

Responsible Research for Business and Management Working Board meeting
Tuesday, March 23, 2021, Zoom Meeting
11:00 AM – 1:00 PM, New York Time
DRAFT MINUTES

Attendees (22):

Caryn Beck-Dudley, Leonard Berry, Jaime Bettcher, Mary Jo Bitner, Ruth Bolton, Michael Brady, Aggie Chidlow, Jerry Davis, Bill Glick, Michael Haenlien, Andrew Karolyi, Peter McKiernan, Mette Morsing, Serguei Netessine, Sergio Olavarrieta, David Reibstein, Howard Thomas, Michael Toffel, Anne Tsui, Matthew Wood, Jean-Alexis Spitz, Whitney Sutton,

Absences (9):

Franklin Allen, Patty Dechow, Mark Houston, Dan LeClair, Rich Lyons, Wilfred Mijnhardt, Katrin Muff, Bernard Yeung, Maurizio Zollo,

Action Items

1. All WB members: please send recommendations as soon as possible to Bill Glick for business people or practitioners who should be invited to the RR Roundtable in June.
2. Let Dave Reibstein know if you would like to serve on the planning committee for RRS 2022.
3. Mette Morsing and Jerry Davis will connect on whether there has been consideration of the global south in the development of societal impact metrics.
4. Andrew Karolyi will connect Jerry Davis to Della Bradshaw, formerly with the Financial Times.
5. Dave Reibstein and Mike Toffel will develop a template and process for updating current RRBM projects and providing a clear view of next steps.
6. Jerry Davis will continue the discussion with the Dean's group regarding approaching the Business Roundtable for research funding.
7. Dave Reibstein and Mike Toffel will prepare and chair the next WB meeting on July 1, 2021.

Minutes

1. Welcome guests & introduce Whitney Sutton

Mary Jo Bitner welcomed everyone to the meeting and introduced Whitney Sutton, Administrative Associate from AACSB who will be assisting RRBM. Thank you to Caryn Beck-Dudley and AACSB.

2. Review and approve December 15, 2020 WB meeting minutes

Feedback on the minutes for the December 15, 2020 WB meeting was requested. There were no changes, and the minutes were approved. JAS will post them on the RRBM website.

3. Welcome and introduction of new Working Board Members

Mary Jo welcomed the new members and emphasized how excited we are by the group of newly elected members this year and the backgrounds and diversity of geography and discipline that they represent.

Each of the new members briefly introduced themselves and spoke about their motivation to join the Working Board and what they hope to bring to RRBM.

Agnieszka (Aggie) Chidlow, University of Birmingham, UK

- Professor of International Business.

- Hopes to utilize her skills to contribute the ongoing debate centered on credible, replicable and transparent research methods and how to fold RRBM into those conversations.

Michael Haenlein, ESPC Business School, France

- Professor of Marketing.
- Managerial importance and how to change the importance of the research and funding.
- Also looking to get involved with the Doctoral education project and annual AMA award in Marketing.

Andrew Karolyi, Cornell University, US

- Professor of Finance, Dean of Academic Affairs and Acting Dean of the College of Business.
- Became aware of the open research movement and love the importance of relevance and research with impact.

Sergio Olavarrieta, University of Chile, Chile

- Professor of Marketing, former Vice Dean.
- Interested in looking at the responsibility of scholars with research and it's importance to developing the countries.
- Bridging the gap by encouraging relevant research.

4. Introduction and statements by incoming Working Board Officers

Mary Jo briefly welcomed the new, incoming officers. They will form the executive team and provide overall direction for the Working Board. They will be fully assuming their roles with the next meeting on July 1. The new officers offered brief remarks, including initial thoughts on direction and goals.

David Reibstein, Chair, Wharton School

- A co-founder of RRBM
- Objectives: (1)Get more industry involved with our efforts (not just speaking at RRBM events but getting them involved with supporting our research); (2)Seeking ways to measure impact outside of just citations.
- Met with his dean recently and she strongly supports the mission of RRBM

Michael Toffel, Vice Chair, Harvard Business School

- His role is to support Dave's vision and facilitate the work of our many working groups
- Engage with practice and ask questions with relevance- this gets back to research and then getting in the minds of practitioners
- Contribute to RRBM by utilizing his skills as an institution builder

Matthew Wood, Secretary, EFMD

- Strongly agree with the incoming chair and VC to make research more relevant and allow it to have social impact.
- We must change the current situation "B schools have forgotten society, and society has forgotten B schools."
- Very focused on real change in the next couple of years.

Patricia Dechow, Treasurer, USC

- Patty was unable to attend.

Anne Tsui, Past Chair, Notre Dame and Arizona State University

- Ready to serve with the "village", it takes everyone's help.
- Loved the sense of urgency that the new chair expressed.
- Thanked Jean-Alexis Spitz for his contribution and introduced a new video he has made about RRBM's history. The video will be used at the upcoming April 26 Summit and will be available on the website after that.

5. Status of Ongoing projects and report on Action Items since December 2020 meeting

- a. 2021 RRAS – Responsible Research Academic Summit: Experiences and Best Practices April 26, 2021 (Anne Tsui)
 - Making good progress, 241 registered for the summit, goal was 100! 18 breakout groups, 36 members to be facilitators for the groups. 3 panels of 3 speakers with 2 moderators each panel and 2 breakout groups.
 - Agenda is available on the site
 - Working board member involvement- 18 have signed up and we have made sure that all are not in the same group to help facilitate the discussion.
 - Mary Jo thanked Anne and Ruth for putting all of the breakout groups together
- b. 2021 RRR – Responsible Research Roundtable: Knowledge Co-Creation in Business Research for Societal Progress, June 28-29, 2021 (Bill Glick)
 - Moving along fairly well.
 - Speakers and panelist have all said yes. We are now in the process to get the moderators in line.
 - Have not decided on the size of the Summit. 200 is a target number and what's the mix of academics vs non-profit and so on, Would like to propose a 50/50 mix.
 - How do we control the flow of registrants and how to reach out to others so we have a mix and who we should target?
 - If WB members have individuals that they would like to have considered for this Summit, please send a list to Bill Glick. We have the list for London last year that we can use and possibly build off of that.
- c. 2022 RRS – Responsible Research Summit - Current plans for 2022 at Wharton (Dave Reibstein)
 - Hasn't started specific planning but there are two people, Sergeui Netissine and Tom Robertson, that are working with Dave to start on who we would like to invite to speak. Dave has also spoken with Wharton's Dean and she is supportive and on-board as a speaker at the 2022 Summit.
 - Dave asked if we should do two summits like this year or just one. Matthew suggested to keep it at one and would like to view possibly having it as a virtual event. Will moving back to face to face limit the number of people who can attend? Reach more people with the virtual summit? How to do a hybrid?
 - Jerry agreed with Matthew's comments. The carbon footprint of in-person conferences is horrific, and the financial accessibility of international travel is largely limited to rich schools. Virtual may be more responsible.
 - Dave added that it may be possible that everyone will try to have conferences during the summer, resulting in competition for people's time, and budgets may still be a concern.
 - Caryn shared that hybrid is really expensive. It is almost like holding two conferences. And in-person still has a lot of risks with items such as cancellation fees, travel restrictions etc.
 - Andrew offered caution about the hybrid format. He loved the idea of a single event that integrates those who are from the corporate side that we are trying to bring into the fold, allowing it to happen more organically.
 - Michael also shared that with hybrid, frequently the experience of remote participants is less good. So depending on the split between in-person attendees and remote attendees, hybrid might be worse than online only.
 - Ruth believed that Wharton can be a television studio for a world town hall event!
 - Dave invited anyone on the WB who would like to serve on the planning committee for 2022 to let him know.

- d. Responsible Research Honor Roll (Ruth Bolton and Bill Glick)
- Further pretesting for overall process and just about ready to ask for help from WB and others to serve as evaluators.
- e. Responsible Research Metrics and Societal Impact Archival Metrics (Jerry Davis)
- Bill, Rich and Jerry served as judges on behalf of RRBM for the FT first social impact initiative: special issue of Business Education and Societal Impact.
 - Jerry reported that FT sent out a survey in the fall to get input on how to measure societal impact and potential additions to the FT 50. The survey led to an online flurry of responses and it touched off a lot of excitement. The survey response shows the importance of the FT's role in how Business schools evaluate research.
 - Wilfred, Bill and Jerry have been in contact with Andrew Jack (FT) who is committed to better assessing the societal impact of business schools, including research. How do you assess societal impact (How does the FDA evaluate research).
 - Mette Morsing reported on a new Impact Committee at PRME with a group of brilliant scholars, chaired by Wilfred Mijnhardt. Its purpose is to share information on progress report that PRME asks of signatory schools around the world to produce and submit every second year. It encourages schools in a very broad sense. The compare and contrast approach is something that needs to be looked at carefully as to not to create a new ranking of who is best/best school. We need to find the middle ground with FT.
 - Has there been consideration of the global south? Societal impact may vary by region. Mette and Jerry will connect on this topic.
 - Bill said that it may be looked at as a multidimensional element, we'd like to develop something a little bit broader/more robust. Something scalable, credible and useful without being a huge burden would be more broadly adopted
 - Dave considered this an important topic. Schools are starting to say they want to reward or assess people on whether they are they having an impact.
 - Andrew said that Della Bradshaw is the architectural brain of the original FT 45 that has become the FT 50. She's left the FT but she may have some really wonderful insights for us. Andrew will connect Jerry to Della.
 - Peter said that the UK has lots of experience with measuring societal impact of research through the REF exercise. They have a very inclusive list. The REF members are not supposed to count papers on this list when assessing a university's research excellence. But they still do. Peter shared the link to CABS list with Jerry: <https://charteredabs.org/academic-journal-guide-2018/>
- f. North America Associate Deans RRBM Hub (Jerry Davis)
- The group meets roughly once a month. The most recent meeting was about 2 weeks ago. It has been pretty productive, fun and engaging
 - Theory is that we need to change the agents at the school level, especially trendsetting schools. What should deans do to change their own structure and culture? Shared our experiences with this topic and what worked/what didn't work
 - Andrew added that the meetings have been useful. It is good to exchange experiences. At Cornell, the faculty is required to write about how their research has impact on society in their annual review.
- g. RRBM, AMA-EBSCO Marketing Award winners for 2020 (Mary Jo Bitner)
- ****Congratulations to Len Berry**** for being the one Distinguished Winner for 2020. In addition there were 4 Winners and 4 Finalists announced in February 2021. See website for details.

h. Pioneering Institutions (Mary Jo Bitner)

- 4 new ones since December: Vlerick Business School, Colorado State University College of Business, University of Sussex and University of Strathclyde
- In addition to bringing in new Pioneering Institutions, we (JAS does this) ask current institutions to update their materials and progress every two years.
- See RRBM website for details on application, process, and current Pioneering Institutions.

i. RRBM Doctoral Education Initiatives (Anne Tsui)

- PhD Scholarships: Public announcement was made on March 1 and in RRBM newsletter, total 8 scholarships at \$10,000 each. There are more than 70 inquires so far, from around the world.
- Course for PhD Students: Independent from the scholarship. The course encourages students to have some exposure on the Philosophy of Science foundation to research.
- 2021 Webinars: Kicked off with a very successful launch in June, 2020 with ten webinars. Five are planned for the first few months of 2021. The Dare to Care Research Café is a webinar to bring award winning authors to share how they did their research, the behind the scene experience not found in the published paper. The focus is on doctoral students- to give them the skills and help them to have the courage to work on problems that matter.

6. New Business

a. Quarterly Updates for all RRBM Projects and Initiatives (Dave Reibstein and Mike Toffel)

The spreadsheet shows current projects, team leaders, and committee/task force members. If anyone wants to engage with the current projects, please feel free to do so by contacting the project leader.

- Going forward, Dave and Mike will develop a process and template for updating current projects and providing a clear view of next steps or needed assistance.
- For future meeting topic requests, please add if this will be an update only, item for discussion, or request for assistance.
- Dave and Mike will create a template to use for meeting topics and discussions.

b. Approaching Business Roundtable for research funding (Jerry Davis)

- Background details: If Business Roundtable is declaring that corporations exist to serve all their stakeholders (World Economic Forum proclaims this), would they actually put “their money where their mouth is”, in the form of providing funding for research
- Jerry asked for a straw poll. Do people on the WB think this idea is worth pursuing. The WB said Yes to keeping the discussion moving.
- Anne said that we should find out if the Business Roundtable has a foundation and if they do not explore ways to get them to have a Foundation to support research.
- Bill’s comment: Blackrock and Larry Fink to look at for potential research support.
- Caryn’s comment: Salesforce to look at for potential research support.
- Andrew said BRT has an education and workforce committee that might be the way to link up BRT with RRBM. <https://www.businessroundtable.org/about-us/committees/education-workforce-committee>

7. Conclusion

- Next Virtual WB Meeting – July 1, 2021, 11:00-1:00 NY time
- Dave Reibstein and Mike Toffel will prepare and chair the next WB meeting.