



Sustainable and Responsible Management:
A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship

TRACK 14:

Towards New Approaches Regarding the Relationship Between Business Education and the Corporate World in the Iberian Context and Beyond

TRACK CHAIR(S)

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KEYWORDS

Business education; corporate world; SDGs; innovation; partnerships; cocreation.

TRACK HIGHLIGHT

This track aims to provide a meeting point for discussion on the challenges, opportunities, difficulties, strategies, and best practices of business education for fulfilling the changing demands of the corporate world in the Iberian context and beyond.

TRACK DESCRIPTION

Aware of the challenges, responsible management education and business continue to play a crucial role in the fulfillment of the 2030 Agenda and the Sustainable Development Goals (Garrido-Ruso et al., 2022). The fulfilment of the established goals and the commitment to a better world call for partnerships, as advocated in SDG 17, with the aim to enable an effective collaboration for change. Business sector, academia, governments, non-governmental organizations, and stakeholders all need to align themselves to support the transition to sustainability, as no organization or agent can tackle the “grand societal challenges” singlehandedly.

One important strand of collaboration/partnership is that between academia and business. Both spheres can apply their creativity and innovation to solve the complex and dynamic sustainable development challenges. These challenges are “wicked problems”, because they are unpredictable,



cannot be understood in linear causal relationships, and they elicit strong conflicts of values among multiple stakeholders. These characteristics brings to the fore the need for a multi-stakeholder partnerships (Dentoni et al., 2018). Researchers and managers should work together in a “forward co-creation” process, in which research, learning, and practice have to be simultaneous, rather than sequential (Sharma et al., 2022). Business-academic collaboration create innovations and create more space for responsible decision-making. In this research-practice co-creative approach, the objective of driving societal impact can be grounded in the six Principles for Responsible Management Education (PRME) initiative (purpose, values, method, research, dialogue, and partnerships). By integrating these principles in their curricula and activities, academia is preparing students to be responsible leaders and managers that are capable of creating sustainable value for both businesses and society and which are able to navigate a volatile, uncertain, complex, and ambiguous world (the so-called VUCA environment). In this context, the attitudes towards open science and open innovations vary a lot between academia and the corporate world and they still face some resistance. However, sharing knowledge is multiplying knowledge, which is a unique feature of this resource. Sharing traditional resources means always less; knowledge sharing means creating more.

These topics are transversal to all societies and there is ample room to explore new approaches and findings in terms of the relationships between academia and industry. This track has a broad scope, aiming to receive papers from scholars and experiences from all over the world, but also aims to put the Iberian space at the very centre of reflection. Not because Iberia and the Portuguese- and Spanish-speaking countries spread across America and Africa are a homogeneous group, but rather because they share many historical and cultural connections that justify this strategy’s consideration as an aggregate point of study.

Therefore, this track aims to provide a meeting point for discussion and reflection and a reimagining of the challenges and opportunities of the relationship between business education and the corporate world in the Iberian context and beyond. It aims to integrate both academics’ and practitioners’ views, and to promote a dialogue between scholars on the role of the connections, difficulties, strategies, and best practices of business education for fulfilling the changing demands of the corporate world. Academic participants and participants from business will share experiences, best practices and their failures in the fields of knowledge and innovation. Theoretical and empirical contributions are therefore welcome to assist bridge the gap between both these views.

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