

RRBM Responsible Research
in Business & Management

'I WILL' Statements Update Global Responsible Research Summit 2019

Held June 30—July 1, 2019

Hosted by Rotterdam School of Management, Erasmus University Rotterdam, The Netherlands



RRBM Website

<https://rrbm.network/>

HOW WE WORK TOGETHER

The purpose of the 2019 Summit was to chart a new path toward Vision 2030 when business and management research are a true inspiration for business practices that will contribute to economically, socially, and environmentally sustainable societies.

The Summit met its objectives, and participants left with many actionable ideas, along with their own personal pledge; the inspirational and motivational 'I WILL' statements.

Specific, concrete actions that members committed to achieve within their own individual spheres of influence.

These actions fell largely into the following categories:

- Journal Policies and Special Issues;
- Societal Impact Emphasis and Assessment;
- Resources to Support Responsible Research;
- Education in Responsible Research;
- Accreditation Standards and Beyond; and
- Responsible Research Awards and Recognitions.

HOW WE WORK TOGETHER

The 'I WILL' statements provided evidence of a highly committed group, and we promised to remain in touch so that we could share our progress and continue to broaden our outreach.

It is now a year later!

The transformation is not easy but with our collective will and wisdom, we will be triumphant!!!!

The summaries that fill the following pages reflect on the status of many of the 'I WILL' statements to include thoughts on the impact COVID19 has had.

Thank you to all that contributed their story!

TABLE OF CONTENTS 'I WILL' ACTION CATEGORIES

▶ Journal Policies and Special Issues	5
▶ Societal Impact Emphasis and Assessment	11
▶ Responsible Research Awards and Recognitions	19
▶ Doctoral Education in Responsible Research	24
▶ Accreditation Standards and Beyond	31
▶ Resources to Support Responsible Research	35

Journal Policies and Special Issues

“I will make the question of publication of research relevant to broader, social issues a part of the selection process and candidate screening during the selection of Editors-in-Chief of journals published by the American Marketing Association, in my role as Vice President for Publications for the American Marketing Association.”

I did so.

During the present academic year AMA selected Editors-in-Chief for both the *Journal of Public Policy and Marketing* (JPPM) and the *Journal of Marketing Research* (JMR). Candidates for both journals were asked to address how they would encourage the publication of papers with significant social impact.

All candidates addressed this issue and expressed support for encouraging and publishing such papers. It is helpful to note that the *Journal of Public Policy and Marketing* has a forty-year history of focus on such papers – papers at the intersection of marketing and public policy that address issues of significant social import.

Similarly, AMA’s Marketing and Society Special Interest Group, the primary constituency for JPPM, in collaboration with the American Marketing Association, conducts an annual Marketing and Public Policy Conference that focuses on such issues as economic development, regulation and deregulation of marketing and advertising, health care, consumer privacy, product warnings and labeling, pricing, international trade, and protection of vulnerable populations, among others.

Another of AMA’s journals, the *Journal of Marketing*, routinely publishes papers on such topics and will publish a special issue entitled “Better Marketing for a Better World,” which will likely appear in 2020.

“I promise to leverage my role as Editor of *Journal of Service Research* to develop and publish a special issue that broadly addresses an important societal issue.”

”I will launch and co-edit two special issues centering on responsible research.”

A special issue titled, "Transformative Service Research and Unintended Consequences: Helping without Harming" is now underway.

The purpose of the issue is "to publish interesting, meaningful, and theoretically grounded research papers that expand the study of TSR and Transformative Consumer Research (TCR) and help consumers, communities, and society through services without causing unintended negative consequences."

The call for papers has gone out, the deadline has passed, and we received over 50 submissions.

The special issue editors and I are very enthusiastic about the quality of the papers, and we look forward to moving forward with the issue.

I am pleased to report that the *Management Science Special Issue on Business & Climate Change* and *Manufacturing & Service Operations Managements Special Issue on Responsible Research in Operations Management* are launched and receiving papers.

“I commit to screen research I review through the lens of impact on stakeholders, primarily organizations and managers and incorporate in my own writing.”

I have screened the research I have reviewed in my editorial capacities through the lens of impact on stakeholders, primarily organizations and managers.

These include reviews I have performed as an Associate Editor of *Journal of Marketing*, *Journal of Marketing Research*, and Area Editor of *International Journal of Research in Marketing*.

I have stressed this criterion in workshops on Theory Construction I have conducted at various schools globally.

In my own writing, I have co-written a paper on a variety of factors that affect the study of important marketing problems, and have developed a series of recommendations.

“I plan to ensure the papers presented at the December 2020 conference are on topics relevant to practitioners, investors, and society.”

I am Managing Editor of a major accounting journal. Each year we have a conference.

Many academics from around the world submit to our conference and we usually obtain between 80 to 100 submissions. We accept between 6 to 8 of the papers and these papers usually go on to be published in a special issue of the journal.

Our goal is to have papers presented at the conference in 2020 be on topics that are relevant to practitioners, investors, and society.

The call for paper stated that we are particularly interested in papers that address how accounting can help with the measurement of ESG and we plan to have this be a focus of the conference.

In addition, the journal solicited a paper that summarizes and reviews relevant research on ESG so that accounting researchers have a paper to help them learn more about the topic. The conference will be held in December 2020.

“I commit to ensure that in each issue of AMD we will include a new media feature relating to the social relevance of the study.”

“I will focus on developing a RRBM Journal Charter aimed at re-orienting the business journal publishing model toward one that is responsive to the research and business community and also to the world’s challenges.”

To date, we have implemented the responsible research feature of authors talking about the social relevance of their research as part of the “in the author’s voice” media feature.

As a result, beyond the usual audio clip in which AMD authors’ typically talk about the source of the research idea and its development, they will now be interviewed about how their findings may have a practical, social impact.

Accordingly, starting with the December 2019 issue, it should be possible to hear authors talk about the social relevance of their AMD-published research.

Starting with the September 2020 issue, this will be extended, with the author of one paper in each issue engaging in a conversation about the paper with a key stakeholder. This may be a joint interview of the author and the stakeholder conducted by one of our media editors, or it may simply be an author-stakeholder discussion of the findings.

Underpinning this is a goal of shifting the business school research community focus, and to link publishing in Charter journals to accreditation systems such as AACSB and EQUIS.

The Charter has been written and a draft was sent to the RRBM board for consideration. What is now needed is more discussion around how to get the Charter implemented.

This is a ‘wicked problem’ that will require an alliance of journals, editors and accreditation bodies.

Societal Impact Emphasis and Assessment

“I propose to use the 7 RRBM Responsible Research Principles to help guide faculty research evaluations.”

“I will promote RRBM responsible research Vision2030 to my fellow colleagues and School leadership.”

“I hope to strengthen the links with the RRBM 7 Principles to the faculty promotion criteria at Grenoble Ecole de Management.”

In my case, I proposed to use the 7 principles of responsible research to help guide faculty research evaluations. I have since been doing this and I have the 7 principles pinned next to my desk to help remind me.

I tried to convince my School to endorse RRBM but they declined. However, I got some traction with administration and top management and will continue to foster their involvement.

There is nothing I can do except to continue to promote myself inside and outside of the School, and convince individual colleagues. Covid-19 may change the outlook – we shall see.

The evaluation grid for selection interviews for new academics at Grenoble Ecole de Management has been updated to strengthen links with RRBM principles.

I hope to do the same for the promotion criteria soon. We have also started a project for all faculty to make an impact statement that we plan to make into posters around the school. We should have these done in time for the April deadline.

“I vowed to adopt the Seven Principles of Responsible Research as my rubric for evaluating open-ended best paper competitions for which I have a vote or nomination authority.”

“I commit to introducing an impact self-assessment exercise in all research statements used for evaluation in my school.”

I did so.

To date, I have followed through with this on votes I have cast for Management Science and for Decision Sciences.

Moving forward, I will continue to expand on this set as opportunity dictates.

I did send to my Dean a Summary of my meeting and my suggestion to use self-statement in promotions and a research prize organized by our alumnae association.

This suggestion has been, so far, omitted in the changes taken place in these processes at IESE.

I will keep insisting.

I may also be involved in a coordination effort to increase the sustainability content in our main program.

After pandemic life is getting much more complicated.

“I will strive to help with Operationalizing the 7-dimensional RRBM framework to come up with a metric/index to measure impact.”

As my goal of offering “to help with operationalizing the 7-dimensional framework...” implied, I sought potential collaborators affiliated with RRBM who have an interest and expertise in scale/index development.

I have a strong interest and some experience in this domain but would like to collaborate with colleagues, preferably from disciplines other than marketing (which is my primary discipline), who have a similar interest so that the process of scale/index development is more robust.

I believe that a rigorously developed metric for assessing the extent to which research projects adhere to the core RRBM criteria is essential for rigorous evaluation of individual research projects or proposals as well as for longitudinal, macro-level tracking of the overall impact of RRBM’s efforts.

I have developed some preliminary scale items to operationalize the RRBM principles. I am also working with colleagues on the RRBM Honor Roll Committee to develop metrics to measure the RRBM-related potential impact of articles published in leading scholarly journals.

“I will lead by example by adding a statement to my CV about how my research and teaching interests advance societal impact in positive ways.”

As a business dean, I’m not only working on stating how my own research and teaching interests advance societal impact, I led an offsite strategic planning meeting in January of 2020 emphasizing the need for faculty across the college to reflect on how our individual research and teaching impact society in positive ways.

This was followed up with a meeting for all of the college’s department heads and various meetings with individual departments.

I am proud to say that we are moving in this direction as a whole. In our next accreditation report, we will showcase individual statements and how the college collectively is impacting society.

“I will support a revision of the Standards in Faculty Performance Evaluation and Salary Incentives.”

In the second half of 2019, School of Management at Fudan University revised its Standards in Faculty Performance Evaluation and Salary Incentives by adding research performance into its annual evaluation schemes, with the aim of laying out a strategy, indicating teaching and research are equally important in the process of faculty development, as well inspiring faculty to conduct responsible research.

By devising The Rewarding Scheme for Faculty's Engagement in Business Practices, the School encourages faculty members to actively engage in business practices so that they can, on the one hand, dedicate advanced knowledge to the society with application of their research findings and, on the other, cultivate more talents for China's economic development by injecting best practice into management education, and promote scientific knowledge in the application of research findings.

Participation in business practices by faculty members is also an important criterion in the evaluation and promotion. The School has also developed The Rewarding Scheme for Key Achievements, in which rewards are now presented to faculty members not only based on their research papers, but also on academic monographs.

Faculty members, especially senior professors, are encouraged to publish books with in-depth and original insights based on research. An appraisal committee is established for the review and assessment.

Due to the pandemic, many original research schedules have to be postponed or extended, but our thoughts of promoting responsible researches remain the same as before.

“I will initiate discussion with Google to determine if we could bring their vast data to bear to augment the kinds of metrics they already produce in Google Scholar to include new metrics that are more service-to-society oriented AND I will recommend to leadership at the Haas School at Berkeley to include formally a “Wider Impact” section in all faculty Self Evaluations.”

Google Metrics:

A friend and former Googler connected me to the creator of Google Scholar, Anurag Acharya. I sent Acharya a letter with some initial ideas for new metrics.

In September 2019 I had a follow-up conversation with Acharya. The channel is now open and there's room to make progress, which I have communicated to RRBM senior leadership.

Importantly, Google's top goal is not faculty evaluation, but rather making all the world's information available to all at no cost -- progress on our goal with Google will require alignment, as best we can, with Google's goal.

Promotion Self Evaluations:

I recommended to the leadership of the Haas School at Berkeley, two Associate Deans for Academic Affairs, that we formally include a section in all faculty Self Evaluations on “Wider Impact” that addresses impact beyond the standard measures that dominate most Self Evaluations. (These Associate Deans would be the change decision-makers on something like this, as opposed to the Dean.)

That conversation continues: They are open-minded and want to consider the details of how this would work in practice. The conversation itself is helping to Build awareness internally.

More broadly, I will continue to work at getting a wider lens on research impact Integrated into our processes for faculty development. I presented to the RRBM Working Board my strong view that we will have the most short-term success Integrating responsible research metrics into faculty development processes as opposed to faculty performance evaluation processes.

“I will work together with other scholars to initiate the first Chinese Summit on the theme of Management Research for a Better Society.”

Echoing the first Global Summit of RRBM, I, on the behalf of the president-elect of the International Association for Chinese Management, together with other scholars, initiated the first Chinese Summit on the theme of ‘Management Research for a Better Society’ on December 12, 2019, enabling the deans from the top ten business/management schools in China to reach the consensus on the importance of promoting responsible research.

To help Chinese enterprises and employees to fight with the novel coronavirus infections, I delivered an online talk titled "The Rules for Organizational Survival under Crisis", and more than 4.3 million people watched the talk, and some organizations have included the talk in their employee training package. I have not experienced any obstacles initiating several responsible research projects in the last year because we are well prepared to work in this direction.

I will conduct studies with the support of some societally oriented companies and examine how these companies and their leaders have worked to benefit the society in doing their businesses.

Responsible Research Awards and Recognitions

“I will propose and implement an award recognizing Societal Impact within the Organizational Behavior Division of the Academy of Management.”

I proposed such an award to the division executive committee and gained approval, secured sponsorship to endow the award, and launched the award. The award is unique because it recognizes a body of work, not just a single publication, and it looks beyond citation counts and impact factors, to acknowledge practical impact of scholarship, as evaluated by both academics and practitioners.

We received four nominations for the award, each for highly qualified candidates. I formed an award committee to evaluate the nominations, consisting of two high profile academics and two executives (from Google and Uber). The winner will be announced and celebrated at the National Academy of Management meeting in August 2020.

To be eligible for this award, the scholar’s work must:

(1) Address problem(s) that relate to timely and important societal challenges in the business, economic, societal or environmental spheres that fall within the domain of organizational behavior, (2) Provide actionable knowledge or insights for potential policies or practices to improve the well-being of people (employees, customers, suppliers) beyond business and economic success, (3) Demonstrate strong credibility, (4) Be useful for policy or practice within the domain of organizational behavior (i.e., relevance for managers, employees, business, or society).

“I will launch the Responsible Research in OMT Award and build collaborative efforts to launch a virtual RRBM special issue.”

In my role at the Organization and Management Theory (OMT) Division of the Academy of Management we launched the “Responsible Research in OMT Award” at the annual meeting in August 2019. The award is given to an OMT paper that offers both credible and useful knowledge that can potentially advance business practices toward a better society.

In my role as Associate Editor of Administrative Science Quarterly we invited Jerry Davis to the Fall Editors meeting to introduce RRBM and have a discussion about the potential badging program. Additionally I am in the process of building collaboration with multiple journals across multiple fields to hopefully launch a virtual RRBM special issue where each journal will use its normal editorial process to accept a paper (or papers) for normal publication. The goal is to have each accepted paper cross-listed in a virtual special issue with a joint introduction by the editors of all involved journals.

In my role with the Highly Integrative Basic And Responsive (HIBAR) Alliance we have regularly been discussing RRBM and promoting it through joint talks. RRBM’s activities are being highlighted as a field specific effort tightly related to the goals of the HIBAR Alliance (which is across all academic fields). It also is slated to be included in the upcoming strategic plan of the HIBAR Research Alliance. Obstacles have been the typical ones of compressed time schedules and slow response times. The pandemic has primarily factored in by increasing the opportunities for online engagement across multiple institutions as it is²¹ becoming more of a norm.

“I commit to collaborating with RRBM colleagues to develop a responsible research impact badge to recognize publications that meet criteria for responsible research.”

I have been collaborating with a great set of colleagues who are creative, resilient, and committed to developing a system of recognition for publications that contribute to a better society.

Key challenges in creating this system of recognition are: assuring that it will be sustainable at scale (fast, efficient, positive experience for reviewers & authors); complements rather than duplicates the normal journal review processes by focusing on service to society and impact on society; is labeled and interpreted as intended; and is a credible recognition based on a consistent process supported by senior scholars.

We have experienced a few setbacks in the development process and have pivoted from ‘Badging’, similar to the Open Science approach, due to resistance from key journals that have also declined to adopt the Open Science badges.

We are currently making progress on developing an RRBM Honor Roll to achieve our goal of creating a system of recognition for publications that contribute to a better society. Current efforts are focused on developing an appropriate review process and identifying an initial set of publications for recognition.

In addition to working on this I Will commitment, I’ve also had the pleasure of helping to rewrite the AACSB accreditation standards to emphasize societal impact in the mission, vision, and research for business schools globally.

“I will help launch the RRBM article badging system, along with several other members of the steering team.”

I have worked with a task force of RRBM governing team members, led by Bill Glick and including Len Berry, Mary Jo Bitner, Ruth Bolton, and Mark Houston, to create a recognition for publications that meet the standards of responsible research, rigor and responsibility to business and society.

We have learned a great deal about the prospect for launching a badge, and have pivoted to an "responsible research honor roll" to be housed on the RRBM site.

As a first cut, we will be evaluating from among the 4,000 articles published in the top 24 business journals in 2018 and 2019, using expert judges, with the intention of introducing a self-nomination system in future years.

Many obstacles! Journal editors have objections to any additional evaluations that might slow them down; criteria for "responsible research" are not fully clarified; and the sheer magnitude of evaluating 10,000 articles (even with algorithms such as those Wilfred Mijnhardt has created) have made clear that this is a big job.

Our next step is pilot testing the honor roll using a set of expert judges.

Doctoral Education in Responsible Research

“I will work with scholars in different disciplines to design and deliver a course on ”responsible science” for doctoral students, and junior faculty Worldwide.”

We have formed a task force comprising of 7 members -Jerry Davis (Michigan); Juliane Iannarelli (AACSB), Peter McKiernan (U of Strathclyde); Wilfred Mijnhardt (Rotterdam), Barbara Schachermayer- Sporn (EFMD and Vienna University); Anne Tsui (U of Notre Dame); Maurizio Zollo (Imperial College London), supported by Alexia Shonteff and Jean-Alexis Spitz.

We have met three times, and identified two possible courses, to teach doctoral students how to engage in responsible research. The first one is on the philosophical foundation of responsible research and the second one is about how to identify research topics that can make societal impact. We are considering how to offer them (online or in person), and exploring other resources for doctoral students.

Since these courses are meant to be offered to students worldwide, tailoring the courses to the local conditions and cultural traditions will be necessary. Also, we need schools and faculty colleagues who are interested and available to organize the delivery of these courses in different regions. We need to decide what is most critical at this moment, and take action on the most value adding project(s). We may find out which doctoral degree granting business schools are already teaching courses similar to these and engage their involvement or support. We can also gather syllabi of similar courses and share them on the website. We may develop a reading list of what is responsible research and examples of research projects that exemplify the principles of responsible research. We already have many examples from management and marketing through the award programs.

Inspired by the pandemic, we need to encourage doctoral students to work on problems that will relate to the SDGs which will help to develop stronger organizations and institutions for a more sustainable and resilient world.

“I will commit to encouraging sharing of the responsible research perspective at an upcoming conference and doctoral consortium.”

This material is in development for a conference in Q1 of 2021.

Speakers have been approached and have agreed to share the RBBM principles and guidelines as well as to provide examples of successful research that has applied these principles in our area.

Time will be devoted to helping scholars generate new, responsible research ideas, as well as feedback to help them get these projects off the ground.

“I will inform all my PhD students about the importance of RRBM and work to hold doctoral colloquiums on the subject of responsible research.”

I have informed all my PhD students about the relevance of responsible research. They are advised to consider all the principles of RRBM to develop their research. I am also organising a session on responsible research during a doctoral colloquium in December. I have also mentored early career researchers during EECC and talked about the importance of going beyond theoretical gap spotting and conducting research which has meaning for the society.

I have also conducted seminars on the 7 principles of RRBM in UK and internationally. I am a member of scientific advisory board of several universities in Europe. During the meetings my emphasis has been on the development of the ink with the practice together with the promotion of research and education which prioritise sustainability and the wellbeing of the community.

I have also talked to IFSAM executive committee members about RRBM and they expressed their willingness to support the initiative.

“I will focus on talking to PhD students and mentoring young researchers about RRBM-related topics.”

I am giving greater emphasis to issues of methodological rigor in my Associate Editor reports.

I have given (and have committed to giving) several talks on RRBM- related topics, especially focused on PhD students.

In my writing and new research projects I am prioritizing societal impact much more than before and I have also started pre-registering new studies.

Lack of time and habit! I plan to keep going in this direction, mentoring young researchers and improving my own practices.

I am trying to focus more on the important and less on the urgent.

“I will plan and coordinate a half-day seminar for all doctoral students in Mays Business School, Texas A&M University, to introduce them to RRBM and discuss the opportunity to increase the relevance and societal benefit of business school research. I will focus on talking to PhD students and mentoring young researchers about RRBM-related topics.”

I organized the half-day seminar for doctoral students to be held in April 2020.

The program included presentations by our Dean on “The Future of Business Schools” and by the editor of the *Academy of Management Journal* on “Publishing Relevant and Credible Business Research”.

Also planned was a 90-minute panel on “ Building a Career of Impactful Research” featuring five prominent faculty members whose research reflect RRBM principles.

Unfortunately, the event had to be postponed due to the campus being closed because of Covid-19.

The seminar will be held during the first semester when the campus reopens, hopefully the fall of 2020.

The plan is to make the seminar an annual event with rotating departmental leadership.

“I promise to inspire PhD candidates and authors to perform engaged research.”

I have proposed to ERIM, the Erasmus University Research Institute in Management, to launch a PhD course on engaged research.

They accepted my proposal, and the course will be held in September or October 2020.

In my role of Senior Editor at Organization Studies, I invite authors who submit manuscripts to consider the societal implications of their work, whenever these manuscripts lend them to societal outreach. This is an ongoing activity (until at least the end of 2022).

I also seek to live up to the ideas in my recent TEDx talk “Sustainable Business: From good Intentions to Better Practices.”

Accreditation Standards and Beyond

“I will embrace the RRBM 7 Principles and endeavor to encourage, within my circle of influence, the production of thought leadership that contributes to a healthier, more sustainable, collectively, responsible society.”

Towards meeting this goal, we have incorporated the ideals of responsible thought leadership into two standards within the proposed AACSB 2020 Business Accreditation Standards. Standard 8 focuses on the impact of scholarship and establishes an expectation that the school has some areas for which it is known as a thought leader through its scholarship. This goes directly to impact.

We emphasize it is not the count of publication that is paramount; it is the outcomes and impact of the scholarship produced. The standard requires schools to collaborate with a wide variety of external stakeholders to inform theory, policy, and/or practice of business.

The standard further expects that the school produce some scholarship that has a positive societal impact. While Standard 8 is focused on scholarship, Standard 9 focused on other activities and initiatives sponsored/supported by the business school that have a positive societal impact. These can be initiatives, for example aligned with the UN SDGs, PRME, or other similar societal improvement frameworks.

Adoption of the new standards through a written consent process is occurring now. While the window of consent is 90-days, a majority of the accredited schools provided affirmative written consent within 10 days. Thus, the standards will be declared officially adopted as of July 27, 2020.

“I will incorporate RRBM principles into my scholarly activities.”

I have done so at every opportunity. I was fortunate to be asked to write three invited commentaries and wrote all three about RRBM. They are: “Responsible Research in Retailing: Is Your Research Useful?” by Ruth N. Bolton, Commentary in the *Journal of Retailing*, 95(3), 2019, 3-8, “The Long View on the Responsibilities of Business and Marketers”, by Ruth N. Bolton, *Journal of Macromarketing*, 40, forthcoming, and “Commentary: Future Directions of the Service Discipline”, by Ruth N. Bolton, *Journal of Services Marketing*, 34 (2) (April 1).

I am President of the Sheth Foundation. The Board of Directors of the Sheth Foundation is now asking all organizations that we support (AMA, ACR, AMS etc.) submit proposals that adhere to RRBM principles. In my teaching and all conference presentations, I have advocated for researchers to follow RRBM principles and directed them to the RRBM website.

Beyond the articles, I have reached several hundred academics in this way. Young people are especially interested in RRBM. I have been part of a small subcommittee that has worked for more than a year on an RR Badge - which subsequently morphed into a RR Honor Roll. We have met frequently and made many presentations to RRBM Board.

The biggest challenge is metrics. How do you evaluate whether a research project or article has met RRBM Principles and should be placed on the Honor Roll? Even if the goal is to honor as many articles as possible, it is difficult to assess large numbers of articles. It is possible to use expert judgment but that is highly labor intensive so only a small number of journals can be evaluated. After pursuing that route, we are now exploring automated processing to screen articles. We have made progress, but there is a broader metrics issue beyond the Honor Roll. The pandemic is a problem because RRBM was conceived as a social movement and everyone is practicing social distancing. In my view, it is currently impeding progress on three fronts. (1) Crisp clear communication is critical as we communicate with people who are not familiar with RRBM. (2) Travel to conferences is important to build social capital. (3) The metrics question is going to be tough without people working together to hammer out ideas. Our subcommittee has had no difficulty meeting by Zoom and discussing metrics. However, the RRBM Board must consider multiple issues and can't think/work on metrics issue continuously. Yet, it is probably the biggest challenge for ALL RRBM activities.

As universities pay attention to RRBM principles (due to AACSB requirements etc.), metrics will become increasingly important. For example, my business school is pleased that I was associated with RRBM. However, eventually, it will want to evaluate faculty research and then metrics will be necessary.

“I will prepare a book including the themes that RRBM is advancing.”

I have finished a book and am close to finalizing a contract on the topic of inspiring business students, business leaders and business educators to transform the business curriculum towards serving the needs of society.

Second, I have a book proposal under review that will examine the role of the "engaged scholar" in bringing valuable research to the world of practice. Knock on wood.

Resources to Support Responsible Research

“I commit to ensuring the internal budget allocations we require researchers to structure their research projects around takes into account the RRBM values and directions.”

The Newcastle Business School at the University of Newcastle Australia, has taken a number of measures to work towards effectively implementing the ideas and strategies outlined in the 2017 Position Paper, “A Vision of Responsible Research in Business and Management: Striving for Useful and Credible Knowledge”.

A first step involved elevating RRBM to a Faculty-wide status so that its key principles and goals became embedded in all aspects of research in the Faculty.

On 4 October 2019 the Faculty held its annual Research Forum involving research-active scholars who were available on the day. RRBM was one of the stand-alone items on the agenda.

All participants were provided with copies of the 2017 Position Paper and other associated documents. These documents have lodged on the Faculty Research Sharepoint site.

Each funding form now begins with an embedded statement about RRBM and a caveat this will contribute to Faculty evaluations of the quality and excellence of a scholar’s research outputs and achievements. The implication is that future funding support may be tied to progress towards achieving what is aimed at within the parameters of RRBM. In addition, senior researchers are aware of the need to include inculcating RRBM principles within their formal mentoring activities.

The only real obstacles has been that as Covid-19 hit we have not been able to commit the internal research funds that I had originally hoped for. I am confident that next year will see greater funds committed. What we plan to do next is have all of our four key research focus areas ensure that in the planning for 2021-2024 internal budget allocations we require researchers to structure their research projects so that the research takes into account the RRBM values and directions.

“I will dedicate twice as much energy to the organization of the RRS2020 Summit.”

“I will help in the organization of the RRS2020 Summit.”

Though the RRS2020 Summit had to be postponed, due to COVID-19, the dedication to RRBM could not be stopped.

Together we forged through and worked to ensure a virtual summit could still take place this summer until we can meet again in-person next year in London at RRS2021.

Mission accomplished!

The main problem with the RRS2020 Summit was the disruption from COVID-19.

We had to postpone the in-person RRS2020 Summit which will now be held next summer in London.

Our momentum was not stopped. Plans continued and we will be holding a Virtual Summit in June.

I

THANK YOU