TRACK 13: EFFECTIVENESS AND QUALITY MEASUREMENT OF PROGRAMS AND COURSES OF EDUCATION FOR RESPONSIBLE LEADERSHIP AND SUSTAINABLE DEVELOPMENT

TRACK CHAIRS

Prof. Dr. Elisabeth Fröhlich (President of the CBS International Business School, Professor of Sustainable Supply Chain Management)

Dr. Cristian R. Loza Adaui (Professorship for Sustainable Management and Corporate Social Responsibility, Center for Advanced Sustainable Management, CBS International Business School)

KEYWORDS

Social impact measurement, responsible leadership education effectiveness, quality

TRACK DESCRIPTION

Business schools have a great social impact through education, research, and community involvement. On the one hand, at business schools the future of management can be shaped by means of programs and courses that address the challenges of sustainability in a fast-changing world. On the other hand, critical voices affirm that bad management theories taught at business schools have the potential to destroy responsible management practices.

Focusing on teaching, research and transfer activities, the societal impact of business schools is paramount for the sustainable transformation. However, quality and impact assurance of educational efforts remain an open task and is also a fast-evolving field of scholarship.

This track focuses on the societal impact of teaching practice and on the evaluation of quality and effectiveness of programs and/or courses designed to develop capabilities related to responsible leadership and sustainable development. Professors and instructors delivering courses or leading programs related to responsible and sustainable management are confronted with the challenges of effectiveness measurement and quality assurance. This track seeks submissions that present and discuss theoretical developments as well as instruments and tools used for these aims.