



School of Business

Research Seminar Series 2019-2020

“Evidence-based management of business schools”

Date: Friday 13, December 2019

Time: 12pm-1pm

Venue: AX1, Auxilia Building

About the Event

Dr Ryazanova’s research focuses on the use of data-driven practices in business education as an industry. Global business education market generates billions of euros of revenue. According to the AACSB data, an average business school generates more than \$30 million annual revenue, with the largest schools generating up to \$270 million. We need business schools to work efficiently, so that they could support high quality teaching and research. Business schools are organisations that generate revenues on par with large corporations; however, management researchers often shy away from studying our own industry.

The management of business schools presents several important challenges. Managers who seek to follow evidence-based approach often find themselves missing reliable evidence on key factors that drive academic performance dimensions, such as research, teaching, and impact. In attracting, developing and retaining human capital (the key strategic resource in business school), managers lack insight into critical factors that shape academic careers.

In this talk, Dr Ryazanova will present a programme of research within the broad area of evidence-based management of business schools and will share key insights from multiple research projects that she led in this area.

About the Speaker

Olga Ryazanova is a Lecturer in Management and Marketing in the Maynooth University School of Business. Her primary research interests are in the micro-foundations of firm behaviour, i.e. in the individual and group-level processes that influence organisational decision-making and outcomes. Olga's research explores micro-level antecedents of strategic human capital formation in knowledge-intensive industries, with the particular focus on the role of globalisation in this process. Dr. Ryazanova is an active member of the Academy of Management, where Management Education & Development division is her primary home, and of the European Academy of Management, where her research contributes to the International Management stream. Dr. Ryazanova’s research has received the Global Forum Award of the MED division of the Academy of Management in 2014 and 2018, has been selected as a finalist for Carolyn Dexter Best International Paper Award in 2016, and has been published in the Academy of Management Learning & Education journal, Journal of World Business and the Academy of Management Proceedings.

To RSVP, please email business@mu.ie