

MINUTES

RRBM Working Board First Zoom meeting February 14, 2019 10 am – 12 noon EST

Participants (16): Len Berry, Jaime Bettcher, Mary-Jo Bitner, Ruth Bolton, Mike Brady, Jerry Davis, Bill Glick, Mark Houston, Wilfred Mijnhardt, Katrin Muff, Serguei Netessine, Dave Reibstein, Jean-Alexis Spitz, Howard Thomas, Anne Tsui, Matthew Wood

Regrets (8): Franklin Allen, Dan LeClair, Rich Lyons, Peter McKiernan, Tom Robinson, Mike Toffel, Bernie Yeung, Maurizio Zollo

Minutes

1. Welcome and introduction – Bill Glick

Bill kicked off the first meeting of the newly formed RRBM Working Board, welcoming new members joining the initiative and founding members willing to continue their contributions. Each member was invited to give a brief self-introduction.

- a) Wilfred Mijnhardt is looking for a change of the business model of the research and wants to create something that can last and can scale. He is leading the organization of the 1st Global Responsible Research Summit.
- b) Dave Reibstein observed with regrets that research has gotten narrower and that it's only talking to academics or for citations. He wants to go beyond sharing frustration by taking actions to create the change.
- c) Len Berry has been waiting for an organization like this for his entire career. He regrets that we are wasting so much talent on small problems that don't matter. He wants to help in leading the effort to change the research culture of business schools, by speaking, writing and focusing.
- d) Mark Houston has been a long-time passionate advocate of research that matters.
- e) Mike Brady is a department head and taking over the editor of a journal. He identifies with the goal of RRBM and will do his best to promote responsible research.
- f) Mary Jo Bitner has been inspired by research in the service field looking at broader topics and wants to reach this broader scale for business disciplines. She has been inspired by the enthusiasm of doctoral students but frustrated that their aspirations had to be narrowed down. She wants change to free this excitement and to make a difference.
- g) Ruth Bolton praised this social movement across disciplines and believed that this can make change happen.
- h) Jerry Davis thinks that business schools have an opportunity to provide guidance to the world that is heading toward species extinction. He is willing to build a conspiracy to help make change happens.
- i) Serguei Netessine wants to continue pushing initiatives to make a difference together with others in RRBM.
- j) Katrin Muff concurs and confirms the necessity of such an initiative.
- k) Howard Thomas has a particular interest in inclusive growth, particularly in Africa.
- l) Matthew Wood confirms the commitment of EFMD for RRBM and for having an impact on change.

- m) Jaime Bettcher pointed out the alignment of RRBM with the Aspen Business & Society Program and the need for a systemic approach on changing how research is done.
- n) Jean-Alexis Spitz is happy and proud to support such an important initiative.
- o) Anne Tsui cares for the younger generation. For her, using talents in business school to produce papers for ranking is both irresponsible and immoral. That's why she changed her research to focus on research on research and committed to this global, multidisciplinary, top-down, sideways ... initiative.

Bill Glick thanked everyone and said that the Working Board is the broader coalition that will make changes happen.

2. Status of on-going projects – Anne Tsui

- a) Awards program
 - i In Management: this is the second year with increasing nominations (90 articles, 16 books). A new feature of this year's award program is the addition of executive review of the finalist papers/books. The reviews are complete and winners will be identified soon.
 - ii In Operations: Serguei reported that the submission deadline of the Responsible Research in Operations Management Award will be April 1, 2019
 - iii In Marketing: Mary Jo will meet next week at the Marketing Winter Conference in Austin with the board of Sheth Foundation. This award could be organized with Sheth Foundation. Mary Jo will follow up with Ruth Bolton, Len Berry, Mike Brady and Mark Houston while they are in Austin.
 - iv Ruth Bolton wondered if there is a need for RRBM co-branding the awards. Anne responded that it is a good idea but it's not a requirement. IACMR and MSOM are co-branding their awards with RRBM. Either way, RRBM will disseminate the awards information to the RRBM community.

- b) Journal special issues
 - i Serguei will guest edit the MSOM journal special issue with submission deadline in January 2020. The special issue will start with his Fellow speech as the lead article.
 - ii Mary Jo is excited about the special issue of Journal of Marketing "Better Marketing for a Better World".
 - iii Len Berry reported that the June 2019 issue of AMS Review is a special issue on Health Care. Len will forward the information to JAS for inclusion on the RRBM website.
 - iv Mike Brady said that the Journal for Service Research has a special issue on Transformative Service Research. He will forward the Call for Submissions to JAS.

- c) Pioneering schools
 - i Anne reported that there are five pioneering schools and for the moment, discovering them is a one-by-one process.
 - ii We need to have a more systematic way of discovering schools with programs, systems or processes that encourage and reward responsible research (high quality research on important and real world problems).
 - iii AACSB's 2019 Innovations that Inspire program – which focuses on co-creation of knowledge with practitioners – could be a good source.
 - iv Wilfred emphasized that we should also include research that is not from the core business disciplines, such as those in social science or applied research, e.g., engineering, political science, computer science, psychology, etc. This would encourage multi-disciplinary collaboration.

- d) RRS2019 Summit
 - i We already have an impressive group of 40+ participants with over ten deans, and a good number of senior scholars (many are top journal editors and association leaders) in Operations Management, Marketing and Management. We still need more accounting and finance scholars.
 - ii The program will be action oriented, with brief introduction talks and most of the time in working sessions to develop solutions.
- e) List of current projects
 - i We could not find a suitable outlet for the full position paper. We decided to focus on journal “editorials”, with a core common message (e.g., the seven principles of responsible research) but with different emphasis for different disciplines.
 - ii Wilfred has passion for creating impact metrics. He will work with Rich Lyons to focus on research relevance metrics and its inclusion in tenure and promotion schemes. WM will share his proposal of an “Augmented Faculty Qualification Grid” with the WB (PPT file attached).
 - iii Every member of the Working Board is welcome to tackle these initiatives in his or her discipline (e.g. Mary Jo, Len, Ruth, Mike Brady and Mark Houston will coordinate action during AMA winter meeting).
- f) Projects in planning
 - i Media stories: Matthew Wood will follow up with Andrew Hill from FT.
 - ii Business stakeholder outreach: Ruth Bolton saw opportunities to engage business leaders.
 - iii Wilfred suggested adding the idea of “Scaling RRBM”. He will work on this idea.
 - iv Reaching out to the younger generation: Jerry Davis encouraged us to reach the doctoral students as early in their training as possible. Anne suggested adding doctoral seminars or workshops on responsible research to the list of new projects.

3. Discussion of the Working Board structure – Mary Jo Bitner

- a) Mary Jo discussed the need to expand the governance of RRBM to tackle all the new challenges. That’s why we have invited new members to join the WB.
- b) The leadership will be shared between three co-chairs: Anne, Mary Jo and Bill Glick.
- c) Bill expresses the need of governance to establish an on-going institution and to allow larger scale fundraising.
- d) Wilfred thinks that we need the commitments of more Deans.
- e) There is also a need for more staff support to help JAS keeping up with all the activities.

4. Working Board priorities – Bill Glick

Bill indicated that it’s time for broadening out and invite board members to consider priorities and take initiatives. What are our priorities for the biggest impact? Who wants to take the lead on individual projects? The discussion suggested the following priorities.

- a) The “impact badge”:
 - i Bill explained that the impact badge idea is based on the Center for Open Science initiative, which has three badges to recognize papers that follow the open science and transparency principles. A badge that recognizes the “societal impact” (real or potential) could help changing the people perception.
 - ii Len Berry expressed interest in the impact badge idea and is willing to work on this project.
 - iii. Mark Houston also is interested in the “impact badge”.

- iv. Ruth Bolton wanted to support the visibility and celebration of amazing research. The impact badge seems like a great idea.
- b) Journal “editorials”:
 - i Mark Houston will focus on writing “editorials on responsible research” in several journals.
 - ii Mike Brady also will work on special issues and editorials.
- c) Management Research Consortium
 - i This is similar to Marketing Science Institute. Mary Jo said both Dave Reibstein and Ruth Bolton have been co directors of MSI. She further noted that it’s challenging and not as easy as it sounds.
 - ii Dave thought that some companies could support us (e.g. Unilever). We could invite Paul Polman (cosigner of the position paper) to participate in and sponsor the Responsible Research Summit.
 - iii Wilfred reminds that the scope of the 2019 Summit is the inner-ecosystem so we could invite Polman for the second summit and follow up with him right after the first one.
 - iv Wilfred suggested possible partnership with the Global Compact Network. Paul Polman is a Vice-Chair of the UN Global Compact. Perhaps we can meet him to seek his support. Wilfred will investigate with the Dutch Compact (lead by a former Prime Minister).
 - v Jerry reminded the WB to be cautious about engagement with companies. It needs to be a conscious sponsorship (avoid companies that do not share RRBM values).
 - vi Anne reminded us that the same principle applies to publishers.
- d) Publicity of RRBM
 - i Matthew (and JAS) will continue supporting RRBM and offers publicity either in Global Focus or via a message to the 700+ Dean members of EFMD. There is also an open slot for Wilfred M at the EFMD Annual Conference in Lisbon in early June 2019.

Next meeting

To be scheduled via Doodle during the 2nd week of May.

Bill thanked everyone and adjourned the meeting at noon EST.

Attachment: Augmented Faculty Qualification Grid (prepared by Wilfred Mijnhardt).