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Comments from the Chair

Greetings! As members of the Strategic Management Society, we share an interest in factors that influence organizations. Many of us also share a calling to share what we have learned with the next generation. Under the best of circumstances, transferring knowledge that is often tacit and partially based on experience can be difficult. A variety of techniques have developed to address these challenges and to provide context for sharing knowledge by showing its application, including case studies and simulations. However, maintaining a competitive advantage requires adapting to change that is sweeping college education.



Current students have been called digital natives with a majority not remembering a time without the Internet, and many not remembering a time without cellphones. In my experience, the easy availability of information has had the side effect of students discounting its value. In other words, if they need to know something, they will simply Google it. However, this overlooks that they will be required to synthesize data and information that is abundant and often contradictory to make decisions. This can create problems when students lack the background for handling situations without clear answers. The teaching community provides a forum for sharing experiences and best practices to engage students with strategy concepts and frameworks.

Add in online education, student debt, college scorecards and other trends, and the combined impact of these trends is an increased importance of the scholarship of teaching and learning. Considering how to address stakeholder concerns and engage students with strategy concepts is a worthy endeavor and we want to be the forum for your ideas. In closing, we look forward to increasing our interaction with stakeholders as we consider our evolving interests.

Respectfully,

Dave

David R. King
Iowa State University

Comments from the Program Chair

Thank you all for participating in the Teaching Community's programs during the 2015 SMS Denver meetings held in October. Thanks to the tireless efforts of our leaders, Robert Wright and David King, as well as program chairs and august panelists, we had great a turnout for our Saturday and Sunday workshops. It was personally gratifying to see the enthusiasm of our panelists and participants in each session that we offered. That enthusiasm is contagious! I'm already looking forward to our program next year in Berlin. We are planning a bigger and better program next year, but I need your help. The Call for 2016 SMS Berlin conference is included at the end of this newsletter. Please check it out and we look forward to your active participation again in Berlin.



Congratulations to Paulo Prochno, who was elected as the Associate Program Chair, and our newly-elected Reps-at-Large, Trish Gorman, Myleen Leary, and Steve Cummings! We have an excellent leadership team in place and look forward to working with you in creating a stellar program that is of interest to you.

Our Teaching Community business meeting held in Denver was well attended and several of you proposed new initiatives. Thank you for your excellent suggestions! As a result, we plan to have one (or two) awards to recognize "Rising Star Teacher(s)" during the 2016 SMS Berlin conference. We will keep you abreast of the developments in our next newsletter. Look for the "Call for Nominations" in the next few months.

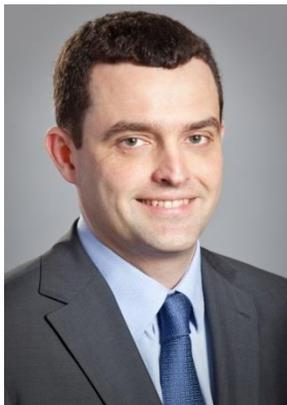
In the next newsletter, we will include a survey to gather your views about what the Teaching Community could be doing better for you with respect to teaching and learning challenges we encounter as teachers. But in the meantime, if you have some ideas or want to get more involved, do not hesitate to contact me or members of the leadership team. Please plan on submitting a proposal and/or a paper. Let me know how we can serve you better.

Happy holidays!

Vi Narapareddy
University of Denver

Your New Officers and Representatives

The teaching community would not be where it is without the time and dedication that many people have provided in getting the community off the ground and approved as permanent part of SMS. It would be impossible to identify all of those that have gone before in both formal and informal roles (you know who you are anyway). Still, we do want to recognize those you elected to for our community to continue the work of improving resources and information on teaching.

Associate Program Chair

Paulo Prochno is a Clinical Professor at the University of Maryland's Robert H. Smith School of Business, and Faculty Director for its evening MBA program. From 2010 to 2014, he was the associate chair of the department. Prior to joining the Smith School faculty in the Fall of 2007, he had appointments at Fundação Dom Cabral, a top-ranked school from Brazil focused on executive education, and Ibmecc Business School, where he coordinated open enrollment executive programs. He earned a Ph.D. in management from INSEAD, an MBA from Vanderbilt University and a B.Eng. from the University of São Paulo. He has successfully taught strategy courses in Executive Development programs, MBA, M.Sc. and undergraduate programs, having won multiple teaching awards. Dr. Prochno has written articles in the areas of knowledge management, organizational routines, cross-border management and manufacturing strategy. In 2003 he got the “Newman Award” from the Academy of Management.

Representative At-Large

Patricia (Trish) Gorman has extensive experience teaching strategy to executive and degree students, emphasizing managerial relevance and applying rigorous research insights. Trish is known for her innovations in program and course design including interactive workshops, fieldwork, simulations, online, and asynchronous offerings. She is currently involved in launching new initiatives in student assessment, field studies, and internships. She also directs the Alliance for Technology Management for the Stevens Institute of Technology. She has held varied academic positions including: Dean of the Jack Welch Management Institute, Adjunct Professor at Columbia University and SIPA, core faculty at Columbia Executive Education, Director of Global Strategy Learning at McKinsey & Company, and Adjunct Professor at Wharton School of Business. She earned her PhD from Case Western's Weatherhead School in Strategy and Economics. Trish has been actively contributed to SMS for nearly 20 years, as a consultant and an educator including co-chairing two SMS International Conferences.

Representative At-Large



Stephen Cummings is Professor of Strategy and at Victoria University of Wellington, New Zealand, and Academic Fellow of the International Council of Management Consulting Institutes. He has published on strategy, critical thinking, and the history of management in journals such as Academy of Management Learning and Education, Academy of Management Perspectives, Business Horizons, Human Relations, Journal of the Operations Research Society, Long Range Planning, Organization, and Organization Studies. He is a three-time winner of best paper prizes in the CMS division at the Academy of Management and has published a range of books challenging conventional views of strategy and how we teach it, from Images of Strategy (Wiley, 2003), to Strategy Builder (Wiley, 2015) and the associated website (strategicplan.com) and app (StrategyBlocks Builder).

Representative At-Large



Myleen Leary is an Associate Professor in the Jake Jobs College of Business & Entrepreneurship at Montana State University. Dr. Leary has taught strategy, organizational behavior, and organizational theory to undergraduate and graduate students in the U.S. and internationally. She received her doctoral degree in Organizational Theory and Strategy from the University of Wisconsin–Madison in 2003. Her primary research interests are focused on exploring the impact of (1) founding teams on new venture performance and (2) mindfulness on ethical decision-making. Dr. Leary has published her research in leading management journals such as Strategic Management Journal and Group & Organization. Her article with Michael L. DeVaughn of the University of Thomas was selected as the Best Paper (Macro) by the editors of the Group and Organization Management journal in 2011.

Thought for the Day

"In the words of the late Yogi Berra: 'The future ain't what it used to be!' This is particularly true for business schools whose raison d'etre is subject to fundamental challenge. Our continuing relevance will depend increasingly upon your role as educators. Are we simply rehearsing scholarly-accepted but irrelevant concepts, theories, and frameworks, or can we equip new generations of business leaders with the tools, insights, and attitudes required to address the emerging realities of business?"

Robert Grant
University of Bocconi

Denver 2015 Session Snapshots



Participants of the “Writing Strategy Cases” session in Denver



Participants at the “Researchers Hooked on Teaching” session in Denver



Participants at the “Teaching Challenges: Ask the Experts” session in Denver

Berlin Conference Teaching Track: 2016 Call for proposals

The 2016 conference theme, “Strategies that Move the World,” is an opportunity to showcase innovative teaching methodologies and processes that promote relevance and rigor in strategy education. As we face the new realities and implications of the profound changes in the physical, economic, and social environments that we are surrounded with, the question that we, as educators, face is how do we make strategy education effective and prepare students to proactively tackle the new challenges. The three conference themes include defining our problem agenda in an increasingly complex world, opportunities and challenges of new partnerships, and re-thinking our dependent variable(s), viz., firm profitability, shareholder value, shared value, stakeholder value, corporate social responsibility, and sustainability.

We welcome proposals addressing these themes that have implications for teaching strategy. Proposals that provide new insights, address innovations in teaching, and use cutting edge tools, experiential exercises, and emerging techniques in undergraduate, graduate, and executive settings to effectively impart strategy education that fits the new realities of the world are of high interest to the Teaching community. We are also looking for high quality scholarly submissions, including research into the way we teach and learn strategy – i.e., the Scholarship of Teaching & Learning (SoTL) strategic management education. We invite collaborations with other IGs and seek proposals that engage business leaders and consultants in active conversations with our academic community.

Important dates to note for the 2016 SMS Berlin conference.

Feb. 25, 2016: Submission Deadline for Proposals

March 3, 2016: Co-Author Confirmation Deadline

Mid-April 2016: Notification of Review Committee Decisions

May 16, 2016: Presenter Registration Deadline

Mid-July 2016: Conference Program Available Online

Sept. 17 - 20, 2016: SMS Annual Conference Berlin

The online submission system will open in Mid-January 2016. For submission instructions, check the SMS Berlin Conference URL:

<http://strategicmanagement.net/berlin/overview/overview>

Why Attend? A reaction to Denver: “It was an eye-opening experience for me to interact with some very prominent scholars in our field. I appreciate their acknowledgement that both teaching and research are important and can inform one another, and I was able to get constructive advice on how to integrate teaching and research early in my career.”

Millie Yun Su, Singapore Management University