



HOW TO PROGRESS IN TODAY'S MARKET? BUSINESS SCHOOLS' RAT RACE

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Top 10 Universities (2003)

1	Harvard University		100	100
2	Stanford University		83.5	76.2
3	California Institute of Technology		76.3	72.9
4	University of California, Berkeley		74.0	75.0
5	University of Cambridge		73.4	91.1
6	Massachusetts Institute of Technology (MIT)		70.6	79.4
7	Princeton University		62.5	60.5
8	Yale University		61.1	49.2
9	University of Oxford		59.5	53.3
10	Columbia University		59.1	64.5



Top 10 Universities (2011)

1	Harvard University		1	100.0	100.0
2	Stanford University		2	72.6	41.2
3	Massachusetts Institute of Technology (MIT)		3	72.0	72.8
4	University of California, Berkeley		4	71.9	68.3
5	University of Cambridge		1	70.0	87.1
6	California Institute of Technology		5	64.7	52.6
7	Princeton University		6	61.2	56.7
8	Columbia University		7	60.4	69.6
9	University of Chicago		8	57.5	65.0
10	University of Oxford		2	56.4	55.5



Top 10 Universities (2019)

1	Harvard University		1	100.0	100.0
2	Stanford University		2	75.1	45.2
3	University of Cambridge		1	72.3	80.7
4	Massachusetts Institute of Technology (MIT)		3	69.0	72.0
5	University of California, Berkeley		4	67.9	67.1
6	Princeton University		5	60.0	59.6
7	University of Oxford		2	59.7	48.9
8	Columbia University		6	59.1	61.4
9	California Institute of Technology				
10	University of Chicago				

19) ETH - Switzerland
25) Uni of Tokyo - Japan





Criteria:

- **Alumni** - total number of the alumni of an institution winning Nobel Prizes and Fields Medals
- **Awards** - total number of the staff of an institution winning Nobel Prizes and Fields Medals
- **HiCi** - number of highly cited researchers (Clarivate Analytics) – last 5 years
- **N&S** - number of papers published in *Nature* and *Science*
- **PUB** - number of papers indexed in SCIE & SSCI (last year)



Top MBAs 2019 (FT)

Rank in 2019	3 yr. rank	School name	Country	Weighted salary(\$)	Salary increase(%)
1	1	Stanford Graduate School of Business	US	228,074	129
2	4	Harvard Business School	US	205,486	112
3	2	Insead 	France / Singapore	179,661	104
4	3	University of Pennsylvania: Wharton	US	197,267	114
5	8	Ceibs	China	174,115	183
6	5	London Business School 	UK	169,675	102
7	7	University of Chicago: Booth	US	185,861	126
8	10	MIT: Sloan	US	188,173	107
9	8	Columbia Business School	US	184,099	114
10	11	University of California at Berkeley: Haas	US	188,746	104



THE JUDGES

University rankings:

- QS (till 2009 with Times Higher Education) (UK)
- Times Higher Education -> The Times (UK)
- ARWU - Shanghai Ranking (China)

Business school rankings:

- QS (UK)
- Times Higher Education (UK)
- Financial Times (UK)
- Economist (UK)
- Forbes (US)
- U.S. News & World Report (US)
- Business Insider (US)

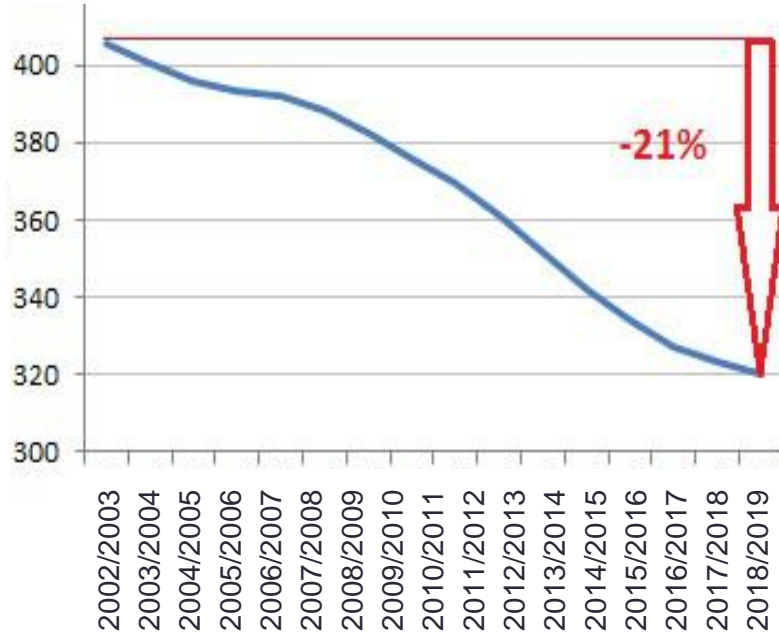
WHAT ABOUT THE REST?

Let's analyse a classical case of business school's environment and expectations from professors

Setup – classical „**B level B-school**“:

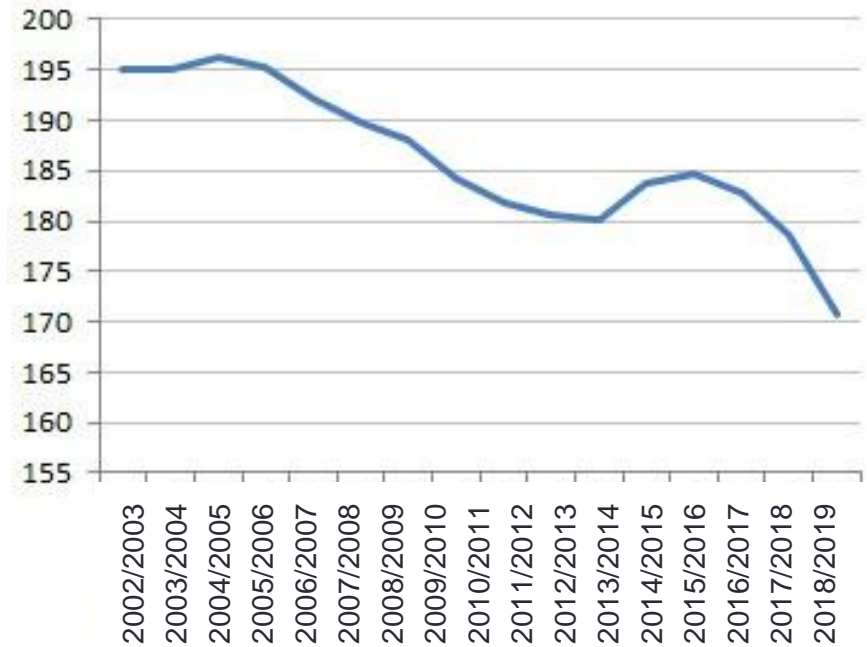
- Not located in the capital (or capital not important in global terms)
- Not the biggest player in the region
- Not the wealthiest player in the region
- Some accreditations – NOT triple accredited
- 1-3 programs (BA, MA) in English
- Strong to Significant Government (ministry) control and rule setting

Number of pupils in elementary schools

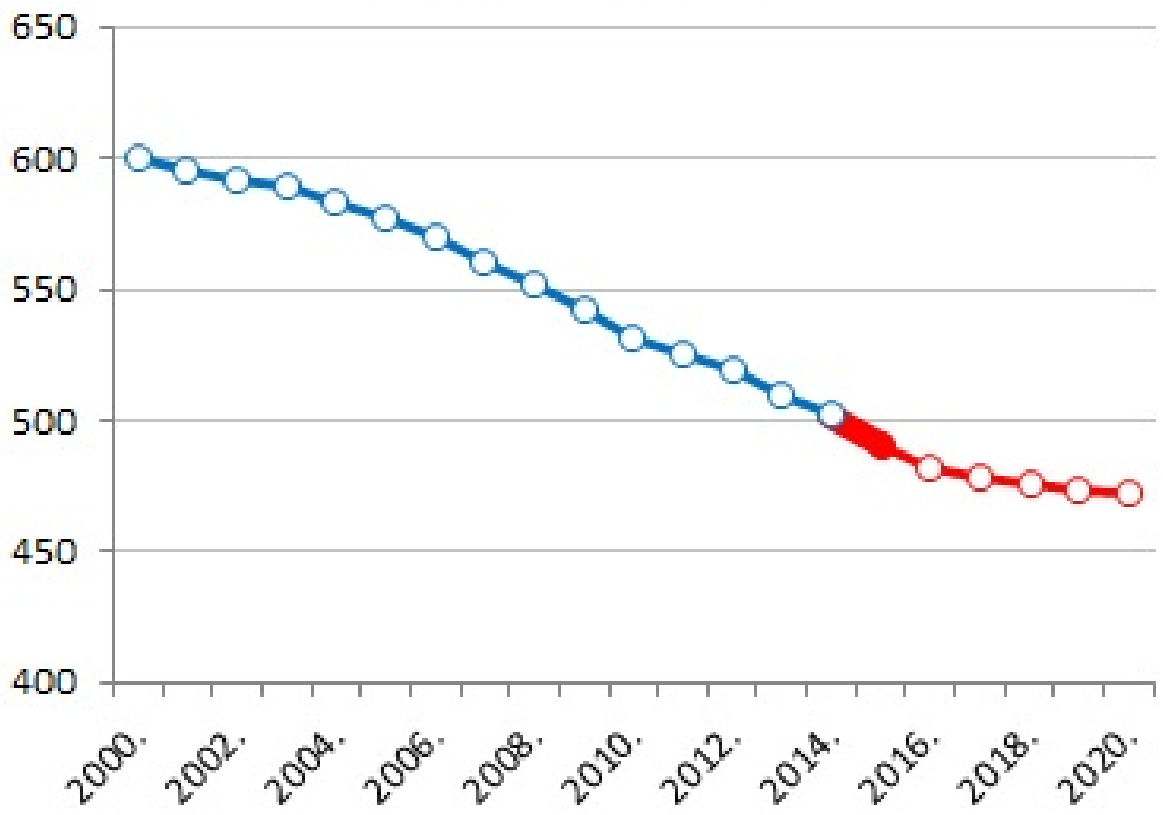


Input market - Regional situation

Number of pupils in high schools



Number of pupils in elementary and high schools



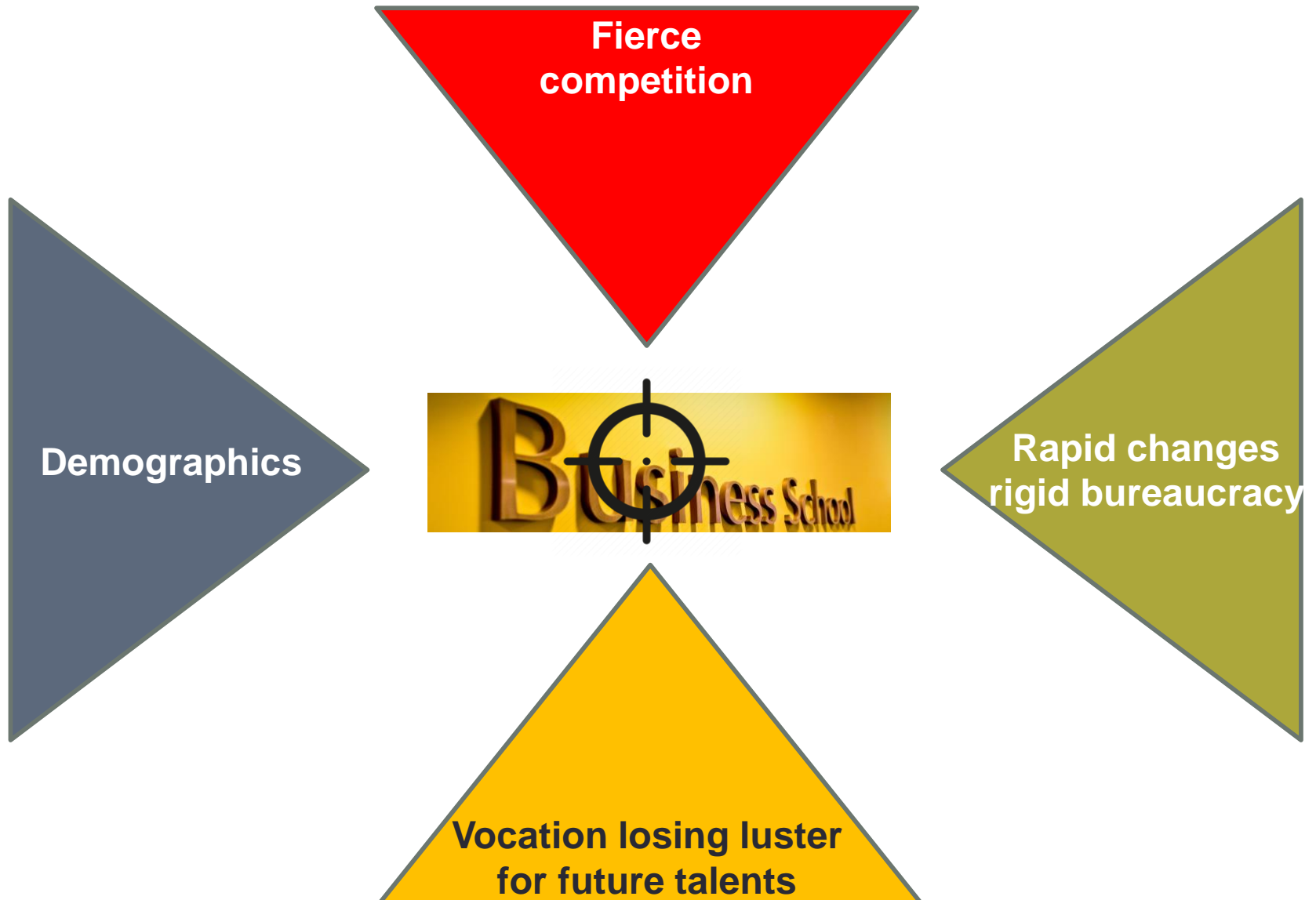
**QUO
VADIS?**

773 various study programs in Economics & Business Economics with cca 250.000 students (< 330 students per program)

University professor should be:

- World renowned scholar (annually couple of Q1 CC papers – alone, with a PhD student and a foreign colleague)
- Reviewer of scientific books, university programs, ...
- Entrepreneur
- Regular speaker at international conferences
- Project manager of internationally funded projects
- Teaching & supervising programs (full time and part time students)
- Charismatic leader able to inspire without students losing concentration for a single moment
- Running a couple of significant projects
- Sitting on a company board
- Creative and unorthodox (but with proven innovation methods)
- Be socially engaged (charities, social media)
- Media figure (statements and analysis for newspapers, TV, radio)
- Have fun hobbies that can be shared with students (gardening, sports, cycling, running...)
- Accessible 24/7 to students
- Accessible 24/7 to corporates and Uni partners
- Head/member of couple of Uni Committees
- Regularly spend some time on scientific exchanges programs
- Visiting professor at a couple of distinguished foreign Uni's
- Continuously work on improve skills, knowledge and competences (professional development)
- Up to date in all institutional strategic, operational, accreditation and QA issues

EVERYONE should be in the top 0,01% of world performers



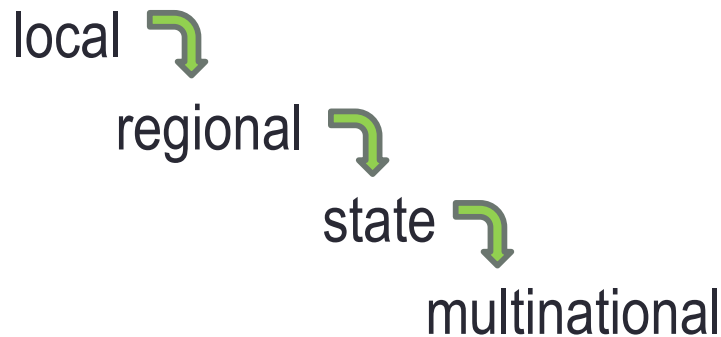


What can B level B-schools do?

- Strong focus on 2-3 research fields/programs BUT keep the generic econ foundations (automatic drive)
- Attract students from abroad

↑ (SORRY it is not a win-win but a zero sum game)
↳ Accreditations desirable to tap foreign markets

- Develop strong relations with corp sector:



- Find a specific and sustainable niche
- Strong PR (marketing)
- *Should be enough to keep comfortable at B lvl*

Want to move to A level?

Stanford 6,5 bil USD
Harvard 5,5 bil USD
Penn 3,5 bil USD

- **A level Business school = US/UK Business schools**
- Cannot win by following and copying – playing in a league where some clubs own the judge and can change the rules
- Sure it would be nice to have (independent judges, strong backing by global media, huge budgets) BUT still we need to:
 - find a specialised and significant (important) niche
 - be the best at it
 - gather academia, business, society around our mission and excellence
 - value opposing opinions, learn from mistakes
 - install a sense of BELONGING to faculty, students and alumni
 - have strong PR and media backing



Большое Спасибо