'Missing, presumed dead'

The future role of business schools

in helping to tackle urgent global issues (UGIs)

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With my fellow researcher
Dr Jon Smith

Our Assumptions

- Business has a role in UGIs
- BSs should lead

- EFMD involved in GRLI and PRME

- What did BS leaders think?

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Summer 2009 Research

- 38 top level managers
- 15 business schools
- Brazil England Germany India Scotland South Africa Tanzania

- NOT USA or China

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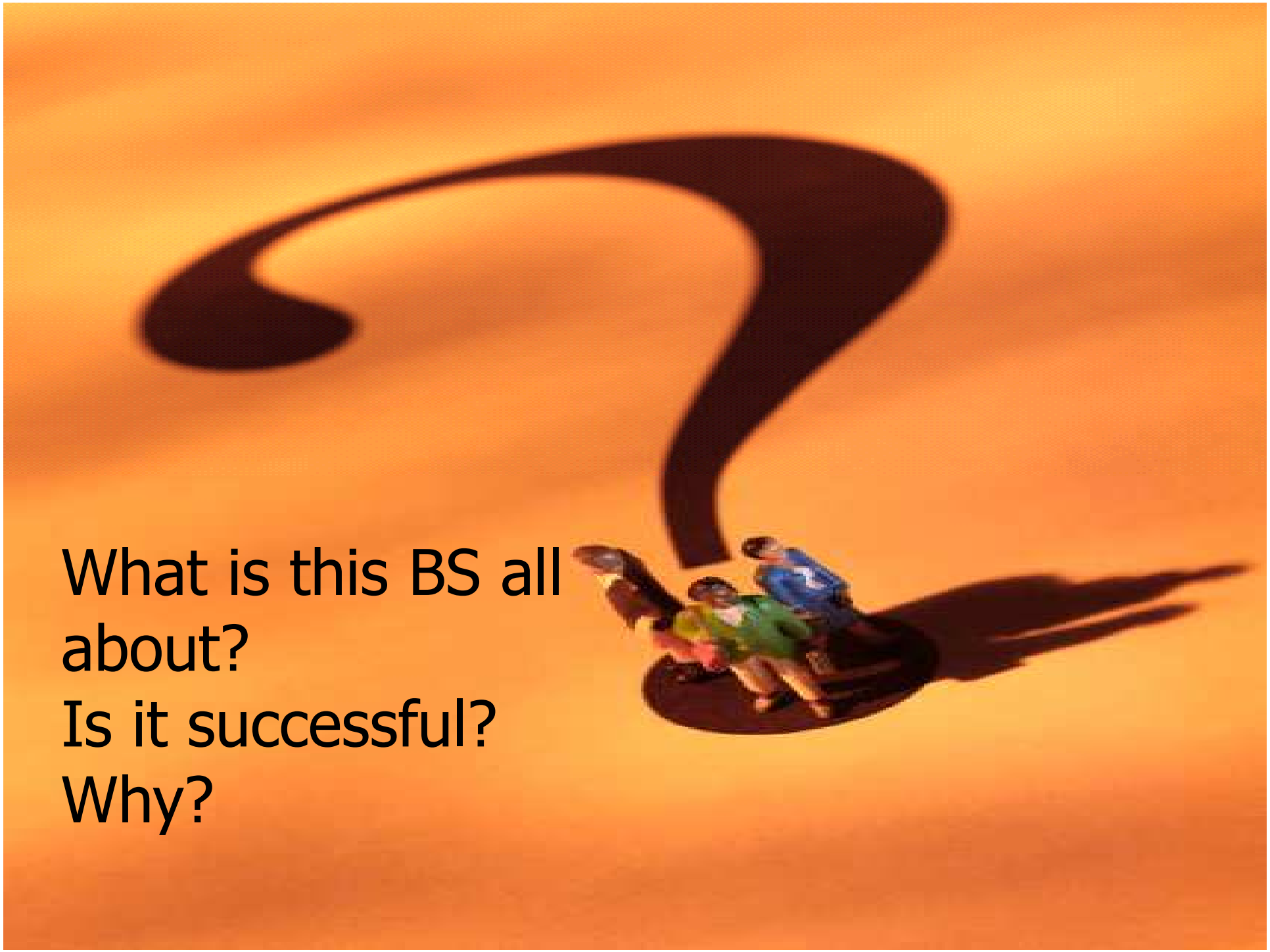
What is this BS all about?
Is it successful?
Why?

BRIC Business Schools

- In line with BRIC business / society
- Expansion is valid and desirable
- Global issues caused by the West
- Their problem

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European Type 1

- Concerned at local level
- Not broader / global role of business / BSs
- Role of larger BSs

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European Type 2

- Help business achieve objectives
- Growth, market share, international, ROCE

- ‘Business or School?!’
- ‘Theory or practice?’

- Come back next year

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Conclusion:

- Leaders of participating BSs did not convey the impression steering business to help humanity is one of their main roles

- Each type of attitude can be understood individually

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But together they will lead to continued expansion in global use of resources and worsening of other UGIs

Our Assumptions

- Urgent Global Issues (UGIs)
- Business has a role
- BSs should lead

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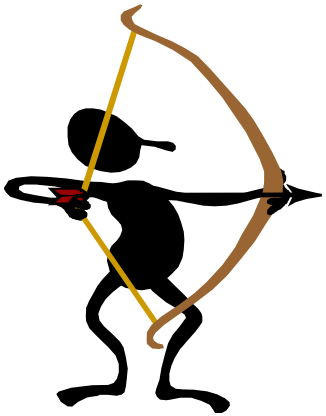

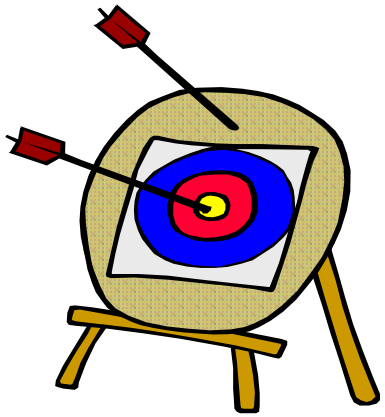

- Misguided?

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BRIC Business Schools

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- **Misguided**

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European Type 1

- Concerned at the local level
- Not broader / global role of business / BSs
- Role of global BSs

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European Type 1

- Concerned at the local level
- Not broader / global role of business / BSs
- Role of global BSs

- **Accept as valid!**

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European Type 2

- Help business achieve objectives
- Growth, market share, international, ROCE

- ‘Business or School?!’
- ‘Theory or practice?’

- Come back next year

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European Type 2

- Insufficient thinking, leading and educating on global role and effects of business

- **Missing Leadership**

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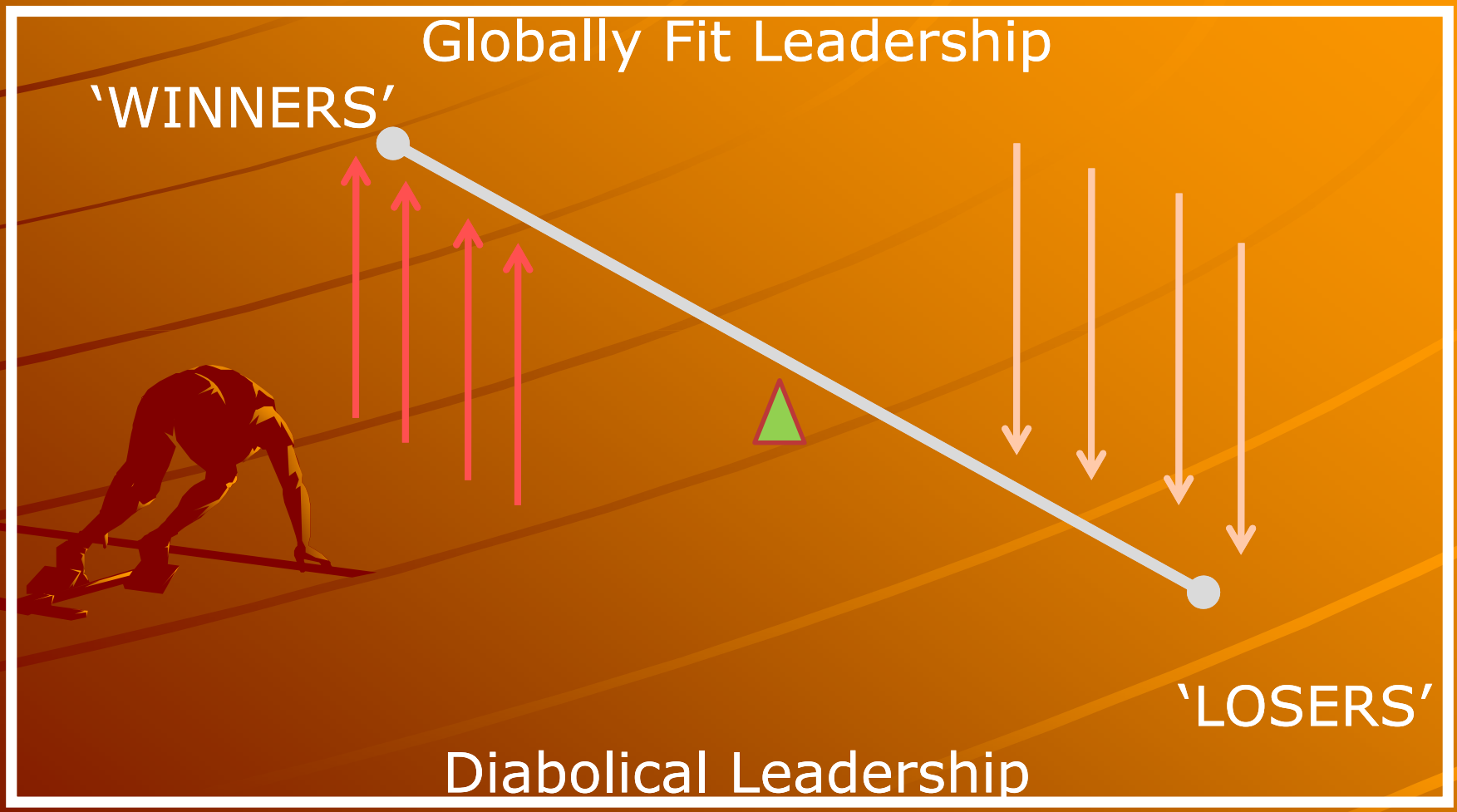
Or Machiavellian?!



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Thanks for participating

Further Research

- Extend the study to broaden its geographical and cultural spread, including China and America

- Review whether current business and BS practice is ‘fit for purpose’ from a societal viewpoint

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Broad themes

1. Contemporary validity of assumptions and approaches of the market system
2. Is ‘global leadership’ necessary for humanity to achieve a just and fulfilling sustainable future?
3. What form would it take, and how to control it?
4. What roles do business / BS have?
5. Will they accept and carry them out?
7. What are the roles of other global players?

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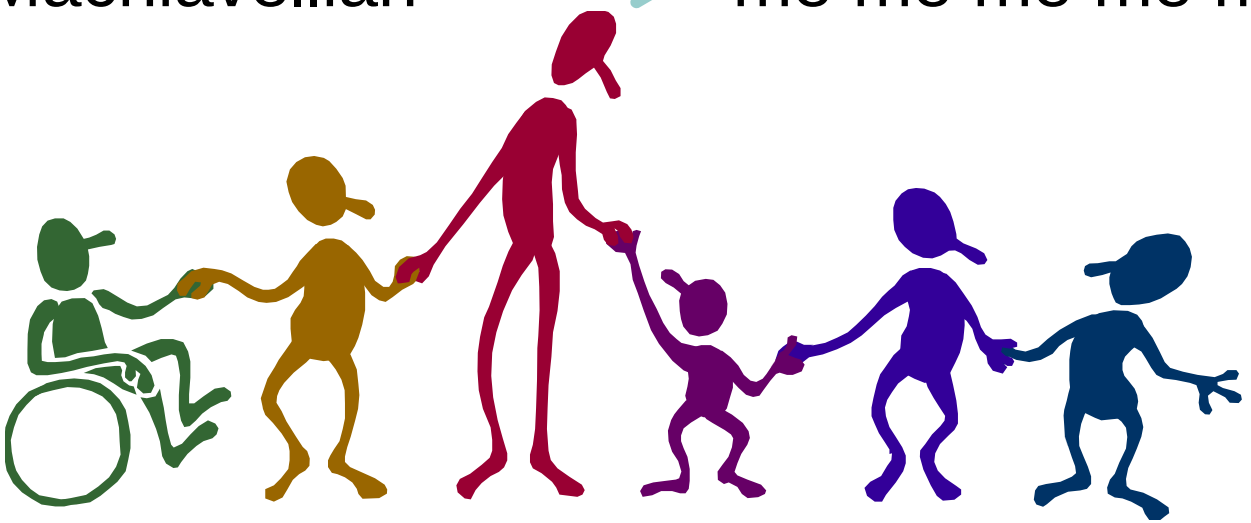
MisLeadership

- Missing → no leadership
- Misguided → inoperable solutions
- Misinformed → GIGO
- Machiavellian → me me me me me



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