

Responsible Research for Business and Management Working Board Meeting
MINUTES
July 1, 2021

Date: Thursday, July 1, 2021
Time: 11:00 AM-1:00 PM, New York Time

Attendees:

Caryn Beck-Dudley, Leonard Berry, Michael Brady, Aggie Chidlow, Jerry Davis, Bill Glick, Michael Haenlein, Andrew Karolyi, Peter McKiernan, Wilfred Mijnhardt, Serguei Netessine, Sergio Olavarrieta, David Reibstein, Michael Toffel, Anne Tsui, Matthew Wood, Maurizio Zollo, Jean-Alexis Spitz, Whitney Sutton

Optional Attendees:

Mary Jo Bitner, Dan LeClair

Absences:

Ruth Bolton, Patty Dechow, Mette Morsing

Action Items:

- As working Board Members, it is the hope that you will volunteer to help push the organization forward. We have provided a number of initiatives below that you can engage with and included the person to contact. Also, if you know anyone who would be great to assist with these initiatives, please pass their info along as well.

Initiative	Contact
RR Academic Summit (RRAS) 2021 "I will/We will" tracking	JAS, Matthew Wood
RR Academic Summit (RRAS) 2021 3-minute video	JAS, Len Berry
RR Roundtable (RRR) 2021 highlight video	JAS, Len Berry
RR Roundtable (RRR) 2021 follow up process	Bill Glick
RR Summit (RRS) 2022 Planning Committee	Dave Reibstein, Peter McKiernan
RRBM Doctoral Education	Anne Tsui
RRBM on Tour	Aggie Chidlow, Peter McKiernan
AIB annual RRBM seminar	Aggie Chidlow
Responsible Research Marketing	Mike Brady
Research Funding	Dave Reibstein, Peter McKiernan
Responsible Research Honor Roll	Bill Glick, Ruth Bolton
Responsible Research Awards	Anne Tsui, Michael Haenlein, Serguei Netessine
RRBM Partners and Pioneering Institutions	JAS, Mark Smith, Howard Thomas
Responsible Research Societal Impact Metrics	Jerry Davis, Bill Glick, Wilfred Mijnhardt
North America Business Deans	Jerry Davis

- Len Berry will provide to JAS a synopsis on paper of elements that he would like to include in a video that captures the highlights of the Roundtable, with the details of the audience we are trying to influence from Mike Brady.
- Matthew Wood and JAS to follow up on tracking the action statements from RRAS2021.
- JAS will lead the effort in creating a 3-minute video or 5 slide PPT for the RRAS2021 and RRR2021.
- Bill Glick and Andrew Karolyi will work with the Imperial team to follow up on the ideas generated from the breakout groups. Anyone who would like to be involved should contact Bill Glick.
- Anyone interested in joining the planning committee for the RRS in 2022 should contact Dave Reibstein.
- Anyone interested in participating in the review committee for the PhD Dissertation Scholarships should contact Anne Tsui (deadline for submitting scholarship applications is December 1).
- Aggie Chidlow will work with Peter McKiernan to create the RRBM on Tour initiative in Europe.
- Aggie Chidlow will move forward with accepting the partnership with the Academy of International

Business interest group and create the team to support this effort.

10. Mike Brady will prepare a proposal on ways to strengthen the marketing of RRBM; there is a recurring need to bring a general awareness of the organization that has not yet been met – Matthew Wood and Sergio Netessine are interested in working with Mike Brady.
11. Dave Reibstein and Peter McKiernan will begin to work on a strategy for research funding.

Minutes

1. Welcome

Dave Reibstein welcomed all to the new Working Board year and gave a huge thank you to the previous Board Co-Chairs, Anne Tsui, Mary Jo Bitner and Bill Glick, for all of their leadership in moving the group forward in the right direction.

2. Review and approve March 23, 2021 Working Board meeting minutes

Feedback on the minutes for the March 23, 2021 Working Board meeting was requested. There were no changes and the minutes were approved on July 1, 2021 at 11:07am EDT. JAS will post them to the RRBM website.

3. Summary of RRBM Events:

a. 2021 RRAS – Responsible Research Academic Summit: April 26, 2021

- i. Summary of the “I will/We will” Statements: Very powerful, exciting, engaging and aspirational
 - How do we follow up and encourage the groups to take the action that they said they will?
- ii. Anne Tsui reported that a full report for the RRAS 2021 is ready, similar to the report for the Rotterdam Summit with summaries of every section and action items/statements. The report has rich content that may be useful for different groups. Should we distribute the report and post on the RRAS website.
 - Dave Reibstein believed there should be a report
 - Mike Haenlein. suggested we have a presentation (5 slides or less) or video that can be sent to participants and deans
 - Mary Jo Bitner: Capturing the “I will” statements would be great; agreed with the suggestions of others

b. 2021 RRR – Responsible Research Roundtable: June 28 and 29, 2021

- i. Summary of RRR: There were a lot of challenges but overall great discussion that involved the stakeholders and addressed what we can provide to the stakeholders. The Speakers gave us a lot of food for thought. There are many take-aways we can use in future summits.
- ii. Is there a way to capture Peter’s summary and Andrew’s reflection that could be displayed on the website?
- iii. Can we follow through with ideas we saw in the discussion groups?
 - Dave Reibstein: Suggested the leaders/facilitators of the breakout teams follow up with the assigned teams.
 - Anne Tsui: We should focus on one or two of the items from the discussion groups to follow up on.
 - Wilfred Mijnhardt: Narrative approach to change - schools start telling their stories of change so that other schools can be inspired and promote change in their schools.
 - Dave Reibstein: Who sees the narrative? From a marketing standpoint we need to know the target market of the content.
- iv. JAS will upload the video recordings of the keynote panels and speakers soon.
- v. The feedback surveys for the RRR2021 will come in the next few weeks.
- vi. Bill and Andrew Karolyi will work with the Imperial team to follow up on the ideas gathered in the two breakout discussions.

c. 2022 RRS – Responsible Research Summit: tentative June 6-7, 2022

- i. Serguei Nettesine, Dave Reibstein and Tom Robertson are working on the agenda and

- space for sessions and securing the Inn at Penn for rooming accommodations.
- ii. The annual board meeting will occur the day after the summit (tentative June 8, 2022).

4. Committee and Project update reports: **Moving forward- the Working Board meeting should be used as a decision-focused working meeting and all updates on progress should be shared in email form. Guidance for written updates will be sent ahead of the next meeting.*

a. Committee Updates:

- i. Responsible Research Honor Roll – Things are moving, but slowly. Bill Glick will work with Whitney Sutton for support.
- ii. Responsible Research Marketing Award (Previously Mary Jo Bitner provided updates but Mike Haenlein will be giving updates moving forward.) – In its third year. EBSCO provides the funding, AMA handles all of the logistics and there is a great committee to review nominations and select winners.
- iii. Pioneering Institutions (previously Mary Jo Bitner provided updates, JAS will be giving updates moving forward. Mark Smith and Howard Thomas are also a part of this team) – No new updates at this time.
- iv. Responsible Research Management Award (Anne Tsui) – In its fourth year. The winners of the award were announced on June 1st. Sponsored by Academy of Management Fellows. The group was thinking about inviting journals to submit one or two papers to the Award, so that every journal would be able to compete for this award. Anne asked for feedback.
 - Andrew: Believed editors would go along with the idea of creating or supporting something like this if the associations affirmed it.
- v. Responsible Research Operations Award (Serguei Netessine) – Co-sponsored by RRBM, the 2021 winners were recently announced. Information is on the Awards page of the RRBM website.
- vi. Responsible Research Metrics (Rich Lyons and Wilfred Mijnhardt) – Most action to define metrics has occurred with the Social Impact Metrics which Bill Glick and Jerry Davis are driving. The two initiatives should be combined going forward.
- vii. Societal Impact Archival Metrics (Jerry Davis & Bill Glick) –
 - Hackathon with Andrew Jack (soft version to launch in summer 2021): There was a survey to rethink the FT 50 list and it was flooded with 13,000 responses. The survey asked how FT could determine what counts as good research in Business Schools. A Hackathon would get data scientists and academics under a cluster of eight Google scholars to come up with the best metrics.
 - Andrew Jack announced the Hackathon at the Roundtable and he hoped to follow up with an announcement emailed to the Roundtable participants as well as posted on the website.
 - There is similar work being done at Cabell's where they are tracking SDGs with journal engagement.
 - Caryn Beck-Dudley mentioned the new 2020 AACSB Business Accreditation Standards have an optional table for schools to report their social impact that uses the SDG's, and they would like to collaborate with this initiative.
- viii. North America Associate Deans RRBM Hub (Jerry Davis) – To change the ecosystem for research, we need a whole promotion evaluation system which would be adopted at the discretion of the schools.
 - The committee meets about every 6-8 weeks.
 - Develop a "How To" Guide for New Deans, with Deans collaborating, expressing their own experiences of what worked well and what did not and how to implement strategies most effectively.
 - There is a similar initiative in Europe; it may be worthwhile for Europe to adapt the US Dean guide (Maurizio Zollo, Matthew Wood, Luke, Wilfred Mijnhardt and Peter McKiernan to engage in the initiative)

b. RRBM Education Initiatives (Anne Tsui)

- i. PhD Dissertation Scholarship Call for Submission is out; deadline is Dec 1, 2021.

- ii. Philosophical Foundations of Responsible Research Course for PhD Students – Has attracted a lot of attention with over 16 inquiries and over 30 applications for the North American option (online hosted at the Arizona State University), the Asia option has accepted fewer students (hosted by the Hong Kong Baptist University).
- iii. 2021 Webinars – These are going really well with Ibrat Djabbarov taking the lead; there are six or seven webinars lined up for the fall term, focusing on how to do responsible research.

5. RRBM New Business: Projects and Initiatives

- a. **First Initiative:** Aggie Chidlow is in the process of developing links with four top universities in Poland and one in Croatia in order to strengthen RRBM's mission and vision in those countries by offering a symposium: RRBM on Tour. Peter McKiernan has joined Aggie in this initiative.
- b. **Second Initiative:** Aggie Chidlow would like RRBM to host joint webinars that will focus only on research methods and as part of collaboration with the Research Methods Interest Group of the Academy of International Business.
 - i. Aggie is committed to organize it every year and invited whoever is interested to assist her with organizing it (along with her successor).
 - ii. Matthew Wood: There are many sessions that Peter McKiernan and I are hosting; any opportunity to fly a flag for RRBM is one that we should take.
 - iii. Mike Toffel thanked Aggie for taking on this responsibility. Aggie was happy to lead and enhance RRBM visibility with support/approval of the Board.
 - iv. Anne Tsui: We really lean on our partners to run the events and try to minimize our personal involvement because we don't have the resources to support that.
 - v. Dave: It sounds like everyone is supportive of the suggestions and it just helps further the RRBM name.
- c. **Approaching Business Roundtable for research funding (Jerry Davis):** This idea was brought up in the March meeting of the Working Board and there was great excitement. As discussions continued it shows there is no organizational capacity to request or implement an initiative of this size. It will be important for us to revisit this down the line but for now we will look at other attainable resources to pursue.

6. Conclusion

Next Virtual WB Meeting – September 29, 2021, 11:00-1:00 NY time.