2018 EDITORS’ SUMMIT

DRIVING REAL IMPACT WITH ACADEMIC SCHOLARSHIP

MONDAY, MARCH 12, 2018

#FoxThinkImpact
Welcome to the Fox School of Business!

Each of us is here today because we believe that impact matters. As researchers, practitioners, academic leaders, and industry executives, we understand that the research produced at business schools around the world has the potential to create valuable impact on practice.

Yet, in order for our research to be impactful, we need to ask ourselves:
- Are we asking the right questions?
- Are we generating actionable insights?
- Are we getting the message across effectively?

Today, we have an opportunity to explore these questions and deliberate on an actionable agenda. The 2018 Editors’ Summit unites academia and industry, researchers and executives, students and educators, for a day of dialogue that will identify a way forward to generate transformative impact of business school research.

In this first-of-its-kind forum, we are proud to bring together the key players of this conversation, in order to truly move the needle of impact— and change the way research is done, measured, and applied in business schools.

Since our founding a century ago, the Fox School has been a leader in producing thinkers, doers, and trailblazers. As we enter its second century, this event is yet another demonstration of our commitment and willingness to push the limits and explore the next frontiers in business education and research.

Charles Dhanaraj  
Director, Translational Research Center  
Fox School of Business

Paul A. Pavlou  
Sr. Associate Dean of Research  
Fox School of Business

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AGENDA

10:00 AM  Welcome
Paul A. Pavlou, Senior Associate Dean of Research
Fox School of Business, Temple University
Richard M. Englert, President, Temple University

10:15 AM  Setting the Stage
How Do We Walk the Talk on Impact?
M. Moshe Porat, Dean
Fox School of Business, Temple University

Can Business Schools Stay Relevant Ignoring Impact?
Jean-François Manzoni, President
IMD Switzerland

Shifting from Credibility to Actionability
Anne Tsui, President
Responsible Research Leadership Forum

How Can Business School Research Help Industry?
Bhavesh (Bob) Patel, Chairman and CEO
LyondellBasell

11:00 AM  Editors’ Panel: How Can We Increase Impact?
Jason Shaw, Hong Kong Polytechnic University
Academy of Management Journal

Andrew Karolyi, Cornell University
Review of Financial Studies

Alain Verbeke, University of Calgary
Journal of International Business Studies

Jay Barney, University of Utah
Academy of Management Review

V. Kumar, Georgia State University
Journal of Marketing

Moderated by David Reibstein, University of Pennsylvania

AGENDA

12:30 PM  Lunch Lecture
Academic Research and Impact on Public Policy
Scott Bauguess, Deputy Director
Division of Economic and Risk Analysis
U.S. Securities and Exchange Commission

1:45 PM  Editors’ Panel: Beyond Publishing
How Can We Move Ideas to Action?
Constance Helfat, Dartmouth College
Strategic Management Journal

Tyson Browning, Texas Christian University
Journal of Operations Management

Mary Barth, Stanford University
The Accounting Review

Arun Rai, Georgia State University
MIS Quarterly

Moderated by Ravi Ramamurti, Northeastern University

3:30 PM  Developing an Agenda for Action
Breakout sessions with faculty leads and editors

3:00 PM  The Way Forward
Dan LeClair, Executive Vice President and
Chief Strategy & Innovation Officer,
Association to Advance Collegiate Schools of Business

5:30 PM  Reception
Alter Hall, First Floor Commons

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**Jay Barney**

Jay Barney is a Presidential Professor of Strategic Management and the Pierre Lassonde Chair of Social Entrepreneurship at the Eccles School of Business at the University of Utah. His research focuses on the relationship between costly-to-copy firm skills and capabilities and sustained competitive advantage. He currently serves as the editor-in-chief of the *Academy of Management Review*. His work has been published in numerous leading outlets and is among the most cited work in the fields of strategic management and entrepreneurship.

**Mary E. Barth**

Mary E. Barth is Joan E. Horngren Professor of Accounting, Stanford University, Graduate School of Business. She was a Harvard Business School professor and Arthur Andersen & Co. audit partner. Her research received the American Accounting Association (AAA) Notable Contributions to Accounting Literature, Competitive Manuscript, and three times each, Deloitte Wildman Medal and Financial Accounting and Reporting Section’s (FARS) Best Paper Award. She received the AAA’s Outstanding Educator, FARS’s Lifetime Achievement, and International Accounting Section’s Outstanding International Accounting Educator Awards. She is *The Accounting Review* Senior Editor and Accounting Hall of Fame named inductee. She holds an AB from Cornell, an MBA from Boston University, a PhD from Stanford, and DSc(HC)s from Lancaster University and London Business School.

**Scott Bauguess**

Scott W. Bauguess is Deputy Chief Economist and Deputy Director of the U.S. Securities and Exchange Commission’s Division of Economic and Risk Analysis. Dr. Bauguess oversees the Division’s risk assessment and data-driven, predictive analytics development, designed to detect fraud and misconduct in the Commission’s investigation and examination programs, specifically in the areas of corporate issuers, broker-dealers, and asset managers. He directs the Commission’s economic analyses in recommendations to the Commission to enact federal rules related to corporate disclosure and governance, accounting standards, structured finance, and OTC derivatives. Dr. Bauguess joined the SEC in 2007 from Texas Tech University where he was on faculty in the College of Business, and continues to teach graduate courses in corporate financial policy at George Washington University. Dr. Bauguess received his Ph.D. in Finance from Arizona State University in 2004. He also holds a B.S. and M.S. in Electrical Engineering.

**Tyson Browning**

Dr. Tyson R. Browning is Professor of Operations Management in the Neeley School of Business at Texas Christian University, where he conducts research on managing complex projects (integrating managerial and engineering perspectives) and teaches graduate courses on project management, operations management, risk management, and process improvement. Prior to joining TCU in 2003, he worked for Lockheed Martin, the Lean Aerospace Initiative at the Massachusetts Institute of Technology, Honeywell Space Systems, and Los Alamos National Laboratory. He earned a B.S. in Engineering Physics from Abilene Christian University before two Master’s degrees and a Ph.D. from MIT. He is currently co-Editor-in-Chief of the *Journal of Operations Management*.

**Constance Helfat**

Constance E. Helfat is the J. Brian Quinn Professor in Technology and Strategy at the Tuck School of Business at Dartmouth. Her research focuses on firm capabilities (including dynamic capabilities), technological innovation, and strategic change. She has also conducted research on corporate executives, including women executives. Professor Helfat is a Fellow of the Strategic Management Society, received the Distinguished Scholar Award from the Technology and Innovation Management Division of the Academy of Management, and was awarded the Viipuri Prize and an honorary doctorate in recognition of her research. She serves as co-editor of the *Strategic Management Journal* and associate editor of the *Palgrave Encyclopedia of Strategic Management*, and is on the editorial boards of other academic journals.

**V. Kumar**

V. Kumar (VK) is the Regents Professor, Richard and Susan Lenny Distinguished Chair Professor of Marketing, and executive director of the Center for Excellence in Brand & Customer Management at the J. Mack Robinson College of Business at Georgia State University. He also is Chang Jiang Scholar at Huazhong University of Science and Technology, China. He has been recognized with eight lifetime achievement awards in marketing strategy, inter-organizational issues, retailing, business-to-business marketing, and marketing research from the AMA and other professional organizations. He also has had the privilege and the honor of being named as editor-in-chief of the *Journal of Marketing*, the number one ranked academic journal in the field of marketing. He has been chosen as a Legend in Marketing where his work is published in a 10-volume encyclopedia with commentaries from scholars worldwide.
Andrew Karolyi
Professor Karolyi is an internationally-known scholar in the area of investment management, with a specialization in the study of international financial markets. He has published extensively in journals in finance and economics, including the Journal of Finance, Journal of Financial Economics and Review of Financial Studies, and has published several books and monographs. His research has been covered extensively in print and electronic media, including The Wall Street Journal, Financial Times, The Economist, Time, New York Times, Washington Post, Forbes, BusinessWeek, and CNBC. Karolyi currently serves as executive editor of the Review of Financial Studies, one of the top-tier journals in finance. Karolyi received his BA (Honors) in economics from McGill University in 1983 and worked at the Bank of Canada for several years in its research department. He subsequently earned his MBA and PhD degrees in finance at the Graduate School of Business of the University of Chicago.

Dan LeClair
Dan LeClair is the Executive Vice President and Chief Strategy and Innovation Officer at AACSB International. His work is focused on strategy and innovation in business education. He provides leadership and support for AACSB’s professional development, encompassing more than 100 conferences and seminars around the globe. LeClair also leads AACSB’s efforts to advocate for and build awareness about business education and accreditation. He was the principal architect of AACSB’s data and research services and spearheaded AACSB’s development as an industry thought leader. LeClair was an internationally recognized expert, author, and presenter on business education. Prior to his position at AACSB, LeClair was an academic economist and administrator.

Jean-François Manzoni
Jean-François Manzoni is the President (Dean) of IMD (the International Institute for Management Development) in Lausanne, Switzerland, where he also serves as the Nestlé Professor. Professor Manzoni’s research, teaching, and consulting activities are focused on leadership, the development of high-performance organizations and corporate governance. He is currently serving on the Board of the Association to Advance Collegiate Schools of Business (AACSB International), the world’s largest business education alliance. A citizen of Canada and France, Manzoni received his Doctorate from Harvard Business School and an MBA from McGill University. He had earlier graduated from l’Ecole des Hautes Etudes Commerciales de Montréal and worked with Ernst and Young in Montreal.

Bhavesh (Bob) Patel
Bhavest V. (Bob) Patel is chief executive officer of LyondellBasell, since January 2015. As CEO, Mr. Patel has focused on the development and implementation of the next phase of LyondellBasell’s long-term growth strategy. Under Mr. Patel’s leadership, in 2018 LyondellBasell was named to Fortune Magazine’s “world’s most admired companies” list for the first time in its history. Previously, Mr. Patel held several positions at Chevron Corporation and Chevron Phillips Chemical Company for more than 20 years in business management, strategy, planning and transactions, as well as sales and manufacturing roles. He earned a Bachelor of Science in chemical engineering from The Ohio State University and he also holds a Master of Business Administration from Temple University.

M. Moshe Porat
Dr. M. Moshe Porat is the Dean of the Fox School of Business and the School of Sport, Tourism and Hospitality Management at Temple University. He is also the former Chairman of the Risk, Insurance and Healthcare Management department. Prior to his academic work, Dr. Porat served as deputy general manager of Ihud Insurance Group, a large international risk management and insurance firm, and as an economic and financial consultant. He received his undergraduate degree in economics and statistics (with distinction) from Tel Aviv University. His MBA (magna cum laude) is from the Recanati Graduate School of Management at Tel Aviv University. He completed his doctoral work at Temple University.

Arun Rai
Arun Rai is Regents’ Professor of the University System of Georgia at the Robinson College of Business, Georgia State University and holds the Robinson and Harkins Chairs. Dr. Rai co-founded the Center for Process Innovation, a leading interdisciplinary research center that focuses on how digital innovations can address business and societal problems. His research has focused on how firms can leverage information systems in their strategies, business models, and processes; how innovative digital solutions can be developed and deployed; and how digital innovations can create business value and address societal problems. He is a Fellow of the Association for Information Systems and a Distinguished Fellow of the INFORMS Information Systems Society. He is currently serving as the Editor-in-Chief of MIS Quarterly.
Ravi Ramamurti
Ravi Ramamurti is University Distinguished Professor of International Business & Strategy and founding Director of the Center for Emerging Markets at Northeastern University. He studies strategy and innovation in emerging markets. He earned his MBA from IIM-Ahmedabad and his DBA from Harvard University. Ravi has been a visiting professor at HBS, Wharton School, MIT-Sloan, Fletcher School, CEIBS-Shanghai, and IMD-Switzerland. In 2017, his article on reverse innovation (2011) won the inaugural prize for Best Article published in GSJ, and Global Awards recognized him for being an “outstanding thinker on strategy and innovation in emerging markets.” He has worked in more than 20 emerging economies and has been an adviser to the UN, USAID, Fulbright, the World Bank’s board, Economist group, and several companies in the U.S. and abroad.

David Reibstein
David J. Reibstein is the William Stewart Woodside Professor and Professor of Marketing at The Wharton School at the University of Pennsylvania. His research focuses on competitive marketing strategies, marketing metrics, and product line decisions, among other issues. Most recently, Professor Reibstein’s research on competitive marketing strategies addresses competitors’ reactions to marketing actions, offering companies insight into ways to anticipate these reactions and use them as a part of strategizing. His research has been published in top-tier academic journals including Marketing Science, Journal of Marketing Research, and the International Journal of Research in Marketing. Professor Reibstein received his PhD from Purdue University and his BS and BA degrees from the University of Kansas.

Jason Shaw
Jason D. Shaw is Yeung Kin Man Professor in Business Administration, Chair Professor of Management, Head of Department of Management and Marketing, and Director of the Centre for Leadership and Innovation in the Faculty of Business at The Hong Kong Polytechnic University. He is the Editor-in-Chief of Academy of Management Journal. Prior to his appointment at PolyU, he was the Curtis L. Carlson School-wide Professor in the Carlson School of Management at the University of Minnesota, the Clark Material Handling Company Professor at the University of Kentucky, an assistant professor at Drexel University, and an analyst for the Boeing Company. He received his Ph.D. from the University of Arkansas in 1997.

Anne Tsui
Anne S. Tsui is Adjunct Distinguished Professor at the University of Notre Dame, Motorola Professor Emerita of International Management at Arizona State University, and concurrently Visiting Distinguished Professor at Peking University and Fudan University, China. She is the 67th President and Fellow of the Academy of Management, Founding President of the International Association for Chinese Management Research and Founding Editor-in-Chief of Management and Organization Review. Dr. Tsui received her BA in Psychology from the University of Minnesota, Duluth; MA in Industrial Relations from the University of Minnesota, Minneapolis; and PhD in Management from UCLA.

Alain Verbeke
Dr. Alain Verbeke is a Professor of International Business Strategy and holds the McCaig Research Chair in Management at the Haskayne School of Business, University of Calgary. He was elected as the Inaugural Alan M. Rugman Memorial Fellow at the Henley Business School, University of Reading, and is Editor-in-Chief of the Journal of International Business Studies. He is also an Adjunct Professor at the Solvay Business School, Vrije Universiteit Brussel. His research agenda consists of rethinking and augmenting the core paradigms in strategic management and international business, especially internalization theory, which is a joint transaction cost economics and resource-based view of the firm, focused on the governance of new resource combinations. He has particular expertise in managing headquarters-subsidiary relationships and broader governance challenges in large multinational enterprises.

ABOUT THE TRANSLATIONAL RESEARCH CENTER
The Translational Research Center at the Fox School of Business serves as a platform for advancing research impact at the Fox School and creating and leading actionable models to enhance the impact of business scholarship for society as a whole. TRC’s programs and resources support in:

1. Enhancing industry engagement with academia to shape the scope of discovery, asking the right questions;
2. Facilitating integrative, applied, and multidisciplinary research to generate actionable insights;
3. Enabling and supporting effective and timely communications to business executives, policymakers, and society; and
4. Empowering the community to leverage the knowledge and insights generated at the school for economic development.
Celebrating 100 Years

In 2018, the Fox School of Business at Temple University is celebrating its Centennial—100 years of innovative business education, curriculum, and programs designed to advance business practices and produce leaders, thinkers, doers, trailblazers, researchers, and educators within every field of business and commerce. Today, it continues to build on this century-long tradition as it prepares professionals to lead tomorrow’s economy, and rise through the rankings to claim its place among the world’s top urban public schools.