Dear Colleagues,

You are invited to attend a Marketing and Reputation Research Seminar given by Dr. David Finch, Associate Professor at Mount Royal University’s Bissett School of Business in Calgary, Alberta, and Visiting Fellow at Henley Business School

**Title:** Where the Ivory Tower Meets the Real World: Legitimacy, Value and the Challenges Facing Business School Faculty

**Date:** Tuesday, 26th January 2016

**Time:** 11:00-12:30pm

**Room:** Palmer 111, Whiteknights

Sandwiches will be served in the room from 12:30pm onwards

Dr. David Finch’s professional background reflects a commitment to the convergence of theory and practice. David holds a PhD in management and is an active educator, scholar and practitioner. David holds several academic appointments including Associate Professor at Mount Royal University’s Bissett School of Business in Calgary, Alberta, and Visiting Fellow at both the Henley Business School in the United Kingdom and Ohio University in the US. David’s research interests focus on exploring the empirical link between stakeholders and organizational performance. Based on his research and breadth of experience, Dr. Finch is the Director of the Business School Research Network (BSRN) - a network of senior researchers from 15 North American business schools focused at examining the empirical performance of business schools. In the past five years, David has authored over 50 scholarly papers and published in journals such as the Journal of Business Ethics, Academy of Management Learning & Education, Journal of Marketing Management, Higher Education, the Journal of Marketing Education, the Corporate Reputation Review and the International Journal of Management Education.

Prior to joining academia, Dr. Finch held progressively senior corporate and agency roles including being a founding partner at the T1 Agency, Canada’s largest sports and sponsorship marketing agency. This professional background includes supporting brands such as Bell Canada, Rogers Communications, Esso, Harris Corporation, Hudson’s Bay, BC Ferries, The Calgary Stampede and Yellow Pages.

Refer to [www.BSRN.org](http://www.BSRN.org) for more information.

**Abstract:** Where the Ivory Tower Meets the Real World: Legitimacy, Value and the Challenges Facing Business School Faculty

An ongoing narrative in leading management journals, from the Harvard Business Review to the British Journal of Management, is that business schools are facing an unprecedented challenge to their legitimacy and relevance. To explore this thesis, in 2014, a multi-stakeholder working group, the Business School Research Network (BSRN) was established to facilitate collaborative inter-institutional research focused at studying the management and practice of business schools. The BSRN is currently composed of 21 researchers from 15 North American business schools who are involved in different aspects of our research.
The BSRN has nine ongoing research projects and have publications in the Academy of Management Learning & Education, Higher Education, the International Journal of Management Education, the Canadian Journal of Administrative Sciences and the Corporate Reputation Review. This seminar will examine the consolidated findings of a BSRN research program that explores business schools through the lens of its faculty members. This will include reviewing our empirical research that examines how individual-level factors (e.g. academic training, practitioner experience, career stage) and institutional-level factors (e.g. school mission, accreditation) contribute to faculty-level outcomes. We will close the seminar by reviewing a proposed model - the Business School Scorecard - for measuring business school value at a stakeholder-level.

For the purpose of catering requirements, please register your attendance with Charlotte Boughen, c.boughen@henley.ac.uk or 01491 418721