

College of Business News

August 24, 2017

Georgia Southern University

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Georgia Southern University College of Business Named a Key Institution in Business and Management Education Research

August 24, 2017

Recently, the Georgia Southern College of Business was ranked #3 in the nation on a list of schools ranked for business and management education (BME) research.

The article, “Key institutions in business and management education research,” published in the *Journal of Education for Business*, investigated institutional productivity in BME research based on the analysis of 4,464 articles published by 7,210 authors across 17 BME journals over a 10-year period (2005-2014). This analysis included approximately 1,900 schools worldwide, encompassing those institutions that are most active in BME research.

Often criticized for operating in disciplinary silos, this article demonstrates that b-schools are working to develop well-integrated business education, which will help undergraduate students relate knowledge from different functional areas to solve business problems.

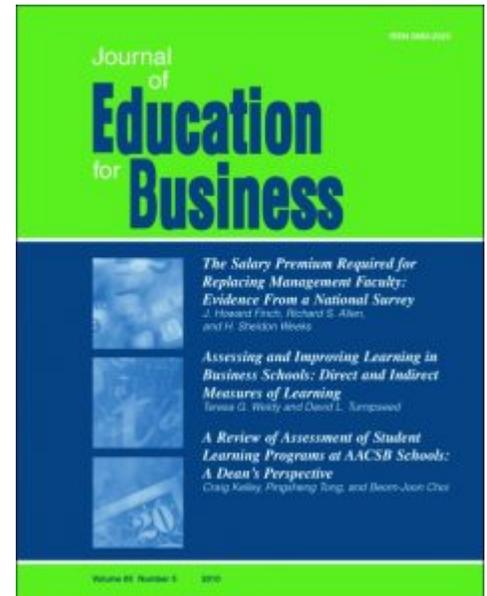
“Georgia Southern occupies a unique position in the competitive marketplace, and that position requires that our faculty develop and our programs reflect an intellectual dexterity that is rare in business education,” states Allen C. Amason, dean of the Georgia Southern University College of Business. “Typically, business schools and faculty focus either on research or teaching.”

The mission of the Georgia Southern University College of Business is to produce career-ready professionals through programs characterized by inspired teaching, relevant research and meaningful service. Through faculty research and scholarship, students are receiving the knowledge that informs theory, practice and teaching in the classroom.

Amason continues, “While many give lip service to balancing the two, the concept of such a balance is problematic and difficult to achieve. So, rather than follow others in talking about balance, we have intentionally chosen to focus on integrating research and teaching. We recruit and incentivize faculty who are outstanding teachers and scholars, who can translate cutting-edge theories and concepts into practical, classroom applications, and who find opportunities to use the classroom as a setting for their research.”

Many articles in teaching or education journals are based on student-focused classroom practices and course management techniques. Insights from this study show an overall commitment to BME research and provide a form of reputational capital with external stakeholders.

Amason adds, “This ranking is merely a reflection of our ongoing effort to integrate research and teaching and to develop a unique identity at the intersection of the two. We believe this is a distinctive feature of our strategy that provides benefits to our students. It is also a key element of our value proposition, as we attract and recruit faculty and as we develop the brand of the college.”



Auburn Tailgate – Saturday, September 2

August 24, 2017

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