

Preface

The field of management education and research gave birth to an industry, the business of business schools, with fierce international competition and thus competitive strategies on the part of players active in the arena: business schools and their deans, individual professors, journals, accreditation bodies, academic societies and so on.

Yet we believe that some collective strategies are necessary to influence some of the de facto regulation mechanisms that have appeared over the years (for example business school rankings, accreditation processes, the Bologna process within the EU, journal rankings, the race for publications and so on).

In a world that is becoming multipolar, we further believe that the relevant level to discuss these issues has to move from the specificities of national contexts to encompass a broader regional perspective – and for us, as European scholars, this typically means Europe. This is why we offer to engage in strategic conversations with our colleagues throughout the European Union and beyond to raise these issues and generate debates and actions.

This book is a contribution to this endeavour. This is an edited book, with chapters written by a series of management scholars. This project was initially launched under the umbrella of the Société Française de Management (SFM, the French Academy of Management). SFM aims to produce soft law to contribute to shaping the field of management education and research. We call for an initiative of a similar sort in the European context.