Impact Assessment: Measuring the Right Things Better
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 -

**2019 Conference**
*Measuring the Impact of Business Schools*
Institutional Context

Programmes

<table>
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<tr>
<th>Bachelors</th>
<th>Pre-Experience Masters</th>
<th>Specialized Masters</th>
<th>PhDs</th>
<th>MBAs</th>
<th>Postgraduate Programmes</th>
<th>Open Exec. Programmes</th>
<th>Custom Exec. Programmes</th>
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Measuring the Impact of Business Schools
When assessing your impact, which areas were especially challenging, relevant and strategic to your school?
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
FEP PBS Impact Profile

- Image Impact
- Contribution to Porto Image
- Alumni presence in prestigious position & networks
- Ecosystem Impact
- Intellectual Impact
- Financial Impact
- Around 85 € Million
- Educational Impact
- Retention & Attraction of Students & Managers
- Entreprises Creation & Attraction
- Business Development Impact

2019 Conference
Measuring the Impact of Business Schools
How we measure impact

What we measure:

• Financials
• Student hours
• Faculty evaluations
• Client Satisfaction - NPS
• Publications
• Diversity
• Rankings (FT, QS, Eduniveral)
• 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 thing or person is improved.

for a better, smarter, sustainable world
Thank you for your attention!

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