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# **Management academics' intention to transcend self-interest values**

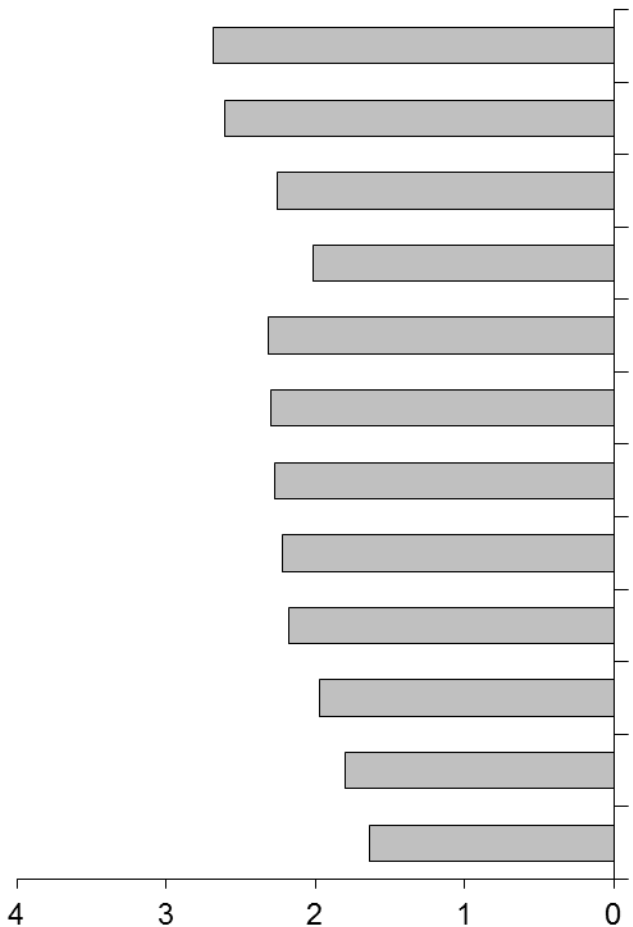
- Online Survey on Management Academics to Influence Values
- 1,741 Management Academics Worldwide
- US & Canada (182), Germany, France & the UK (594), Scandinavia (217), China, Japan, & India (278), Australia & New Zealand (188), and others (282),
- Approach and Sample section see Moosmayer (2012)

# Academics' view of their students

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“... evaluate the relevance of certain characteristics for your actual freshmen and your ideal graduates working as managers “

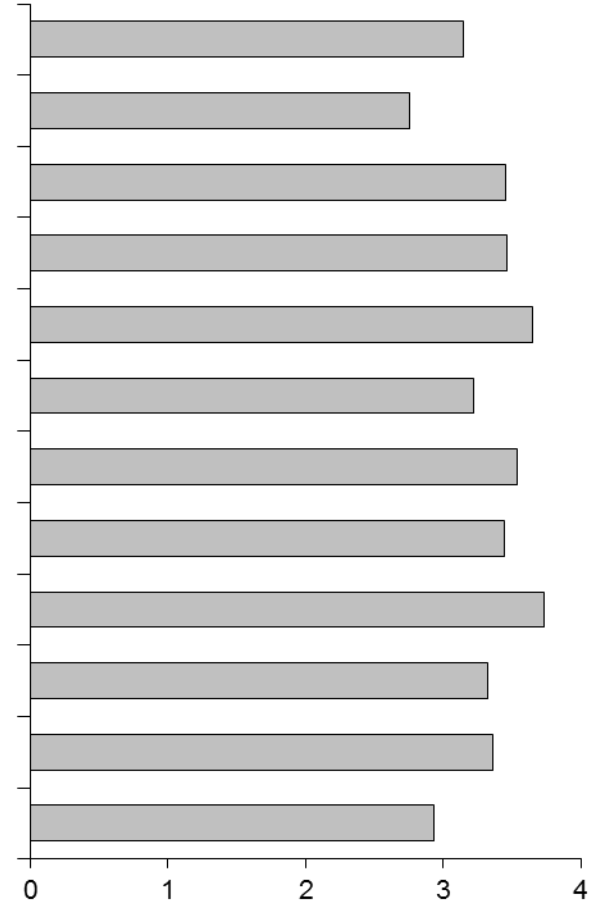
This characteristic *is* common among freshmen at my department *today*:



**SELF INTEREST  
VALUES**

**SOCIAL  
RESPONSIBILITY  
VALUES**

This characteristic *should be* common among *ideal* graduates as future managers:



0 = I strongly disagree    4 = I strongly agree

Adopted from Hansen et al. (2007)

## ***Proposition***

We should consider values at all stages of business education, starting with the student recruitment and selection process.

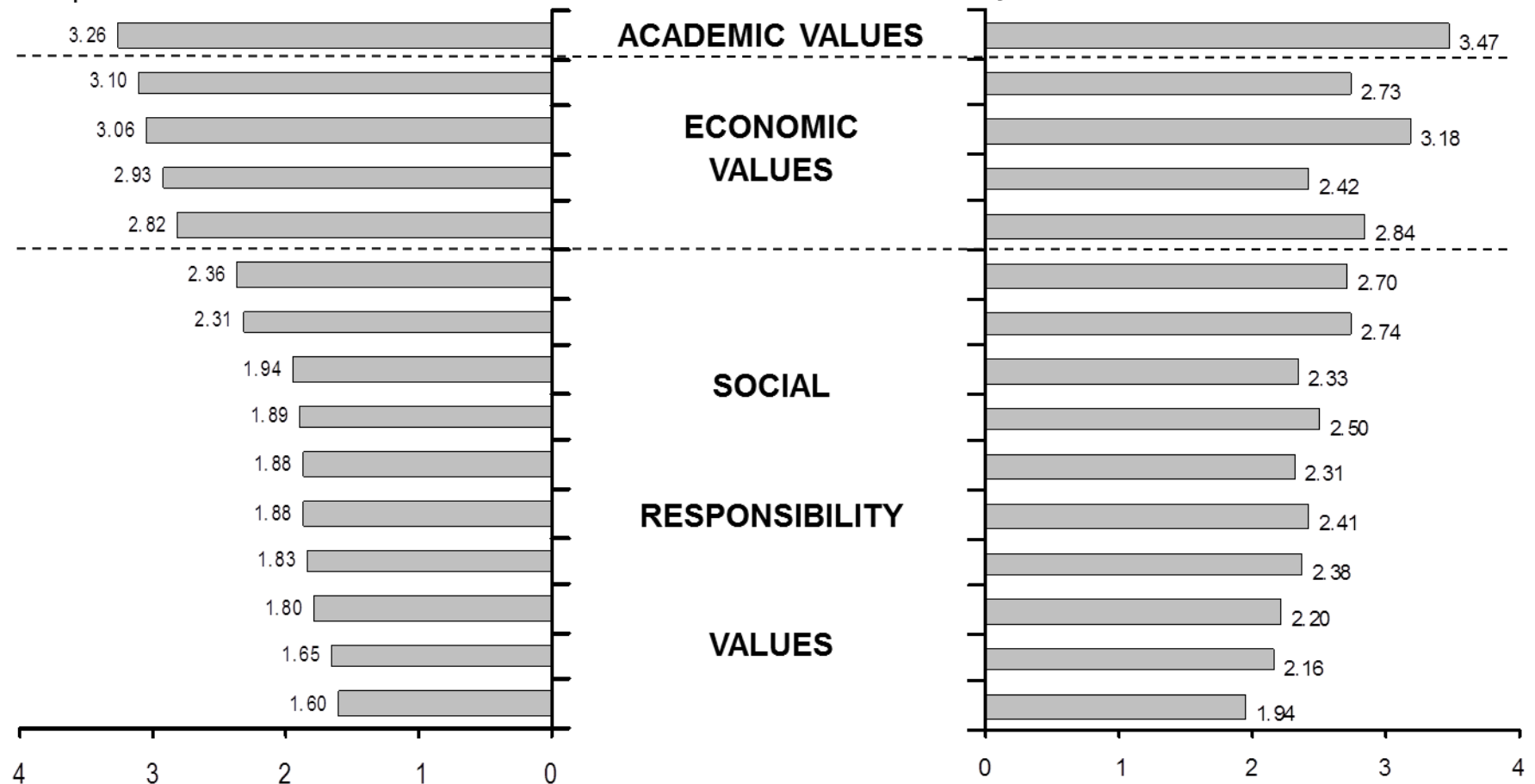
# Lost on the Road to Abilene

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What are the aims that the mainstream of your discipline and you, as a professor, feel responsible for?

The *mainstream of my discipline* feels responsible to contribute to this aim:

*I* feel responsible to contribute *with my work* to this aim:



0 = I strongly disagree 4 = I strongly agree

N = 1,629

## ***Proposition***

Individual academics feel a responsibility for social issues. In order to translate these consensual social values into business practice, however, academics would need to act on their values and support their peers in doing so.



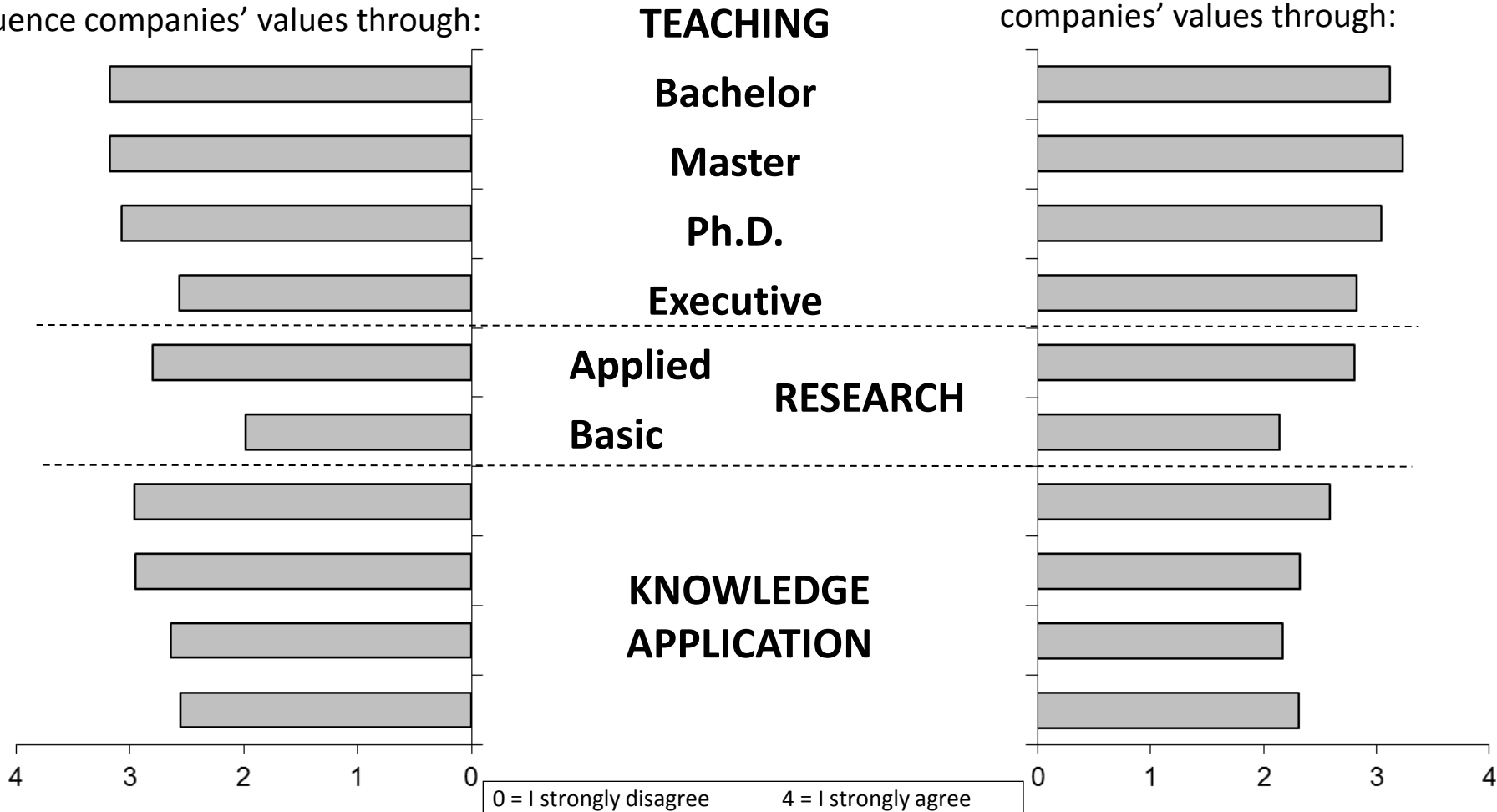
# The teaching-research dilemma

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**As a professor, do you see the opportunity and have the intention to influence values?**

*Professors have the opportunity to influence companies' values through:*

*I have the intention to influence companies' values through:*



## ***Proposition***

In order to create a better world through teaching, academics have to understand and amend business theories underlying values.

# Let's resolve the tension!