

Impact Assessment: Measuring the Right Things Better

Speakers

Moderator:

Griet Houbrechts, Senior Advisor, EFMD Global Network

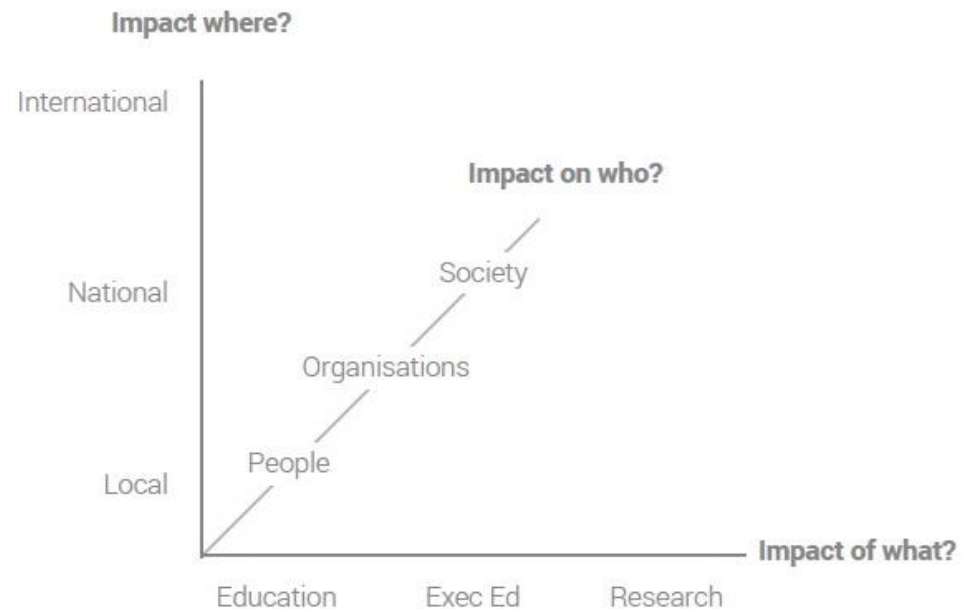
Panelists:

Ian Fenwick, Director, Sasin School of Management, Chulalongkorn University, *Thailand*

Ramon O'Callaghan, Dean, Porto Business School, *Portugal*

The term “Impact” is multidimensional

- “Impact of what?”:
 - Research?
 - Pre-experience courses?
 - Executive Education?
- “Impact on what?”:
 - People?
 - Organization?
 - Society?
- “Impact where?”:
 - Region?
 - Country?
 - World?
- “Impact when?”:
 - Now? In 5 years? Long term?



In which context is
your school operating?

The story of Sasin, founded 1982

Founding Partnership

1982 - 1992



Diversification

1992 - 2002



Global Recognition

2002 - 2012



Transformative Action Learning

2012 - 2019

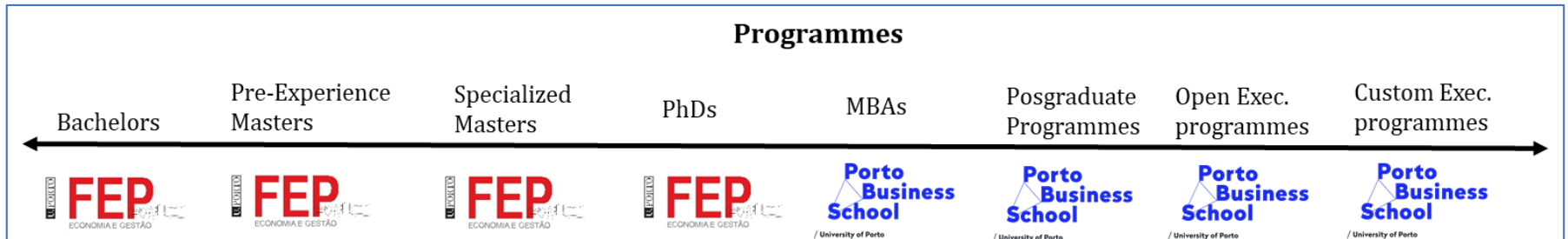


Sustainability through Entrepreneurial Mindset

2019 -



Institutional Context



When assessing your
impact, which areas
were especially
challenging, relevant
and strategic to your
school?

Research Impact

Key Challenge

Key Challenges

- engrained system already; with promotion consequences
- faculty think *Impact Factor* , not *Impact*
- academic rather than managerial impact
- outputs vs outcomes

“the impact of my research is the number of articles that cite my article”

“... that’s not a journal”

“that’s not a proper conference”

Outcomes

Engagement
Story-telling
Testimonials



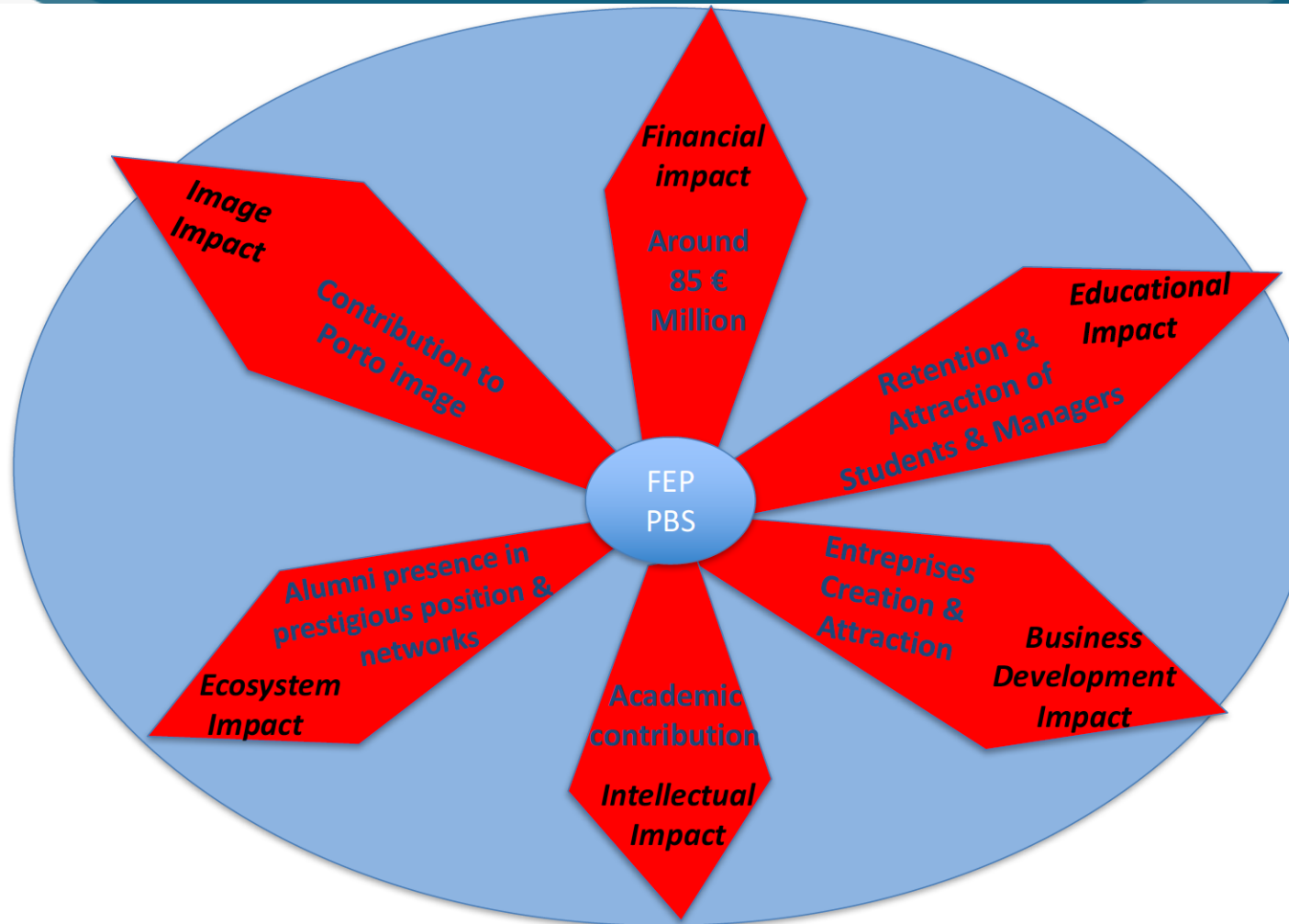
PROMOTION

Outputs

Impact Factors
Citations
Publications

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FEP PBS Impact Profile



How we measure impact

What we measure:

- Financials
- Student hours
- Faculty evaluations
- Client Satisfaction - NPS
- Publications
- Diversity
- Rankings (FT, QS, Eduniversal)
- Utilities, paper, and plastic consumption

What we do not measure:

- Relevance
- Reputation
- ROE – Return on Education
- Alumni development / progression
- New business creation
- Organizational transformation
- Societal transformation

Question:

If you could measure anything,
what would you most like to measure
that is relevant
to the impact of your school?

Question:

How can you measure this objectively,
i.e. in a way that rivals the measurement
of citations and impact factor,
and financial statements?

The story of Sasin

inspire.connect.transform

to make someone feel that they want to do something and can do it.

to feel close to someone or have a good relationship with them; to relate to others with empathy.

to change completely the appearance or character of something or someone, especially so that that thing or person is improved.

for a better, smarter, sustainable world

PBS motto

Make change happen



Associação Porto Business School (PBS) - U. Porto

Thank you for your attention!

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