Plenary session

- **Plenary speaker**
  Professor Serguei Netessine from the Wharton School of Business at the University of Pennsylvania

- **Title**
  A Vision of Responsible Research in Business and Management

- **Abstract**

  Let’s ask ourselves: Are we responsible as researchers? If not, who should care and why? And what does it mean to be “responsible”?

  Business and management researchers have a unique capacity to guide the actions of organizational leaders to create a prosperous and sustainable future. Research is a core activity of most university-based business and management schools. Yet, both the relevance and quality of research in business schools has been under attack for more than two decades. These attacks can be summarized in terms of two core issues. The first issue is the widening gap between research and practice, with business research in many domains being increasingly disconnected from the real-world practices. Because research is evaluated primarily based on placement in elite journals and its impact on subsequent research, rather than on its ability to address real-world problems, its link to practice is often undervalued. High quality problem-driven research, if not published in the top journals, is often undervalued. The second concern is the quality and integrity of research. Academic evaluation systems can promote bad research practices by encouraging quantity over quality and novelty over replicability, resulting in little cumulative progress in knowledge. The two core problems are connected: relevance is moot when quality is in doubt. Responsible research is about creating both useful and credible knowledge. Research in business schools is costly, and business schools face competition from alternative low-cost education providers that are not burdened by the expense of research. Resource providers, including students, donors, legislators, and funding agencies, deserve to understand how business research provides a benefit to society.

  In this talk I will motivate the need for responsible research, I will discuss what our community can do to collectively promote responsible research, and I will describe what a group of senior scholars from around the world has been doing over the last year to spearhead the initiative for responsible research and how everyone can participate.

Serguei Netessine is Professor in Operations, Information and Decisions department at the Wharton School, University of Pennsylvania, and he was previously Timken Professor of Global Technology and Innovation at INSEAD. He lived, taught and worked with companies in the USA, Russia, France and Singapore.

Prof. Netessine received BS/MS degrees in Computer Science and Electrical Engineering from Moscow Institute of Electronic Technology and, after working for Motorola and Lucent Technologies, he also received MS/Ph.D. degrees in Operations Management from the University of Rochester. His current research focuses on business model innovation and operational excellence and he worked on these topics with numerous organizations around the world. He is an active angel-investor in technology startups and he serves on advisory boards of multiple ventures around the world. Professor Netessine is a frequent speaker on innovation at global events including World Knowledge Forum (Seoul) and World Economic Forum (Davos). He recently served on The Future of the Economy Committee of Singapore government.

Professor Netessine has been the recipient of many teaching awards for delivering classes to MBA and Executive MBA students at the Wharton School and INSEAD, and he frequently teaches in Executive Education Programs. Prolific academic writer, professor Netessine holds senior editorial positions at several leading academic journals and he co-authored dozens of publications in prominent management journals, including Management Science, Operations Research, M&SOM, Harvard Business Review etc. His work has received extensive media coverage. He is co-author of “The Risk-Driven Business Model: Four Questions that Will Define Your Company” (Harvard Business Press, 2014). His full list of publications, media mentions and industry activities can be found at http://www.netessine.com