


FINANCIAL TIMES



# Business School Insider

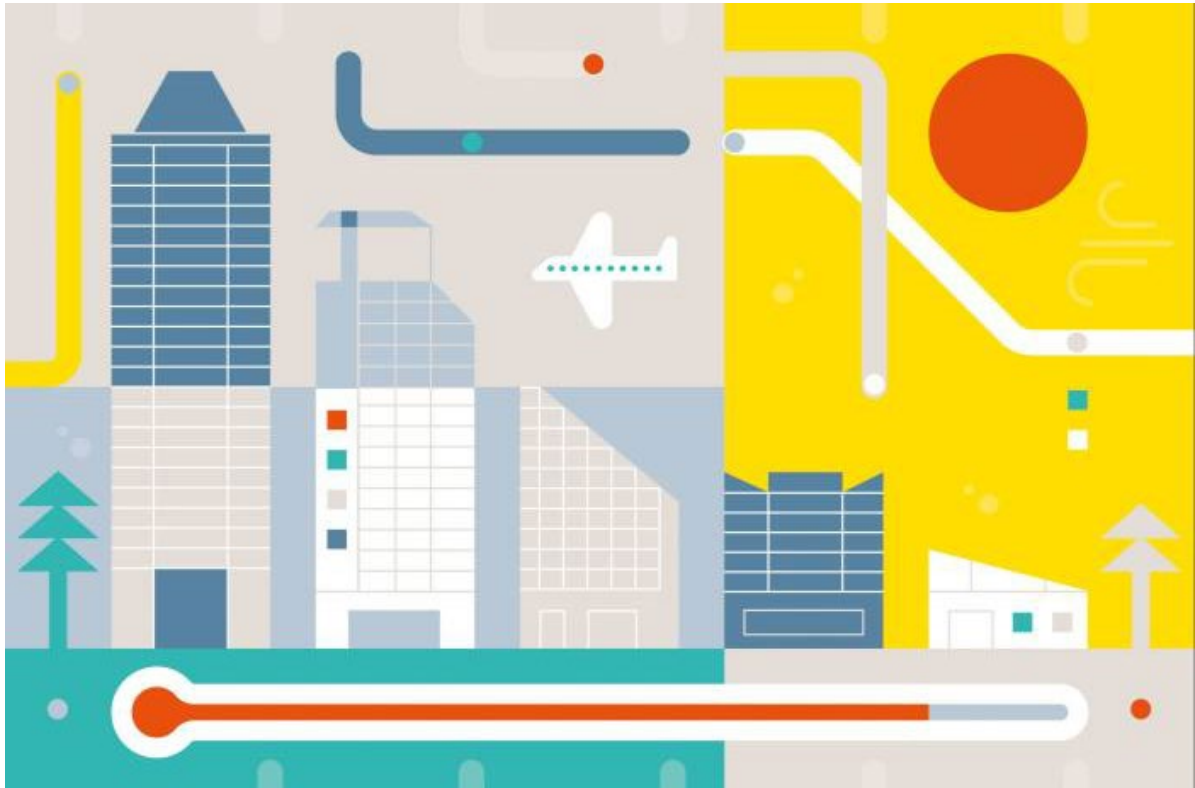
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Business school sustainability research needs to deliver practical outcomes © Alberto Antoniazzi

Critics may argue that business schools often produce abstract research and insufficient insights on pressing societal challenges led by climate change. Our new report [Business School Insights: Sustainability](#) shows that important work is nonetheless taking place in the field.

The FT identified a range of recent peer-reviewed research flagged up via prizes and recommendations from academic networks with particular value and messages for decision-makers in business and government. It worked with the authors to provide updated and accessible findings.

Topics covered include ESG investing and activism, the macroeconomic effects of climate change, the importance of carbon pricing and activities relevant to sectors such as insurance, fishing, food processing, recycling and cars.

But frustrations remain. Much of the research still appears to have little applicability and — as some of our reader comments testify — the time lag between academic work and final publication is far too long.

We welcome feedback on the report and ideas on future editions in this and broader management fields.

Read the full [FT Business School Insights: Sustainability](#) report on: [ft.com/bsis](https://ft.com/bsis).

*Business School Insider is taking a break over the northern hemisphere summer and will be back on September 4. Enjoy the holiday season and thank you for reading our*

newsletter.



## In the news

**US colleges explore alternatives to affirmative action** It is uncertain how universities will respond to the Supreme Court's decision to strike down affirmative action. Different institutions are exploring other [ways to foster student diversity](#).

**Unravelling the metaverse** Belgium's Vlerick Business School will host a six-day course on understanding the [metaverse for business](#). Attendees will get to use virtual and augmented reality technologies.

**Global unicorn programme** Cheung Kong Graduate School of Business and SDA Bocconi have jointly launched a course aimed at those interested in entrepreneurship. Starting in November in Milan, the programme aims to [foster a new generation of European unicorns](#) with a social purpose.

**What is bad for business?** Peter Cappelli, professor of management at the Wharton School, has written a new book, [Our Least Important Asset](#), arguing that an overemphasis on financial accounting is the cause of many workplace problems. The book will be out on July 25.

**Career priorities of young alumni** Most grandes écoles students want to acquire skills and personal development as well as opportunities to [make a positive impact in society](#). This is according to France's Edhec recent NextGen survey.

**Masters in Management 2023 ranking** Our next league table on postgraduate business degrees, for those with little or no work experience, will be out on September 11: [ft.com/mim](https://ft.com/mim).

## Professor insights

**Opinion: Barbie is a brand that keeps changing with the times** Greta Gerwig's

new film *Barbie* proves the remarkable resilience of Mattel’s original adult doll.

The Original Barbie, with her impossibly narrow waist, high-arched feet and housewifely aspirations, soon dated: she ceded popularity 20 years ago to the sassier, shapelier Bratz dolls (over which Mattel [sued](#)). But Mattel caught up: it now has [diverse Barbies](#) with many professions including a [Naomi Osaka doll](#), complete with tennis racket.

[Barbie’s essence lies in her spirit](#) rather than her appearance, which brings longevity. “The core of the brand is the idea of inspiring girls and letting them dream, create and make believe. You can change the dolls but the appeal does not alter,” says Chloe Preece, an associate professor of marketing at France’s ESCP business school.

FT Future of Business Education online events — register for free



On September 20, join Andrew Jack, the FT global education editor, and experts, for [an analysis on Masters degrees at business schools](#).

If you are curious about how an EMBA can benefit you, then learn more about this [business degree for working professionals](#) on October 18.

Data line: The value of careers services for finance alumni

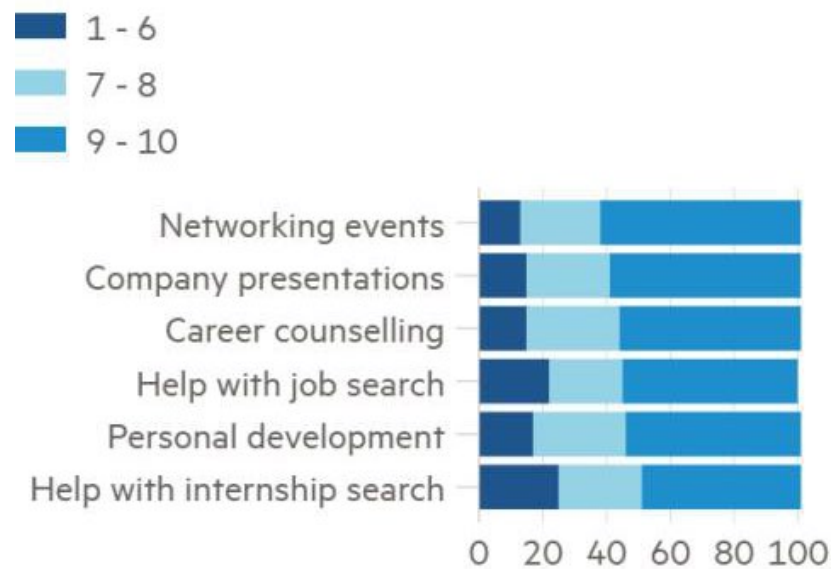
Following the trend of previous years, about three in four Masters in Finance (MiF) graduates from pre-experience programmes — for those with little or no relevant work history — used their schools’ careers service.

Alumni praise the networking events, the organisation of company presentations and

the career counselling provided by their school. They were less impressed with the help they received in finding internships.

### Business school career services are rated highly for networking events

Percentage of scores out of 10 given by Masters in Finance alumni for various services offered by their school's career office



Source: FT data  
© FT

In the latest [MiF ranking](#), seven of the top-rated 10 schools for careers service are based in Europe. The other three are in Asia. Graduates praised the interview practice and company presentations on campus organised by their school.

### Research round-up

**Disability as a source of competitive advantage** DEI initiatives have focused mainly on gender and ethnicity. A Harvard Business Review article says that [employing people with disabilities is an opportunity](#) as it makes them better at certain jobs.

**Georgetown shows impact of climate change** The US university [conducted a flash flood simulation](#) around the Washington Union Station area. One of the findings is that as climate events become more recurring and costly, well-capitalised “private investors will be exposed”.

**Robots can be excellent investors** A study suggests [robots can choose the best private equity funds](#) by reading funding prospectuses, and focusing on qualitative rather than quantitative information. The funds selected generated returns five per cent higher than average.

## Events

**FT Weekend Festival in London** Taking place on [September 2, the festival will provide lively discussions](#) on economics, literature, climate and much more. Attendees will hear from politicians, chefs, authors and FT writers.

**Quality Assurance Academy** The Quality Assurance Academy will offer leadership and managerial training for [quality assurance professionals in business schools](#). The course will start in September – and those who complete it will receive a certificate from EFMD Global.

Quiz: Are you up to date with the news?

Which tech company did PwC tip off on the timing of a controversial Australian tax law? Test your news knowledge with [our weekly FirstFT quiz](#).

*Business School Insider is edited by [Jonathan Moules](#).*

*Business School Insider is written by [Andrew Jack](#) in New York and [Eleanor Myers](#), [Wai Kwen Chan](#), [Sam Stephens](#) and [Leo Cremonesi](#) in London.*

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Thank you for reading. Please send your thoughts and comments to the team at [bschool@ft.com](mailto:bschool@ft.com).

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## Recommended newsletters for you



### The Lex Newsletter

Lex is the FT's incisive daily column on investment. Sign up for our newsletter on local and global trends from expert writers in four great financial centres.

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