dean and Professor of Innovation and Strategic Management of the School of Management, Zhejiang University, China. He was the Visiting Scholar of the University of Manchester in 2001-2002 and Harvard University in 2006. He is a Cheungkong distinguished young professor, Ministry of Education. He serves on the editorial boards of scholarly journals such as the *International Journal of Business and Systems Research*, *R&D Management*, *Journal of Knowledge Studies*, and *Scientific Research Management*.

- 58. Frank Wijen** is an Associate Professor at the Department of Strategic Management and Entrepreneurship of Rotterdam School of Management, Erasmus University Rotterdam. Frank has published in many leading journals such as the *Academy of Management Review*, *California Management Review*, *Organization Science*, *Organization Studies*, *Strategic Management Journal*, and *Strategic Organization*, and was the leading Editor of “*A Handbook of Globalisation and Environmental Policy, Second Edition: National Government Interventions in a Global Arena*” (2012).
- 59. Patti Williams** is the Ira A. Lipman Associate Professor of Marketing at the Wharton School at the University of Pennsylvania. She is an Associate Editor at the *Journal of Consumer Research*. She is a member of the Editorial Review Board and has served as a guest Associate Editor for the *Journal of Marketing Research*. She is also a member of the ERB of the *Journal of Consumer Psychology*. She is the President-Elect of the Society for Consumer Psychology.
- 60. Matthew Wood** is the Director of Operations at EFMD and oversees the services from EFMD for business schools and companies. Matthew is also the Editor of *Global Focus*, an international business magazine, and the flagship publication of EFMD. Before his roles at EFMD, he was a Project Manager with the UK based charity *Operation Raleigh* (in Namibia), and he has also held management positions in advertising (with the *Omnicom Group*) and the service industry.
- 61. Sibel Yamak** is a Professor of Management at the University of Wolverhampton. She is the past President and member of the Scientific Council of the European Academy of Management (EURAM) and Representative at Large at the International Federation of Scholarly Association of Management. She is an Advisory Council Member at several universities in France. She is an Editorial Board Member of the *Society and Business Review* and the *European Management Review* where she previously acted as Associate Editor. She received the Emerald LiteratiNetwork Highly Commended Award in 2007.
- 62. Zhi-Xue Zhang** is a Professor of Organization Management at the Guanghua School of Management, Peking University, China. He is a Senior Editor of the *Management and Organization Review* and will be the President of the International Association of Chinese Management Research (IACMR) in 2020. His research interests include Chinese leadership, team processes, negotiation, and conflict management. He has published research papers in many top-tier journals.
- 63. Maurizio Zollo** is a Professor of Strategy and Sustainability at the Imperial College in London since the beginning of 2019. Previously, he was at Bocconi University and INSEAD. He directs the GOLDEN for Impact program, involving the active engagement of corporations in the design and execution of field experiments focused on innovation- or sustainability-oriented organizational change challenges. His research also involves international institutions like the UN, EU, OECD, World Bank, and WEF in developing policy implications for the private sector’s efforts in these areas. He is Editor-in-Chief of *Organization & Environment* and past Editor of the *European Management Review*.



First Global Responsible Research Summit

TOWARD A RESPONSIBLE AND SUSTAINABLE RESEARCH ECOSYSTEM
IN BUSINESS AND MANAGEMENT

Rotterdam, NL | June 30-July 1, 2019

Participants, Groups & Roles

Mixed Groups for Session 1 & Session 2

Suggested facilitator for Session 1 *

Suggested facilitator for Session 2 **

<p>Mixed Group 01 (MG01), Room T3-21</p> <p>Peter Bamberger * Editor Stephanie Bryant Accreditation leader Charles Dhanaraj Sr scholar Jeffrey Hales Editor Richard Lyons Dean, imm. past Frank Wijen Sr scholar Patti Williams ** Association leader</p>	<p>Mixed Group 06 (MG06), Room T3-34</p> <p>Franklin Allen Association leader Mike Brady Editor Joep Cornelissen Editor Christopher Earley * Dean William H. Glick Sr scholar Enno Siemsen ** Editor, department</p>
<p>Mixed Group 02 (MG02), Room T3-30</p> <p>Leonard Berry Sr scholar Robert Bloomfield Editor Henrik Cronqvist ** Editor, associate Eli Jones Dean A. Parasuraman * Sr scholar Dave Reibstein Association leader Sibel Yamak Association leader</p>	<p>Mixed Group 07 (MG07), Room T3-34</p> <p>Matthew Wood ** Accreditation leader Mark Houston * Editor Mark Smith Dean Beril Toktay Sr scholar Tony Travaglione University leader Anne Tsui Sr scholar</p>
<p>Mixed Group 03 (MG03), Room T3-30</p> <p>Cristina Gibson Association leader J. Howard-Grenville Editor, deputy Marcin Kacperczyk Editor, associate Nicholas Petruzzi * Editor, associate Kenneth Starkey ** Sr scholar (REF) Zhixue Zhang Association leader</p>	<p>Mixed Group 08 (MG08), Room T3-35</p> <p>Ruth Bolton Association leader Jerry Davis Asso Dean, Sr. schola Qiao Liu Dean Wilfred Mijnhardt Policy Director Richard Sloan ** Sr scholar David Stewart * Association leader</p>
<p>Mixed Group 04 (MG04), Room T3-32</p> <p>Yubo Chen * Dean, associate Robin Gauld University leader Dan LeClair** Association leader Taco Reus Editor, sr associate Mike Toffel Editor, associate Maurizio Zollo Sr scholar</p>	<p>Mixed Group 09 (MG09), Room T3-42</p> <p>Pursey Heugens Dean, sr associate Xiongwen Lu Dean Kjell Nyborg Association leader Linda Price Editor Stefano Puntoni * Editor, associate Jiang Wei ** Dean</p>
<p>Mixed Group 05 (MG05), Room T3-32</p> <p>Sudipta Basu Editor, associate Caryn Beck-Dudley Dean Patricia Dechow Association leader Ananth Iyer ** Editor, department Ajay Kohli * Association leader Ulrich Hommel Accreditation leader</p>	<p>Mixed Group 10 (MG10), Room T3-42</p> <p>Rutger Engels University leader Andrew Hoffman * Sr scholar Joan Enric Ricart Sr. scholar Thomas Robertson Dean, past immediate Marc-David Seidel ** Editor, associate Luk Van Wassenhove Sr scholar</p>

Note: MG = Mixed Groups

Stakeholder Groups for Session 3 & Session 4

Suggested facilitator for Session 3 ***

Suggested facilitator for Session 4 ****

Accr & Univ Leaders (SG01), Room T3-21		Editors Group 06 (SG06)), Room T3-34	
Stephanie Bryant	Accreditation leader	Sudipta Basu ***	Editor, associate
Rutger Engels	University leader	Robert Bloomfield	Editor
Robin Gauld ***	University leader	Henrik Cronqvist	Editor, associate
Ulrich Hommel	Accreditation leader	Jeffrey Hales	Editor
Dan LeClair	Association leader	Marcin Kacperczyk ****	Editor, associate
Wilfred Mijnhardt	Policy director	Mike Toffel	Editor, associate
Tony Travaglione ****	University leader		
Matthew Wood	Accreditation leader		
Assoc Leaders (SG02), Room T3-30		Editors Group (SG07), Room T3-34	
Ruth Bolton ****	Association leader	Peter Bamberger	Editor
Ajay Kohli	Association leader	Mike Brady ***	Editor
David Stewart	Association leader	Joep Cornelissen****	Editor
Patti Williams	Association leader	Mark Houston	Editor
Sibel Yamak ***	Association leader	Linda Price	Editor
Zhixue Zhang	Association leader	Stefano Puntoni	Editor, associate
Assoc Leaders (SG03), Room T3-30		Editors Group (SG08), Room T3-35	
Franklin Allen	Association leader	J. Howard-Grenville ***	Editor, deputy
Patricia Dechow	Association leader	Ananth Iyer	Editor, department
Cristina Gibson ***	Association leader	Nicholas Petruzzi	Editor, associate
Kjell Nyborg	Association leader	Taco Reus ****	Editor, Sr associate
Dave Reibstein ****	Association leader	Marc-David Seidel	Editor, associate
Kenneth Starkey	Sr. scholar (REF)	Enno Siemsen	Editor, department
Deans Group (SG04), Room T3-32		Sr Scholars Group (SG09), Room T3-42	
Caryn Beck-Dudley ***	Dean	Leonard Berry	Sr scholar
Christopher Earley	Dean	Charles Dhanajaj ***	Sr scholar
Qiao Liu	Dean	A. Parasuraman	Sr scholar
Thomas Robertson	Dean, imm. past	Richard Sloan	Sr scholar
Mark Smith ****	Dean	Beril Toktay ****	Sr scholar
Jiang Wei	Dean	Maurizio Zollo	Sr scholar
Deans Group (SG05), Room T3-32		Sr Scholars Group (SG10), Room T3-42	
Yubo Chen	Dean, associate	William H. Glick	Sr scholar
Jerry Davis	Dean, associate	Andrew Hoffman	Sr scholar
Pursey Heugens	Dean, research	Peter McKiernan	Sr scholar
Eli Jones	Dean	Joan Enric Ricart ***	Sr scholar
Xiongwen Lu***	Dean	Anne Tsui	Sr scholar
Richard Lyons ****	Dean, imm. past	Luk Van Wassenhove	Sr scholar
		Frank Wijen ****	Sr scholar

Note: SG = Stakeholder Group

Alphabetical List of Participants with Summit Roles

Name	Discipline	Stakeholder Category	Summit role	RRBM role
Franklin Allen	Finance	Association leader	Closing dinner session co-facilitator	Founding Member
Peter Bamberger	Management	Editor	Small group facilitator MG01-1	Endorser
Sudipta Basu	Accounting	Editor, associate	Small group facilitator SG06-3	
Caryn Beck-Dudley	Management	Association leader	Reflection panel member, SGF SG04-3	Co-Signer
Leonard Berry	Marketing	Sr scholar	Session lunch Rapid-fire speaker	Endorser/WB
Robert Bloomfield	Accounting	Editor	Reflection panel member	
Ruth Bolton	Marketing	Association leader	Session 0 Recap Facilitator, SGF SG02-4	Endorser/WB
Mike Brady	Marketing	Editor	Small group facilitator SG07-3	Co-signer/WB
Stephanie Bryant	Management	Association leader	Session lunch speaker - AACSB	
Yubo Chen	Marketing	Dean, associate	Small group facilitator MG04-1	
Joep Cornelissen	Management	Editor	Small group facilitator SG07-4	Endorser
Henrik Cronqvist	Finance	Editor, associate	Small group facilitator MG02-2	
Jerry Davis	Management	Dean, associate	Opening session facilitator, Reflection panel co-facilitator	Founding Member
Patricia Dechow	Accounting	Association leader	Session 1 Co-facilitator	Community
Charles Dhanaraj	Management	Sr scholar	Small group facilitator SG09-3	Endorser
Christopher Earley	Management	Dean	Small group facilitator MG06-1	Endorser
Rutger Engels	Management	University leader	Session opening welcome speaker	
Robin Gauld	Management	University leader	Small group facilitator SG01-3	Endorser
Cristina Gibson	Management	Association leader	Small group facilitator SG03-3	Endorser
William H. Glick	Management	Sr scholar	Reflection panel Facilitator	Founding Member
Jeffrey Hales	Accounting	Editor	Session lunch Rapid-fire speaker	
Pursey Heugens	Management	Dean, Sr associate	Session 3 Co-facilitator, session 3 speaker	
Andrew Hoffman	Management	Sr scholar	Small group facilitator MG10-1	Co-Signer
Ulrich Hommel	Finance	Association leader	Session lunch speaker - EFMD	Founding Member
Mark Houston	Marketing	Editor	Small group facilitator MG07-1	Co-signer/WB
Jennifer Howard-Grenville	Management	Editor, deputy	Session lunch Rapid-fire speaker, SGF SG08-3	Endorser
Ananth Iyer	Operations	Editor, department	Small group facilitator MG05-2	Co-signer
Eli Jones	Marketing	Dean	Reflection panel member	Co-signer
Marcin Kacperczyk	Finance	Editor, associate	Session lunch Rapid-fire speaker, SGF SG06-4	Co-signer
Ajay Kohli	Marketing	Association leader	Small group facilitator MG05-1	Endorser
Dan LeClair	Management	Association leader	Small group facilitator MG04-2	Founding Member
Qiao Liu	Finance	Dean	Reflection panel member	Co-signer
Xiongwen Lu	Marketing	Dean	Small group facilitator SG05-3	Founding Member
Richard Lyons	Finance	Dean, immediate past	Session 3 Facilitator and speaker, SGF SG05-4	Endorser/WB
Wilfred Mijnhardt	Management	Policy director	Session lunch facilitator, Overall Summit Facilitator	Endorser/WB
Kjell Nyborg	Finance	Association leader	Reflection panel member	Co-signer

A. Parasuraman	Marketing	Sr scholar	Small group facilitator MG02-1	Co-signer
Nicholas Petruzzi	Operations	Editor, associate	Small group facilitator MG03-1	Co-signer
Linda Price	Marketing	Editor	Reflection panel member	Co-signer
Stefano Puntoni	Marketing	Editor, associate	Small group facilitator MG09-1	
Dave Reibstein	Marketing	Association leader	Session 1 Facilitator, SGF SG03-4	Founding Member
Taco Reus	Management	Editor, Sr associate	Small group facilitator SG08-4	Endorser
Joan Enric Ricart	Management	Sr scholar	Small group facilitator SG10-3	Endorser
Thomas Robertson	Marketing	Dean, immediate past	Reflection panel member	Endorser
Marc-David Seidel	Management	Editor, associate	Small group facilitator MG10-2	Endorser
Enno Siemsen	Operations	Editor, department	Small group facilitator MG06-2	Co-Signer
Richard Sloan	Accounting	Sr scholar	Small group facilitator MG08-2	
Mark Smith	Management	Dean	Small group facilitator SG04-4	Co-Signer
Jean-Alexis Spitz	Management	RRBM coordinator	Session lunch Co-facilitator	Endorser
Kenneth Starkey	Management	Sr scholar (REF)	Small group facilitator MG03-2	
David Stewart	Marketing	Association leader	Small group facilitator MG08-1	Endorser
Mike Toffel	Operations	Editor, associate	Session 4 Facilitator	Endorser/WB
Beril Toktay	Operations	Sr scholar	Session lunch Rapid-fire speaker, SGF SG09-4	Co-Signer
Tony Travaglione	Management	University leader	Session 3 Co-facilitator, SGF SG01-4	Endorser
Anne Tsui	Management	Sr scholar	Session 2 Facilitator, Overall Summit Facilitator	Founding Member
Luk Van Wassenhove	Operations	Sr scholar	Reflection panel member	Co-Signer
Jiang Wei	Management	Dean	Small group facilitator MG09-2	Endorser
Frank Wijen	Management	Sr scholar	Small group facilitator SG10-4	
Patti Williams	Marketing	Association leader	Small group facilitator MG01-2	
Matthew Wood	Management	Association leader	Small group facilitator MG07-2	Founding Member
Sibel Yamak	Management	Association leader	Small group facilitator SG02-3	Endorser
Zhixue Zhang	Management	Association leader	Session 4 Co-facilitator	Endorser
Maurizio Zollo	Management	Sr scholar	Closing dinner session facilitator	Endorser/WB

Note: MG=Mixed Group; SG=Stakeholder Group; SGF=Small Group Facilitator



First Global Responsible Research Summit

TOWARD A RESPONSIBLE AND SUSTAINABLE RESEARCH ECOSYSTEM
IN BUSINESS AND MANAGEMENT

Rotterdam, NL | June 30-July 1, 2019

Slides

First Global Responsible Research Summit

Toward a Responsible and Sustainable Research Ecosystem in Business and Management

June 30-July 1, 2019
Rotterdam, The Netherlands



SPONSORS

RSM *Erasmus* ERIM Erasmus Research Institute of Management EFMD AACSB⁺ RRBM Responsible Research in Business & Management

RRS2019

Recap Session: 8:30 – 9:00 am



Theme: Gathering Momentum for Action

Facilitator: Ruth Bolton
Arizona State University

2

Sharing



- What are your take-aways or thoughts from yesterday evening?

3

Expected Outcomes for RRS2019



1. What is responsible research?
 - Achieve a consensus on RR definition
 - Understand how it connects to other moments (e.g., Open Access/Science, replication)
 - Commit to changes that will achieve RR Vision 2030
2. How to achieve our goals? Who will execute these activities?
 - Define opportunities to contribute to RR
 - Identify roles for internal stakeholders of the RR ecosystem: schools, journals, associations, and senior scholars
 - Ultimately share personal commitments to achieve our goals
3. When:
 - Short term: Launch pilot schemes to advance RR at schools and journals with support from associations, senior scholar scholars and accreditation agencies.
 - Short & Long term: Define metrics that could be used by stakeholders to measure progress towards changing business practices and enhancing societal benefits

4

Today's Agenda



- Session 1: Contributing to a Better World Through Our Research
- Session 2: Visioning Business Research in 2030
- Lunch: Responsible Research Exemplars
- Session 3: Measuring Progress in Responsible Research
- Session 4: Navigating the Transition Towards Responsible Research
- Reflection: Panel - Gathering and Advancing
- Dinner: Fireside Chat - Knowledge Co-Creation

5

Participation Guidelines



- Each individual's participation is valuable!
 - Everyone participates – avoid monopolizing discussion time or saying nothing!
 - Allow one person to speak at a time
- Keep an open mind—seek to understand others' viewpoints – our differences are our strengths.
- Respect time allocations and listen to the bell ring.
- No video or sound recording
- No use of electronic devices, such as laptops and smart phones, except to take notes or mark your calendar.
- No disruptive activities, such as side-conversations, surfing the web, checking email, texting, or tweeting.

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RRS2019
Session 1: 9:00 – 10:30 am



Theme: Contributing to a Better World through our Research

Facilitator and Presenter: Dave Reibstein
The Wharton School

Co-Facilitator: Patricia Dechow
University of Southern California

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Session 1 Outline



- What's the problem? Why do we exist as an organization?
- What are our objectives for the Summit?
- Objective for Session 1: Identify opportunity to contribute to a better world through our research – discover both big aspirations and small wins
- Small group discussion.

8

What is the Problem?



What's the problem? Why do we exist as an organization?



The Cost of Research



“A Moral Dilemma of Business Research”
Glick, Tsui, & Davis, May/June 2018



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Economic Cost Estimates



- Estimated cost of an A-journal article: \$400,000
 - >120 A* and A business journals
 - ~ 10,000 articles 2015
 - **Over \$4 billion**
- AACSB 2017 survey of salary and related expenses
 - 449 schools and >6000 research faculty
 - 20% to 40% faculty resources to research
 - 810 AACSB schools
 - **\$1.9 to \$3.8 billion**
- Does not include non-accredited and schools in the rest of the world that also include research.

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Who Benefits?



- Who benefit from this investment?
 - Scholars
 - Journals and publishers
 - Schools and universities
 - **Students**
 - **Business and government**
 - **Society**
- Is the Academy – ourselves –being served?

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21st Century Grand Challenges



1. Globalization, emerging markets
2. Environment and global warming
3. Bottom of the pyramid economy
4. Income and social inequality
5. Global prosperity
6. Water availability
7. Opioids



What are the Objectives (Outcomes) for the Summit?



1. Reach a joint consensus on the “what” of Responsible Research.
2. Understand how Responsible Research relates to current themes of the “responsible turn in academia” movement.
3. Define opportunities and roles to contribute to responsible research.
4. Identify and explore responsible research metrics.
5. Discuss pilot schemes.
6. Share personal commitments to support the Responsible Research movement.
7. **Post-Summit: A communication plan that includes a document to summarize the outcomes of the Summit as a possible “roadmap” for Vision 2030, BizEd and GF articles, blogs and social media.**

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Session 1 Objectives



- Identify opportunity to contribute to a better world through our research – discover both big aspirations and small wins.

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Session 1 Discussion Questions



- Go into pre-assigned mixed groups. Discuss (45min):
 - a) What are the opportunities for change?
 - b) What are the anticipated barriers or resistance points?
 - c) What are ideas to overcome the strongest resistance?
- Identify both big ideas and small wins.
- Capturing your discussions.
 - a) Recorders will capture all the ideas on a Google doc.
 - b) Facilitators will summarize two key ideas for each question on ONE flip chart paper (indicate group #)
- Sharing: put the paper on the poster board and report one best idea for each question.

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Roles of Small Group Discussion Facilitators



- Provide clarity on the task and the questions.
- Ensure contribution by all table participants (everyone has come prepared).
- Keep time and stay on task, bring group back if discussion detours.
- Moderate long presentations (some are eager to share their ideas).
- Record key ideas on a flip chart.

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BUILD A BETTER WORLD

Responsible Research: produces knowledge that is both credible and useful.

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Next: Session 2



- 20 minute break (10:30 – 10:50)
- Go around to read the ideas by other groups during the break.

- Facilitators of session 2: Anne Tsui and Mauricio Zollo

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RRS2019
Session 2: 10:50 – 12:00 pm



**Theme: Visioning Business
Research in 2030**

Facilitator: Anne S. Tsui
University of Notre Dame

Co-facilitator: Mauricio Zollo
Imperial College London

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**Business Research
in 2030**



- Vision 2030 [video](#)...
- 2030 is only ten years away... it's enough time to make some real changes, and it's not too far away that we can actually "see" it happen.
- Let us imagine now it is 2030...

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Session 2 Discussion Questions



In your pre-assigned group, discuss (30 min):

“Imagine” in 2030,

1. **What type of research is being published in your school, in your journal, or discussed in the conferences?**
2. **How are scholarly contributions being measured and rewarded?**
3. **What kind of research success is being celebrated?**

Generate ideas freely, no discussion, no criticism; summarize two most interesting ideas for each question on ONE flipchart paper.

Sharing (30 min): Put the flipchart paper on the poster board. Walk around to view, and identify a few most innovative or interesting ideas.

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Next: Lunch Session



- Follow Wilfred and JAS to the lunch room.
- Find your table at the back of your name card.
- Facilitators: Wilfred Mijnhardt and Jean-Alexis Spitz

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RRS2019
Session 3: 1:30 – 3:00 pm



Theme: Measuring Progress in Responsible Research

Facilitator and Presenter: Richard Lyons
University of California, Berkeley

Co-Facilitator: Peter Travaglione
University of Newcastle, Australia

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Session 3 Outline



- Tenure case 2030
- Google pledge
- Managing Metrics Change

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The Tenure Case 2030



New Elements (Examples):

- Faculty statement of research values
- Peer comparison vis-à-vis impact
- 2nd order impact: Impact of those you impact
- Echo-chamber index
- Leadership in a "scholarly impact community"

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Google Pledge



- I am pledging within a month of today to send a letter to Google making the case that they should code and calculate a new category of "impact metrics" for posting on the Google Scholar site, at least 5 examples of which I will draw from our conversations today.

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Managing Metrics Change

Specifically with new metrics in mind:

- 1) Dean/Faculty relationship key
 - buy-in vs co-creation
 - impact entrepreneurs among senior faculty
- 2) What we've learned elsewhere
 - open science
 - promotion based on impact measures for cases
 - other
- 3) Rational Resistance
 - tools for leading change in the face of rational objections

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Session 3 Discussion Questions

In your pre-assigned stakeholder group, discuss two questions (45 min):

1. **Responsible research metrics:** What are the 3-5 best metrics already in use? What could be developed over the short term, e.g., 1-2 years, and what would that development take?
2. **Societal impact metrics:** Thinking longer term, what kinds of metrics can we imagine becoming feasible by, say, 2030, and what dimensions of wider societal impact are among the most important under-covered ones?

Sharing (30 min): Put the flipchart paper with two best ideas for each question on the poster board. Each group report and share one best idea per question.

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Next: Session 4



- Break (30 minutes)
- Read the ideas in other groups during the break

- Facilitators: Michael Toffel and Zhixue Zhang

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RRS2019 Session 4: 3:30 – 5:00 pm



Theme: Navigating the Transition toward Responsible Research

Facilitator: Michael Toffel
Harvard Business School

Co-Facilitator: Zhixue Zhang
Peking University

Presenter: Pursey Heugens
Rotterdam School of Management

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Session 4 Objectives



- To share a successful story in business school research transformation.
- To identify concrete and actionable ideas for transforming business research.
- To make and share personal commitment to lead the change.

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RSM's Successful Transitions



- A story of how RSM made a successful institutional change from teaching to research productivity, and now to research's impact on society. He will share some key elements of success...
- Presenter: Pursey Heugens

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Navigating the transition toward responsible research: The case (and experiment) of RSM

Pursey Heugens

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Example 1: Logistics, IS, and Supply Chains



- RSM researchers are involved in groundbreaking, industry-backed research into truck platooning:
 - Platooning contributes to more sustainable transportation by saving 10% fuel;
 - Traffic safety is improved by reducing effects of driver fatigue;
 - Since platooning truck travel at constant speed and use less space, they lead to less congestion.



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Example 2: OB, OT, and Value-Based Organizing



- RSM researchers have teamed up with TUD and Leiden U., to start important impact initiatives with African countries:
 - Center for Frugal Innovation;
 - 2scale incubator, focused food-water-energy nexus.
- These initiatives have led to successful innovation projects in several sub-Saharan nations:
 - Burkina Faso, Ethiopia, Ghana, Ivory Coast, Kenya, Mali, Nigeria, Niger, South Sudan.



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Example 3: Finance & Accounting



- By focusing on traditional financial metrics, the field of finance has long had a troubled relationship with sustainability objectives.
- RSM researchers have teamed up with financial sector players to found the Erasmus Platform for Sustainable Value Creation.
- Sustainable finance promotes:
 - Incorporation of sustainability targets in financial reporting and decision-making;
 - Training decision makers in finance in more inclusive ways of thinking;
 - Carving out a role for the finance function in sustainability transitions.



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Example 4: Marketing



- The “Pink Ribbon” has become a universal symbol of the coalition against breast cancer.
- Many campaigns stimulate women to engage in self-testing, to stimulate early detection.
- RSM and INSEAD researchers have found, however, that highlighting the color pink is counterproductive:
 - Gives strong (feminine) identity cues;
 - Triggers denial and other defensive mechanisms in women.
- Researcher advocacy has ensured that the color pink is no longer used in breast cancer campaigns in France.



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Example 5: Strategy and Entrepreneurship



- Entrepreneurship is vital for new job creation and economic growth.
- Yet, it also perpetuates gender and demographic fault lines by appealing mostly to young, white, highly educated males.
- The Erasmus Center for Entrepreneurship is striving for greater inclusivity by:
 - Explicitly foregrounding more diverse role models;
 - Investing in social entrepreneurship;
 - Changing the narrative to go beyond stereotypical examples of entrepreneurship.



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The RSM Experiment: Culture



1. Start with a purpose (not a mission)
 - Intended impact on the lives of *others*
2. Grassroots campaign
 - 10,000+ I WILL statements
3. Adopt a compelling framework
 - SDGs help categorize and frame research
4. Public pledge
 - Declaration to conduct research responsibly
5. Celebrate impact
 - Annual impact award with real prestige

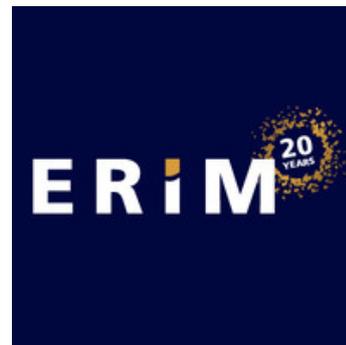


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The RSM Experiment: Infrastructure



6. Build an integrity firewall
 - GDPR, IRBs, data stewardship, legal
7. Empower researchers
 - Lab, out-of-pocket, sci. programmers
8. Incorporate impact in tenure criteria
 - Research indicator or standalone criterion
9. Ethics training
 - Involving *all* faculty & students
10. Human-centric standards
 - Impact not on top of everything else



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Session 4 Discussion Questions



Discuss three questions (45 min):

1. What ideas can we try (pilot) for my stakeholder group (journals, schools, associations and accreditation, senior scholars), focusing on “What I as a dean/editor, etc. can do?”
2. What approaches or methods can we use to introduce the pilot idea to my stakeholder group (faculty for schools; editorial board for journals, association leadership team; senior scholars)?
3. What are the advantages, benefits, or rewards of being “first movers” or “pioneer change leaders”?

Make sure your ideas are SMART (**S**pecific, **M**easurable, **A**ctionable, **R**ealistic and **T**imely).

When you finish, please wait for instruction from Mike Toffel.

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RRS2019 Moving Forward: 5:00 – 6:00 pm



Theme: Gathering and Advancing

Facilitator: Bill Glick
Rice University

Co-Facilitator: Jerry Davis
University of Michigan

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Gathering: Reflection Panel



- Panel: Robert Bloomfield, Luk Van Wassenhove, Linda Price, Caryn Beck-Dudley, Eli Jones, Qiao Liu, Thomas Robertson, Kjell Nyborg
- Rapid Fire Reflection on the day, what are your...
 - a) The biggest surprise
 - b) Two take-aways
- Moderator: Bill Glick, Jerry Davis

(25 minutes)

45

Advancing: Next steps



Rapid Responses from Everyone:

- What are the next steps for people in your role before the next Summit?
- How do we support each other?

(20 minutes)

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RRS2019
Closing Dinner: 6:00 – 8:30 pm



Theme: The promises and challenges of academic-practitioner collaboration in knowledge co-creation and impact-driven business research

Fireside Chat with Mr. André van Heemstra

Maurizio Zollo and Franklin Allen
Imperial College London

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RRS2020
June/July 2020
Imperial College, London



Theme: Toward Sustainable and Responsible Research through External Stakeholder Engagement

- Objectives:
 - Explore ways of fruitful collaboration with practitioners in business, policy makers and other organizations for knowledge production.
 - Engage external partnerships in developing a stable research ecosystem that fosters high quality and high impact knowledge.
 - Form meaningful conversation with publishers and media to diffuse and enhance the impact of responsible research.
 - Develop ideas to facilitate the creation of large scale, cross-disciplinary research through partnerships with funding sources to support high impact research.

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RRS2020

June/July 2020
Imperial College, London



Toward Sustainable and Responsible Research through External Stakeholder Engagement

- **Tentative Agenda**

- Day 1 pm: Internal stakeholder program
- Day 2 day: External stakeholder engagement
- Day 3 am: RRBM Working Board meeting

- **Organizers:**

Maurizio Zollo, Franklin Allen and a RRBM Working Board member

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Closing Dinner Agenda



6:00 – 6:45	Social on patio (weather permitting)
6:45 – 7:00	Group photo
7:00 – 8:00	Dinner
8:00 – 8:30	Dessert and Fireside Chat
8:30 – 8:40	Thank you and goodbye

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Thank you for your contribution to the ... RRS2019...

First Global Responsible Research Summit

Toward a Responsible and Sustainable Research
Ecosystem in Business and Management

June 30-July 1, 2019
Rotterdam, The Netherlands



SPONSORS



Invitation

You are invited to the **Responsible Research Summit 2020 - RRS2020**
June/July 2020, Imperial College London

Theme: Knowledge Co-creation and Impact-Driven Research with Business and Stakeholders

Day 1 pm: Internal stakeholder program and RRS2019 review
Day 2 day: Knowledge Co-Creation and Impact-Driven Research
Day 3 am: RRBM Working Board meeting

Objectives:

1. To explore ways to establish fruitful knowledge co-creation projects with practitioners in business, policy makers and other organizations on high impact themes and research questions.
2. To design new initiatives forging a stable collaboration among academia (individuals, centers and schools) and progressive businesses committed to co-create a research ecosystem capable of pursuing collaborative, high quality and highly impactful, knowledge development.
3. To form meaningful conversations with publishers and media partners and funders to diffuse and enhance the impact of responsible research.
4. To develop ideas to facilitate the creation of large scale, cross-disciplinary research through partnerships with funding sources to support high impact research.

Sponsors: Imperial College London, RRBM, AACSB, EFMD, etc.

Organizing Committee chairs:

Maurizio Zollo, Franklin Allen, and RRBM Working Board members



First Global Responsible Research Summit

TOWARD A RESPONSIBLE AND SUSTAINABLE RESEARCH ECOSYSTEM
IN BUSINESS AND MANAGEMENT

Rotterdam, NL | June 30-July 1, 2019

Logistics

Practical Informations

LOCATIONS

- **HOTEL**

NOVOTEL ROTTERDAM BRAINPARK
K.P. Van Der Mandelelaan 150
3062 MB Rotterdam
Tel: +31102509002

- **OPENING SESSION and DINNER (June 30th)**

“Het Nieuwe Instituut” (Museum for Architecture, Design and Digital Culture)
Museumpark 25
3015 CB Rotterdam

- **SUMMIT VENUE (July 1st)**

Rotterdam School of Management, Erasmus University (RSM);
Mandeville Building – 3rd Floor
Thomas Morelaan,
3062 PA Rotterdam

- **“DINING STYLE” LUNCH and WALKING DINNER (July 1st)**

Erasmus Paviljoen
Burgemeester Oudlaan 50
3062 PA Rotterdam

WIFI

Wifi Network	eduroam
Username	vgho@edu.nl
Password	mehvt

EMERGENCY

In case of emergency, you can reach (text or call) Jean-Alexis from EFMD via the following number (starting Sunday, 30 June): +32.487.58.34.38

RRBM Responsible Research
in Business & Management

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