



SIG 01 - B4S - Business for Society

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20th Conference.

We look forward to receiving your submissions.

T01_08 - Personal development in business education: forming the business leader of the future, today

Proponents:

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Short description:

How can business education empower the current generation of business leaders to tackle future challenges? This track addresses this question by identifying how business education can put personal development at the center of its pedagogical practices and instruments to create business leaders who possess the cognitive and emotional intelligence for developing concrete solutions to societal and ecological challenges in the field business. We invite scholarly contributions building on studies such as Kaiser and Kaplan (2006), Petriglieri et al (2011) and Waddock and Lozano (2013) that address how to advance personal development in management education through applied and conceptual pedagogical innovation.

Long description:

Business school curricula at both undergraduate and graduate levels predominantly respond to this question by offering a range of analytical and narrowly framed topic level courses. Although such courses put forward tools and procedures for handling organizational challenges in a complex and fast-changing world, this highly fragmented approach has been criticized for being incomplete and not equipping managers with the effective intra and interpersonal skills necessary to put managerial theory into practice (Porter&McKibben 1988, Goshal 2005). In particular, attacking societal and ecological business challenges requires a reflective and interpersonal skillset that accentuates a sense of purpose, ethics, values and corporate responsibility.

This track invites contributions that explore how business education can put personal development at the center of its pedagogical practices and instruments to create business leaders who flourish because they possess and can leverage the cognitive and emotional intelligence to apply themselves in a societal and ecologically complex business environment. Despite the relative scarcity of research in the area of personal development in business education, some important developments have been made in recent years. For instance, to support managers to outgrow limiting sensitivities that may cloud judgement and distort perceptions of organizational reality, Kaiser and Kaplan (2006) propose a practical psychology to help uncover unconscious drivers of counterproductive behavior. Similarly, Petriglieri et al. (2011) describe how psychotherapy can enrich MBA programs by offering students a point of pause and reflection in an otherwise demanding and high pressured academic and professional environment. Finally, Waddock compares two



executive education programs that approach management education in a holistic fashion, developing reflective practices that promote self-awareness, broad ethical awareness, and a systems thinking approach of human interconnectedness.

This track seeks to initiate a discussion on how to advance personal development in management education through applied and conceptual pedagogical innovation, ranging from curricular design to creative teaching instruments and learning approaches. Placing personal development at the center of management education brings up a wide range of practical and theoretical questions, with potential topics including, but not limited to:

- What is the importance and general scope of personal development in management education?
- How can personal development in management education prepare managers to tackle current and future demands of responsible leadership?
- How can innovative pedagogical tools assist in the advancement of personal development in business education?
- Which management education environments are most effective and efficient to enhance personal development?
- How might the role of educator evolve to match the industry demands of human skills development in business education? What is the social impact of personalizing leadership education?
- How can personal development promote socially responsible representations of success in business education?

Keywords:

Emotional intelligence
 Personal Development
 Business education
 Pedagogical innovation
 Educational technology
 Personalized leadership education and Responsible leadership

UN Sustainable Development Goals (SDG):

Goal 4: Quality education, Goal 11: Sustainable cities and communities, Goal 17: Partnerships for the goals.

Publication Outlet:

Emerald publishing: On best practices in higher education

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AUTHORS GUIDELINES

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-discussants-guidelines.html>