Sharing Thought and Experience in the Process of Developing a Research Oriented Business School

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1. *Mission of the best Business Schools..*
2. *Business Department Strategy*
3. *Business Department Research Results*
    1. *A&E ranking: Research of Best Schools*

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We educate leaders who make differences in the world

For nearly a century, our faculty have drawn on their passion for teaching,

➢ their <u>experience in working with organizations worldwide</u>, and

➢ the <u>insights gained from their research</u> to educate generations of leaders

➢ who have shaped the practice of business in every industry and in every country around the world.

Apply unparalleled <u>intellectual resources</u> to prepare business leaders who fuel the growth of industries and economies throughout the world

The school's faculty are the <u>world's most published and most cited among business schools</u>.

- ✓ [Academy of Management Journal](#) ranked Wharton as top institution in the simultaneous pursuit of scholarly achievements and excellence in teaching
- ✓ Most recently, the [Chronicle of Higher Education](#) rated Wharton's Marketing and Management departments as the first and second in the world for research productivity, respectively.

Our mission is to <u>create ideas</u> that deepen and <u>advance our understanding of management</u> and
with those ideas to develop innovative, principled, and insightful leaders who change the world

We seek to attract faculty and students with high leadership potential and <u>engage in an academically-rigorous, research-supported,</u> mutually-responsible learning process, enhanced by uncommon levels of interdisciplinary scholarship and community engagement.

To bring into our teaching:

➢ **insights gained from their research**

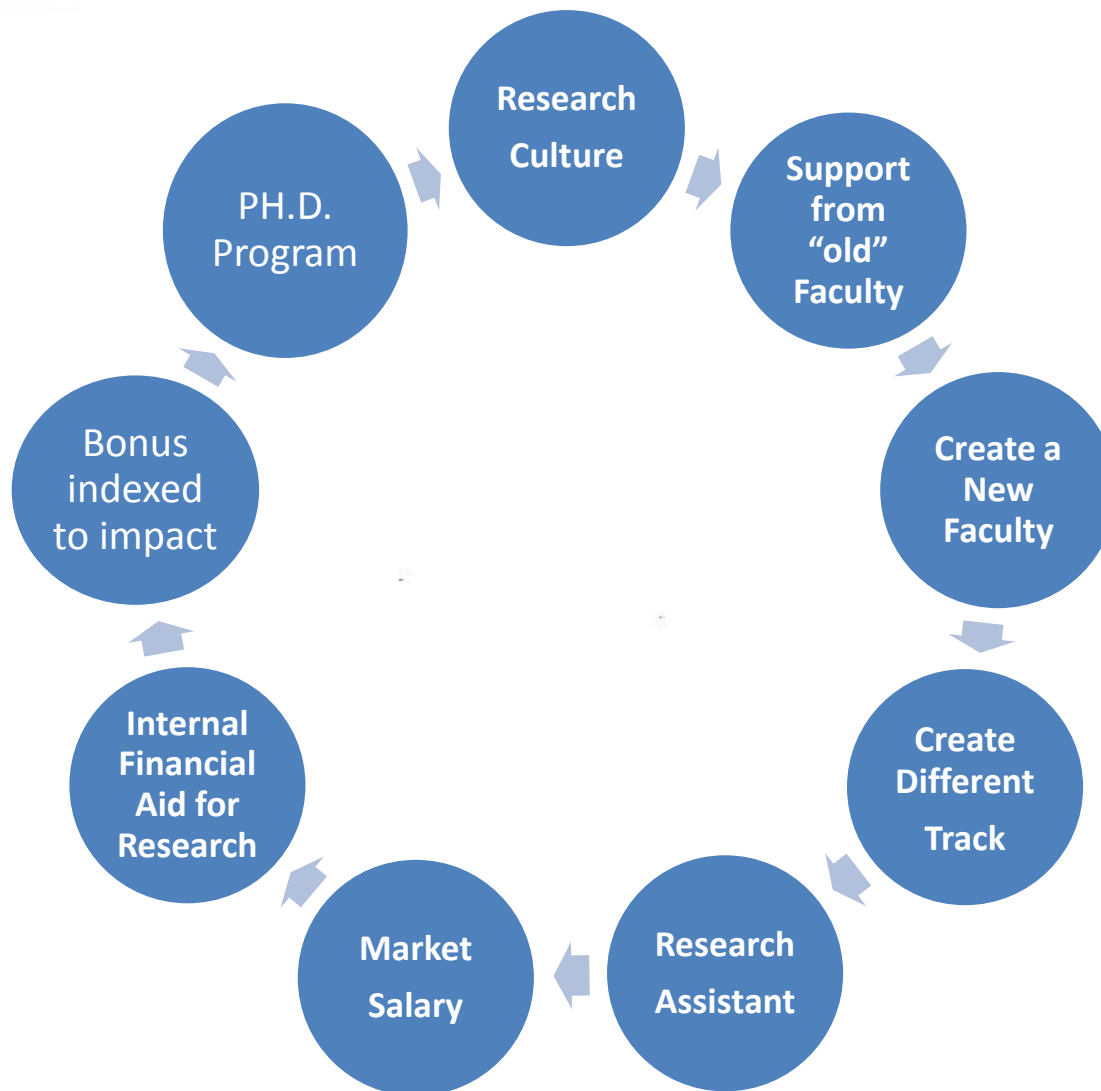➢ experience in working with local, multilatinas and multinationals organizations

And to create

➢ **knowledge and advance our understanding about the behavior of our consumer and markets in all academic fields, engaged in an academically-rigorous, research-supported,**

➢ As results to get collaboration for cross research and a networking of researchers able to produce papers published among the best JPR
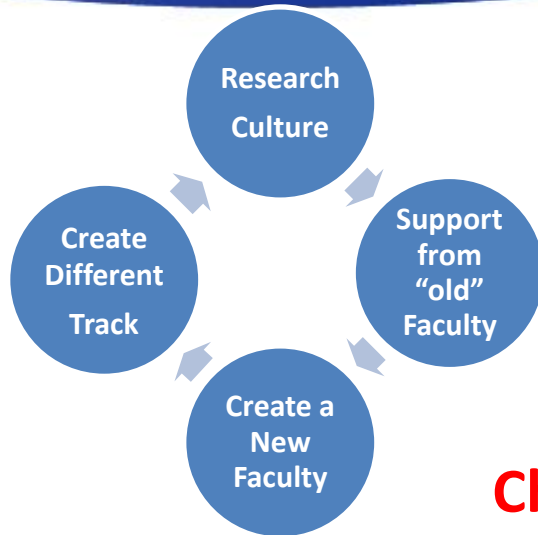
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•As Business School our commitment is oriented:

✧ **To contribute to generate new knowledge**
✧ **To contribute to understand Management and Market**
✧ **To contribute to build up growth in Chile**
✧ **To contribute to create a better and a more equal country**
✧ **To contribute to create and educate leaders for changing their country and the development of their communities**
✧ **To contribute to have a global vision**

✓ **Doing all of these without any compromise with an ideology, a religious or an economic group**

FACULTAD ECONOMÍA Y NEGOCIOS UNIVERSIDAD DE CHILE

AACSB ACCREDITED

Research Culture

Create Different Track

Support from "old" Faculty

Create a New Faculty

+

Change the Faculty Workload

➢ Identifies the strengths of each one
➢ Not everyone do the same
➢ Don't reduce salaries
➢ Hire new Faculty
➢ Send young Faculty to study abroad
➢ Create new Sources of financing

eduniversal WORLD CONVENTION

- We start the change during the 2000´s
  - 90's : 10% Ph. D.
  - 2000: 25% Ph. D. (4 new hired)
  - 2006: Started the real Process: 3 tracks

    - Research Track
      - 4 courses + 1 academic paper
      - 3 courses + 1 ISI paper
      - No Proceedings

    - Teaching Track
      - 6 to 8 courses + article in professional Journal

    - Adjunct Track
      - Half of time : 5 courses

- However the average is that every professor teaches 2 or 3 additional courses plus other academic works

- Marketing
  - 5 New PH.D

- Finance
  - 4 New PH.D.
  - 1 Student in USA

- HHRR
  - 3 New Ph.D.
  - 1 in Europe
  - 1 in "Military Services": R. A

- Accounting
  - 1 New Ph.D.
  - 1 in Europe

- Business Intelligence - IT
  - 2 New Ph.D.

- Management and Operations Science
  - 4 New PH.D.

FACULTAD
ECONOMÍA Y NEGOCIOS
UNIVERSIDAD DE CHILE

AACSB ACCREDITED

- Research Assistant
- Market Salary
- PH.D. Program
- Bonus indexed to impact
- Internal Financial Aid for Research

We Create a Large Extension School Plus a better Graduate School

✓ **Hire research assistants**
✓ **Send researcher to Conferences**
✓ **To Pay edition and translation**
✓ **To Finance research travel and meeting**
✓ **To buy Data base and software**
✓ **Motivate to publish in Journal of High impact**
✓ **others**

✓ Doctoral Program a Networking of Researcher
✓ International Faculty or Partner
✓ Contribution to improve the Academy in the Region
✓ Research assistants

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WORLD CONVENTION

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Ranking MBA – Business School
America Economía Magazine

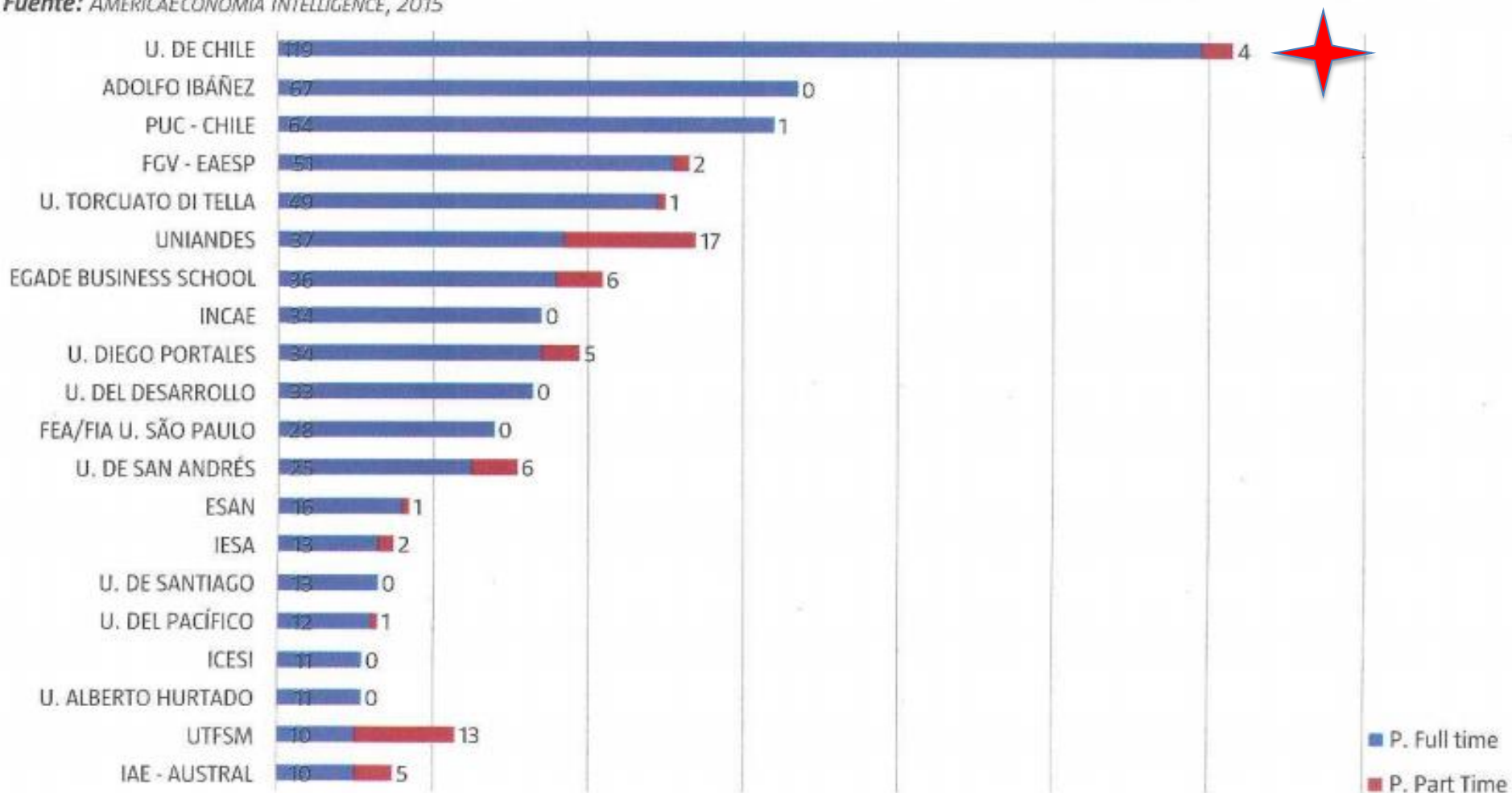| RK 15	RK 14	ESCUELA	INDICE 15
1	1	EGADE BUSINESS SCHOOL	79,32
2	3	U. ADOLFO IBAÑEZ	74,75
3	5	FGV - EAESP	58,1
4	2	INCAE	75,34
5	9	PUC - CHILE	75,32
6	10	IAE - AUSTRAL	63,91
7	7	U. DE CHILE	100,00
8	6	UNIANDES	86,87
9	11	U. TORCUATO DI TELLA	77,45
10	8	IESA	51,58
11	20	U. DEL DESARROLLO	64,87
12	15	U. DIEGO PORTALES	70,93
13	12	ESAN	47,71
14	13	U. DE SAN ANDRES	51,36
15	22	FIA - U. DE SAO PAULO	48,87

We are 7th in the Ranking 2014 and 2015 But Nº1 in Research Production (100%)

Ríos de tinta color ISI

Producción de Papers ISI según profesor en 20 escuelas con mejor puntaje en la dimensión de producción del conocimiento

Fuente: AMÉRICAECONOMÍA INTELLIGENCE, 2015

Escuela	P. Full time	P. Part Time
U. DE CHILE	119	4
ADOLFO IBÁÑEZ	67	0
PUC - CHILE	64	1
FGV - EAESP	51	2
U. TORCUATO DI TELLA	49	1
UNIANDES	37	17
EGADE BUSINESS SCHOOL	36	6
INCAE	34	0
U. DIEGO PORTALES	34	5
U. DEL DESARROLLO	33	0
FEA/FIA U. SÃO PAULO	28	0
U. DE SAN ANDRÉS	25	6
ESAN	16	1
IESA	13	2
U. DE SANTIAGO	13	0
U. DEL PACÍFICO	12	1
ICESI	11	0
U. ALBERTO HURTADO	11	0
UTFSM	10	13
IAE - AUSTRAL	10	5

■ P. Full time
■ P. Part Time

Benchmarking in Marketing

AREA	SUB RK 15	ESCUELA	INDICE FINAL
MARKETING	1	U. DE CHILE	100,00
	2	EGADE BUSINESS SCHOOL	90,57
	3	ICESI	88,33
	4	U. ADOLFO IBAÑEZ	88,20
	5	PUC - CHILE	87,39
	6	U. TORCUATO DI TELLA	79,56
	7	U. DEL NORTE	76,15
	8	FEA/FIA U. SAO PAULO	75,94
	9	ESAN	70,33
	10	UTFSM	56,12

Benchmarking in Finance

AREA	SUB RK 15	ESCUELA	INDICE FINAL
FIANANZAS	1	U.TORCUATO DI TELLA	100,00
	2	UNIANDES	87,06
	3	U. DE CHILE	85,52
	4	PUC - CHILE	81,98
	5	U. ADOLFO IBAÑEZ	78,66
	6	ESAN	76,56
	7	U. DIEGO PORTALES	74,65
	8	IESA	72,17
	9	ICESI	66,81
	10	UTFSM	63,70
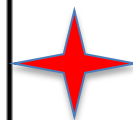
AREA	SUB RK 15	ESCUELA	INDICE FINAL
RECURSOS HUMANOS Y COMPORTAMIENTO ORGANIZACIONAL	1	FGV - EAESP	100,00
	2	IAE - AUSTRAL	92,60
	3	UNIANDES	91,77
	4	U. DE CHILE	91,24
	5	PUC - CHILE	88,33
	6	EGADE BUSINESS SCHOOL	87,91
	7	FEA/FIA U. SAO PAULO	86,53
	8	U. ADOLFO IBAÑEZ	80,53
	9	U. DIEGO PORTALES	71,58
	10	U. DE SAN ANDRES	70,57

Benchmarking in Economi

AREA	SUB RK 15	ESCUELA	INDICE FINAL
ECONOMIA	1	U. TORCUATO DI TELLA	100,00
	2	PUC - CHILE	99,53
	3	U. DEL DESARROLLO	94,13
	4	U. DE CHILE	88,47
	5	U. ADOLFO IBAÑEZ	87,80
	6	U. DIEGO PORTALES	84,08
	7	U. DE SANTIAGO	80,20
	8	EGADE BUSINESS SCHOOL	66,24
	9	U. ALBERTO HURTADO	64,14
	10	U. DE SAN ANDRES	54,78

- ➤ Research helps to build up good reputation
- ➤ Students are exposed to new knowledge that they are able to apply in their companies
- ➤ Companies recognize excellence and get interest in hire the students
- ➤ Faculty is hired as consultant
- ➤ Good Professors are interested in work for you and to remain at your school
- ➤ Help your school in getting good and real global partners

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WORLD CONVENTION

✧ **To avoid teach too many courses**
 •**Is a trade off when you one more and better research**
 •**one have to build up the budget without external support**

✧ **To understand the point of view of the Companies**
 •**Work together – use its Data Bases**
 •**Discuss with them the research results**

✧ **To create a network for doing Research**
 •**Coopetition**

✧ **Colaborative work trough**
 •**CLADEA**
 •**AMBA**
 •**AACSB**
 •**Eduniversal Partners**
 •**Visiting Professors/scholars**

Accreditation