

Engagement, Innovation, Impact: AACSB Definition And Faculty Perspective On Implementation

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ABSTRACT

Engagement, innovation and impact are three important concepts that business schools accredited by AACSB has to pay attention, define within the context of their missions, and implement in their activities. Business schools want to engage their students with the academic and professional life as this is necessary for personal, professional and societal development. According to AACSB, engagement is necessary for high quality business education. Multiple standards mention about proactive engagement (in eligibility criteria), civic engagement (Std.1), faculty engagement (Std.2), faculty-faculty and faculty-staff engagement (Std.8), student engagement (Std.11) and academic-professional engagement (Std. 13 and 15) etc.

Innovation is the second concept, which Choudaha (2019) in an AACSB seminar described as creating value within constraints. Therefore, one can find the balance between academe and practice to create lifelong learning. Innovation in business schools are supported by mission, intellectual contributions (of faculty) and financial resources. Standards mention innovation or its derivatives about 44 times.

The last concept is impact that is defined as the difference business schools make in individual, practice, and society. There are multiple stakeholders including students, parents, business community, accreditation organizations, public and private governing bodies, and media. The type of activities that are considered as impactful and the evidence about the level of impact is extremely important.

Faculty of business schools are the key players who are bringing engagement, innovation and impact into all scholarly activities. In this special session, we are investigating faculty perspective in how to implement these concepts. What are their constraints? What are the best practices? What will be implementation watch outs? The open discussion will help faculty to

pinpoint and plan to overcome challenges of identifying activities that demonstrate engagement, innovation and impact.

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