



## Media Release

### **AACSB International Recognises SMU Lee Kong Chian School of Business for Promoting Impactful Research**

*Singapore, 10 April 2019 (Wednesday)* – The complex needs of business, government, and society must be addressed through multidisciplinary, dynamic, and impactful partnerships. Today, [AACSB International \(AACSB\)](#)—the world’s largest business education network—recognised [SMU Lee Kong Chian School of Business](#) among 21 business school collaborations as highlights of its 2019 [Innovations That Inspire](#) challenge.

An annual initiative, the challenge recognises institutions from around the world who serve as champions of change in the business education landscape. This year’s focus emphasized co-creation of knowledge—one of five opportunities identified in AACSB’s [Collective Vision for Business Education](#). With research and thought leadership as a foundation, the highlighted institutions are engaging in a wide range of collaborative partnerships to support new curriculum, establish new products or services, and impact industry and government policy.

[SMU Lee Kong Chian School of Business](#) was recognised for promoting impactful research through a series of internal efforts to encourage faculty to re-envision their research agendas within a framework of “Meaningful Impact” on the university and its stakeholders. Implementing the societal impact concept at the business school level was the next step in the idea’s evolution. At its core, the innovation aims to reimagine business research to have societal impact, and to redesign the resourcing process to support this initiative. By placing the faculty at the center of a coordinated institutional infrastructure, business research can indeed generate meaningful impact. For details, please click [here](#).

“It’s wonderful that our business research is recognised as among the most inspiring internationally. We are making targeted efforts to catalyse the exchange of knowledge across disciplines and promote cross-pollination of ideas to address societal challenges. As a university, SMU actively engages industry, government and society to promote research with impact,” said Professor Gerard George, Dean of SMU’s Lee Kong Chian School of Business, and Professor of Innovation and Entrepreneurship.

“Business schools that engage across disciplines and with industry, inside and outside the traditional bounds of business and management, exemplify AACSB’s vision for the future of business education,” said Thomas R. Robinson, president and CEO of AACSB. “We are honored to recognise [SMU Lee Kong Chian School of Business](#) as they lead by example—emphasising their own areas of expertise and embracing collaborative approaches—all while addressing critical issues to drive social change.”

Now in its fourth year, the Innovations That Inspire challenge has highlighted more than 100 business school efforts that exemplify forward-looking approaches to education, research,

community engagement or outreach, and leadership. To date, members of AACSB's Business Education Alliance have shared more than 800 innovations, creating a robust repository in AACSB's DataDirect system to inform and inspire fellow members and the industry.

For an overview of all featured innovations, visit [aacsbedu.com/innovations-that-inspire](https://aacsbedu.com/innovations-that-inspire).

###

#### About SMU Lee Kong Chian School of Business (LKCSB)

SMU commenced its curriculum in 2000 with the School of Business, which welcomed its pioneer cohort of students in August 2000. In 2004, the Lee Foundation contributed S\$50 million to SMU in honour of the late Dr Lee Kong Chian, a well-known Southeast Asian businessman, philanthropist and community leader. In recognition of the Lee Foundation's generosity, SMU named in perpetuity the School of Business, the building and the university-wide scholars programme after Dr Lee Kong Chian.

Today, LKCSB is a dynamic Asian business school with more than 4,000 students and over a hundred full-time faculty members with doctorate degrees from renowned universities such as Cornell, Harvard, INSEAD, London Business School, Wharton, Oxford, Stanford and Yale. The school offers undergraduate, master's and doctoral programmes and is affiliated with a number of research centres such as the Sim Kee Boon Institute for Financial Economics, the Centre for Marketing Excellence and the Institute for Innovation and Entrepreneurship.

LKCSB is ranked 3<sup>rd</sup> in Asia and 35<sup>th</sup> worldwide in the University of Texas, Dallas rankings (based on research contributions for the period 2013 – 2017) and is one of the youngest business schools in the world to have a triple accreditation with the AACSB (Association to Advance Collegiate Schools of Business), EQUIS (European Quality Improvement System), and AMBA (Association of MBAs). Many of the school's postgraduate programmes are also ranked in the FT (Financial Times) Business School Rankings including the Executive MBA (22<sup>nd</sup>), the MSc in Wealth Management (3<sup>rd</sup>), the MSc in Applied Finance (45<sup>th</sup>) and the MSc in Management (82<sup>nd</sup>). [www.business.smu.edu.sg](http://www.business.smu.edu.sg)

#### About Singapore Management University

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and to produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU's education is known for its highly interactive, collaborative and project-based approach to learning

Home to over 10,000 students across undergraduate, postgraduate professional and post-graduate research programmes, SMU, is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in multidisciplinary combinations of these areas.

SMU emphasises rigorous, high-impact, multi- and interdisciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities around the world, as well as with partners in the business community and public

sector. SMU's city campus is a modern facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. [www.smu.edu.sg](http://www.smu.edu.sg)

**Media Contact:**

Valerie Won

Assistant Director, Corporate Communications, Singapore Management University

DID: +65 6828 0020 | Email: [valeriewonsmu.edu.sg](mailto:valeriewonsmu.edu.sg)

About AACSB International

As the world's largest business education alliance, AACSB International (AACSB) connects educators, students, and business to achieve a common goal: to create the next generation of great leaders. Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and professional development services to almost 1,700 member organizations, and over 800 accredited business schools worldwide. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. The global organization has offices located in Tampa, Florida, USA; Amsterdam, the Netherlands; and Singapore. For more information, visit <https://www.aacsb.edu/>

**Media Contact:**

Amy Ponzillo

Director, Public Relations

AACSB International

[MediaRelations@aacsb.edu](mailto:MediaRelations@aacsb.edu)