



27 – 29 September 2022, Innsbruck | Austria

9TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE

Societal Impact through Entrepreneurship & Innovation

TRACK 05: REINVENTING MANAGEMENT AND LEADERSHIP EDUCATION UNDER NEW CAPITALISM

TRACK CHAIRS

Rebecca Chunghee Kim, Ph.D. (Professor of Business Ethics and Advanced Organizational Behaviour, College of International Management & Graduate School of Management Ritsumeikan Asia Pacific University, Japan)

Yoshiki Shinohara, Ph.D. (Associate Professor, College of International Management | Director, Center for Inclusive Leadership (CIL), Ritsumeikan Asia Pacific University, Japan)

KEYWORDS

Management and leadership education, capitalism, corporate social responsibility, ethical leadership, inclusive education, institutional theory

TRACK DESCRIPTION

Capitalism is under siege (Porter and Kramer, 2011). And business schools are under fire (Amann et al., 2013). So, management and leadership education in higher education institutions should be reinvented under the more challenging era of capitalism. How then can business schools cope with these challenges and contribute to global endeavour for making sustainable and inclusive capitalism?

In this context, there is thus reason for the following three core concerns that new understanding of management and leadership education is required:

- Shortcomings of capitalism lead to shortcomings of responsible management: The poor outcomes of responsible management are often the result of “shortcomings” of contemporary capitalism: runaway self-interest, quarterly focus, elite orientation, volume orientation, and one-pattern capitalism (Kim, 2022). Nevertheless, there is little attention for searching solutions to conceptualize, design, and implement this unavoidable phenomenon in the global business society. How then can business schools bring this inconvenient truth into classrooms and discuss with students, frankly, by exploring the under-researched linkages among CSR, modern capitalism, and global institutional contexts?
- Ethical failure of management leadership: Recently, the crisis in ethical failures in leadership in organisations, especially corporations, has been highlighted more than ever (Batmanghlich, 2015). Why do leaders fail ethically? Many unethical leaders have gained or remained in power on the strength of seductive “hero” images in the current capitalist society, while many leaders have been caught up in cases of fraud (Kim et al., 2018). Will people continue to be patient with and accept unethical leadership in times of new capitalism, especially when leaders’ decisions profoundly affect their lives, and may even cause their deaths, as in the case of the COVID-19 pandemic? To what extent has management education contributed to this defect phenomenon and how can education be inclusive as part of solving this problem?



27 – 29 September 2022, Innsbruck | Austria

9TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE

Societal Impact through Entrepreneurship & Innovation

- Academic responsibility under new capitalism unexamined: The irresponsible and insensitive behaviour of business leaders worldwide shows that business is an under-professionalised occupation today (Zsolnai, 2009). Who has the biggest responsibility of business's unethical incidents in current capitalist systems? Business school faculties are, at best, guilty! (Mitroff, 2004). For instance, who has the biggest responsibility for the fake news items that are mass produced by Facebook? Platforms, reporters, management, or users who do not have the capability of filtering? Is vaccine mandate ethical in private enterprise? There are continuously emerging questions, which students should ponder and seek to find solutions for better leadership of the future. How is education in business schools reflective and responsive to the needs of challenging economy systems? How can Deans be brought on board for timely improvement of responsible management curricula?

The track welcomes papers, which address these questions about the thought-provoking debates of management and leadership education in a more challenging era of capitalism.

We especially encourage papers that generate new insights into the education embeddedness of the management and leadership related topics, and the consequences of such embeddedness on managerial processes, structures and outcomes under contemporary capitalism.

Possible topics for papers include but are not limited to:

- Analysis of new management education under new capitalism
- Management education in broad or selected issues such as CSR, ESG, SDGs, inclusive leadership, climate change, human rights, meritocracy, oligarchy, and related topics
- Chronic ethical failure of 'successful' business leaders (Bathsheba syndrome)
- Limit of business schools' education of utilitarian approach of capitalism
- Dilemmas of business between law and ethics; and how to teach it
- International, national and comparative perspectives of management education
- How to incorporate management theories into teaching and learning activities
- The role of integrity and inclusivity in management education as the way forward

Relevance of the track & significance of contributions:

The track welcomes interdisciplinary research not only from management but also economy and other fields. Participants will challenge each other about their recommendations for future research, practice and education implications relating to expected new directions of a sustainable global economy. So, the track will help scholars to prepare new directions of education in new capitalism – fundamentally it helps future global leaders who will lead through paradox after an unprecedented global pandemic.



27 – 29 September 2022, Innsbruck | Austria

9TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE

Societal Impact through Entrepreneurship & Innovation

REFERENCES

- Amann, W., Pirson, M., Dierksmeier, C., Kimakowitz, E. V., & Spitzeck, H. (2011). Business Schools Under Fire: Humanistic Management Education as the Way Forward. Palgrave Macmillan.
- Batmanghlich, C. A. (2015). Why Leaders Fail Ethically: A Paradigmatic Evaluation of Leadership. Springer.
- Kim, R. C. (2022). Rethinking corporate social responsibility under contemporary capitalism: Five ways to reinvent CSR. *Business Ethics, the Environment & Responsibility*, 31(2), 346-362. (*applicant's article).
- Kim, R. C., Yoo, I., & Uddin, H. (2018). The Korean Air nut rage scandal: Domestic versus international responses to a viral incident. *Business Horizons*, 61(4), 533–544. (*applicant's article).
- Mitroff, I. I. (2004). An Open Letter to the Deans and the Faculties of American Business Schools. *Journal of Business Ethics*, 54, 185-189.
- Porter, M., & Kramer, M. R. (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62–77.
- Zsolnai L. (2009). Business as a Profession. In: Zsolnai L., & Tencati A. (Ed.), *The Future International Manager*, (pp. 1-8). Palgrave Macmillan.