“Implication of Responsible Research and Practice in IB: An Institutional Model”

John R McIntyre
Professor of Management (Strategy & Innovation) & International Affairs
Scheller College of Business
Georgia Tech CIBER
Georgia Tech, Atlanta, Georgia, USA
John.mcintyre@scheller.gatech.edu

Friday, March 11, 2022
The Nub of the Problem

- Research is foundational for business education in producing the next generation of leaders
- Yet research in business schools has been criticized: low impact, weak in integrity, low relevance
- IB: unique position and opportunity— a young discipline, multidisciplinary, cross-national,
- The gap-closing challenge: to insure research outputs impact policy and business practices
- Ultimately research that improves quality of life for the largest number as an end goal
- The challenge of changing the scholarly enterprise at large and IB in particular! (Tsui, 2022)
Grand Challenges: A Response to a Globally Interdependent World

- Any significant issue area, large in scope, goal-driven, resulting from complex multiple causes
- Requiring a multidisciplinary, team-based approach
- A problem-solving mindset common to engineering disciplines
- Georgia Tech Grand Challenges’ bottom-up community: https://grandchallenges.gatech.edu/
- Similarly, most fields of knowledge now define a vision of grand challenges
- Often associated: global mapping system (see World Economic Forum, Said’s Mapping System)
- The ultimate grand challenge: 2030 Agenda for Sustainable Development’s 17
  - Sustainable Development Goals and 169 targets (SDGs as “goal-based institutions”)
Grand Challenges and the IB Research Agenda: Quo Vadis?

- “Is the International Business Research Agenda Running out of Steam?” (Buckley, et al, 2002)
- “Identifying the Big Question in IB Research” (Peng, 2004)
- “Toward a Renaissance in IB Research? Big Questions, Grand Challenges...” (Buckley, et al. 2007)
- “Emerging Themes in IB Research” (Griffith, et al., 2008)
- “Implementing the UN SDGS in IB,” (Montiel, et al., 2021)
- The evolving field boundaries debate reprises John Dunning’s 2002 classic:
  - *Making Globalization Good: The Moral Challenges of Global Capitalism*
- Looking beyond 2030: New Geoeconomic World Order
Georgia Tech’s Business and Management Approach to a Responsible Research Agenda

- Brook Byers Institute for Sustainable Systems - 9, 11, 12
- Institute for Leadership and Social Impact – 4, 8, 16
- Serve Learn Sustain Initiative - 5, 8, 13
- Ray C. Anderson Center for Sustainable Business – 7, 12, 13
- Global Change Program- 6, 7, 13
- Create-X- 8,9,17

GT CIBER interfaces with all of the above in crafting IB Research.
The research undertaken reflects the RRBM foundational principles
Impacting Policy and Best Practices: Top-Down and Bottom-Up Research-Driven Change

- Producing a generation of excellent corporate management with a values-based compass
- Rethinking the business and other curricula and doctoral education: Change the language!
- GT Scheller College of Business: Top Five in Sustainability Education (“Corporate Knights”)
- Embedding grand challenges research, in IB *inter alia*, in long-term strategic plans
- Insuring reward structure (P&T and other review processes) adjust: Be bold!
- University leadership plays a key part (GT’s President is deeply involved in UN Global Compact)
- QEP reaccrediting process (5-year GT Quality Enhancement Plan) focused on UN SDGs: creating sustainable communities through engagement with context and content: Change the culture!
- Multiplicity of student-led community projects, global consulting, utilization of our overseas campuses to expand the notion of communities: Connect with others! Don’t do it alone!
- Establishing public-private partnerships to fund innovative and responsible research streams
- Establishing cross-disciplinary centers and institutes not bound by single discipline canons
- CIBER Centers in the US are one such opportunity to draw gangplanks with the business sector
Consulted Sources

• Montiel, Ivan et al., “Implementing the UN’ SDGs in International Business,” *JIBS*, (2021),52, 999-1030.