

5. IFSAM World Congress 2006



IFSAM holds its biennial World Congress in September 2006 at the Freie Universität Berlin. Dealing with the topic "Enhancing Responsiveness to Global Challenges" the IFSAM World Congress is the platform for this project on "Academics in the Management Sciences Shaping Future Corporate Cultures". It is considered one of the subjects of the congress content. The survey results will be presented at this Congress.



6. Your Benefits

Reduce misconceptions in international collaboration:

- The results will help to foster an international understanding of diverse academic traditions and cultures in the management sciences.

Prioritize your research topics in an international perspective:

- The results depict national and international priorities in management disciplines that can help to forecast future developments in the field.

Exchange teaching strategies:

- The results are intended to provide a reference point for the discussion of how future managers should be trained and educated. An accompanying online discussion forum will be set up at the IFSAM site (www.ifsam.org) to facilitate the debate.

However, the significance of the project depends on your participation!

Visit our website at www.ifsam.org/survey.html to get more details on the concepts and research questions. And take part in the survey in November 2005!

7. Contact

Please get in touch with us if you are interested in any type of co-operation and do not hesitate to contact us should there be further questions.

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Academics in the
Management Sciences Shaping
Future Corporate Cultures
IFSAM Research Project

1. The Issue

In today's world the issue of global and local cultures is gaining increasing importance. Particularly in the academic world the question of interacting with different cultures and their specific values, is a prevailing experience and hence has been frequently discussed in many management conferences.

This research project by IFSAM (the International Federation of Scholarly Associations of Management) tries to facilitate a better understanding of the diverse academic disciplines in the management sciences under a global perspective. One important assumption is, that academic values have a potential impact on corporate cultures. In research, professors act as change agents who influence enterprises and their cultures by the values and solutions they propose. On an educational level, professors act as gate keepers by means of content and values that are delivered to students as future elements of corporate cultures. Furthermore, professors influence tomorrow's researchers and teachers in their values and thereby influence their profession in a long-term perspective.

The objectives of this research project are to analyse

- academic values in management sciences in different countries and subject areas
- educational values that shape tomorrow's managers as well as future researchers and university teachers
- research perspectives with potential influences on corporate cultures.

2. Research Areas

- While the academic world becomes more and more globally connected, differences and similarities of national academic disciplines are still largely unknown. To shed light on this issue the academic values in several management disciplines will be analysed.
- Global business is increasingly confronted with social challenges and demands. Corporate cultures and especially values are regarded as drivers for responding to these forces. The research project will clarify the role of corporate cultures in the management sciences and their sub-disciplines with a focus on values in research and teaching.
- So far, when it came to the question of corporate cultures in the context of academic and universities, the main emphasis had been on the impact on the academic community. In contrast, in this research project the perspective is reversed with respect to the questions as to whether and how far scholars perceive an impact on corporate cultures and whether they are willing and able to actively use that influence.

3. Methodology

- Web-based survey among academic teachers and researchers in the management sciences
- Distribution via the IFSAM network, in particular the presidents of the national member organizations as well as via conference contacts
- The survey will be conducted in November 2005
- Results will be publicized in September 2006 at the IFSAM World Congress 2006.

4. Involved Institutions

IFSAM

The International Federation of Scholarly Associations of Management (IFSAM) is the institutional backbone of the research project. Founded in 1990 IFSAM constitutes the umbrella organisation of 14 national and regional associations of academic teachers and researchers in the management sciences from all regions in the world. IFSAM aims on fostering the development of international scholarly activities and the understanding of management practices. IFSAM considers itself as an international window through which researchers in management from all over the world can become better known among the academic communities of other countries in a period when business and culture are globalizing. With this first global IFSAM research project, the federation positions itself as an institution that shapes the scientific management environment not only structurally but also with regard to contents.

Bertelsmann Stiftung

The Bertelsmann Stiftung provides the funding for this research project. It is a foundation that strives to encourage social change and to contribute to society's long-term viability. Working together with a wide range of partners, the foundation aims to identify social problems and challenges early on in order to develop and implement model solutions. This IFSAM research project is part of a wider research focus on „Corporate Cultures in Global interaction“. On the side of the Bertelsmann Stiftung, its President Prof. Dr. Dr. h.c. mult. Heribert Meffert, manages the co-ordination of the project.

University of Hannover – Prof. Dr. Dr. h.c. Ursula Hansen

Professor Ursula Hansen is responsible for the realization of the project. She holds the Chair of Marketing and Consumer Research at the University of Hanover. Together with Dr. Matthias Bode, Dirk Moosmayer and Dr. Ulf Schrader she will provide the concept and realization of the research study. Professor Hansen headed the Association of German-speaking University Professors of Management (VHB) and works closely with the IFSAM Council. Besides her marketing focus she has her interests in consumer policy and quality of higher education institutions. An advocate for consumer policy, she is in the advisory board of the German Federal Government.

