

# The University In A Corporate Culture

Motorola. Sun Microsystems. Charles Schwab. Toyota. These global business leaders have bred excellence through innovative executive and management development organizations that go well beyond traditional job training. Known as corporate universities, these entities are essentially strategic partners of their sponsoring companies. Often working in conjunction with traditional educational institutions, they boast cream-of-the-crop faculty from the academic and business communities. Once the province of only the largest corporations, corporate universities are fast becoming the standard at smaller companies as well. This comprehensive handbook is a valuable resource for companies of all sizes who are considering (or already developing) enhanced professional learning programs. Featuring contributions from experts at ten different corporate universities, academic institutions, and consulting firms, the book addresses the three major components of corporate university success: organization, content, and processes. From structural and financial models to the role of technology, from curriculum development to evaluation approaches and measuring ROI, here is a wealth of information on this major development in professional education.

Cathrin Huber investigates the reputation of multinational corporations and provides novel insights and important implications for researchers and managers based on theoretical considerations and empirical analyses. She shows that country-specific factors like cultural or political factors, but also institutional differences between countries as well as firm-specific resources in a country influence the corporate reputation-consumer behavior relationship. Additionally, an overview of the main cultural approaches and how they influence consumers'

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corporate reputation perceptions is given.

This book presents a critical analysis of the corporate university. The author's personal narrative unfolds between the reality of the corporate university and the rhetoric of the entrepreneurial university, which allows the author to reveal how the corporate university is structurally antagonistic to the activities of entrepreneurial intellectuals. The book not only explores the internal contradictions of the corporate university, but the complicity of its bureaucratized intellectuals in reproducing the iron cage of bureaucracy. Drawing on the legacy of Pierre-Joseph Proudhon, Barrow argues that entrepreneurial intellectuals, whether as individuals or in small groups, must take direct action to improve their own conditions by steering a tenuous course between the market and the state.

A book on mergers, acquisitions and corporate restructuring for students and practitioners of finance.

In the face of increasing social demand and cutbacks in state budgetary support, universities in African countries are now turning towards a multicampus system strategy. As African governments have adopted neoliberal education policies that place premium on entrepreneurialism, profit making, privatization, and markets as drivers of university development, a reshaping of the academic work and organizational framework have taken place. However, little is known about the impact of this paradigm shift on access, quality and governance in higher education. This book fills the void in research and academic knowledge about the impact of the emerging university configurations in Africa. It analyzes the paradox surrounding the performance of multicampus university systems as avenues of broadening university access but whose structural success may be qualitatively contested. This book

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offers a refreshing examination of the African multicampus university system from both an African and global perspective. It makes use of empirical data from Kenya collected during extensive fieldwork along with substantive library and documentary resources on the rest of the continents to fortify arguments and demonstrate important conclusions. This allows for a comparative analysis of policies and strategies used in the establishment of campuses, both within and beyond national boundaries in the continent, and will be a welcome contribution to the existing repertoire on African universities.

Explores the university's altering landscape, the conflicts over its core values and legitimacy, and the challenge for the university to negotiate the new landscape and to redefine itself within a larger educational context.

A collection of essays on the role of business in society. This book provides provocative analysis, cultural and historical context, and solutions from the public, private, and non-profit sectors toward more responsible, ethical, and accountable business. It features articles by the world's leading scholars, executives, and practitioners.

Corporate Governance is a subject of great interest to academics, investors, and politicians throughout the world. Corporate governance is associated with the way firms are managed and controlled. Countries have adopted different governance systems to resolve the corporate governance issues. Anglo-Saxon systems differ from European and Japanese systems, and Eastern Europe and China, for instance, experiment with the way private organizations should be governed. Despite the great interest and intense debate, empirical evidence on the effectiveness of various governance systems is still sparse. This book brings together most current contributions from various perspectives and from an international angle. The book is an

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essential reading for academics, university students, practitioners, investors, politicians, and legislators.

This edited book is devoted to an issue of increasing importance in management theory and practice-organizational identity. The concept of organizational identity has received attention in many disciplines such as strategic management, marketing, communication and public relations and organization theory. In practice a number of consultancy firms have specialized in identity management, while a number of academic conferences with a special focus on identity has developed. As globalisation of business and of organizations of all kinds become the norm rather than the exception, issues of collective identities take on a strategic importance. There has been, however, very little integration among the various disciplines and practices, resulting in conflicting definitions, and little cumulative research. The aim of *Organizational Identities* is to further understanding about collective identities by bringing together contributions from various management disciplines. To this end, the editors have developed an integrative framework - the five-facet framework - that allows articulation of contributions from disciplines as diverse as strategic management, organization theory, marketing and communication. Sixteen scholars from Europe and the US have contributed nine chapters that explore various aspects of collective identities using this five-facet framework. The result is the first book to bring together contributions from various fields and integrate them into a single conceptual framework. The book will be useful both for

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academics and for practitioners. It includes a balance of theoretical and empirical chapters, and presents original empirical data drawn from field research in a variety of settings.

Proceedings of the 12th European Conference on Management, Leadership and Governance

Companies can no longer expect to engage in dubious or unethical corporate behaviour without risking their reputation and damaging, perhaps irrevocably, their market position. Irresponsible corporate behavior not only deprives shareholders of long-term returns but also ultimately imposes a cost on society as a whole. Sustainable business is about ensuring that entities contribute toward positive social, environmental, and economic outcomes. Bad business behaviour is costly for stakeholders, for markets, for society, and the economy alike. To ensure that a company behaves well, the buy-in of the leadership team is crucial. The full commitment of the board of directors, in conjunction with the senior managers of the organization, is required if an organization is to be socially responsible. In this sense, leadership does not reside with an individual (the CEO) within the organization but with all of those at the apex of corporate power and control. Effective change management requires enlightened and capable leadership to instigate and drive the process of embedding a sustainable and socially responsible corporate philosophy and culture that supports good business decision-making. A profound understanding of the requirements of such a leadership process

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will help corporate managers become highly effective change agents. Governance will be the main driver of this change. For the economy and financial markets to become sustainable and resilient, radical changes in corporate leadership need to take place. Integrated reporting, government regulation, and international standards will all be important factors in bringing about this change. As well as understanding the effects of corporate behavior on financial markets, such an understanding is also now imperative in relation to the social and environmental contexts.

Wannabe U  
Inside the Corporate University  
University of Chicago Press

Adam the lion in charge of Rainbow needs to find a leader for Red, one of his regional operations. Following traditional models, he brings in various leaders from outside the community. After they each fail, he looks inside the Red community for local talent. There he learns that the usual models may not work and other options can be successful.

Companies Act, 2013 is the culmination of several years of effort to enact a new legislation governing companies to replace the Companies Act, 1956. It marks a major step forward and appreciates the current economic environment in which companies operate. Corporate Laws is based on the Companies Act, 2013. Students of other Indian universities will also benefit from this book. KEY FEATURES • A comparison of the provisions of the new and old laws has been given in every chapter • All recent amendments and rules relating to corporate laws have been incorporated • Interesting

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examples/case studies derived from landmark rulings have been given • Questions from recent examinations

The emphasis on corporate universities has been a driving force in moving companies beyond a restricted approach to training, to a central vision for learning within the organization. However, there have been failures and many corporate universities have struggled to bring a business rigour to learning or to align their development with the key business and financial drivers of the organization. It is time for the Corporate University to demonstrate how business rigour, handled deftly and with strong and perceptive leadership, can revolutionize learning both inside and outside the organization. The Handbook of Corporate University Development is an important catalyst towards this process. It draws on experience from around the world, to provide anyone responsible for strategy and learning at senior levels in government, education and business with a picture of current best practice.

Prominent scholars in this book move boldly beyond critique to show how and why the critical functions of a democratically informed civic education (not merely professional training) must become the core of the university's mission. They show why higher education must address what it means to relate knowledge to public life, and social responsibility to the demands of critical citizenship. Moreover, they show why democratic forms of education and various elements of a critical pedagogy are vital not only to individual students, but also to our economy and our democratic institutions and

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future leadership. Visit our website for sample chapters!

This volume covers cutting edge theory and cases in lifelong learning in both corporate and higher educational contexts. It includes studies of both prestigious world-class executive education and programs of regional universities. Analysis of the experience of innovative efforts to provide management education transcending normal degree program structures in both advanced nations and developing ones is provided. Partnering of corporate universities with traditional ones is discussed as a means of helping 21st century firms to develop management know-how to fit changing needs and opportunities. Executive education programs are presented as laboratories in which curriculum innovations integrating adult learning theory with professional development can be nurtured. How executive education programs can be designed to create learning communities that foster learning mindsets is described. One frame-breaking approach described is that of arts-based management learning as an expressive means to generate innovative and stimulating continuing management education experiences. Another chapter presents and explains best practices in leadership development are presented from a study of top firms. How the capacity for creative lifelong learning can be developed in undergraduates through embedded assessments is reported. A chapter reports on the efforts to

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support the European Council by constructing Europe-wide lifelong management learning and its provision to participants of a toolbox of ideas, concepts, models and methods that can be usefully used to promote lifelong learning.

The Corporate University Workbook gives you everything you need to create effective, systematic, learning infrastructure within your organization. As a result, you will develop employees who are capable of adapting to rapid changes and who deliver the results your business needs! This resource offers a dynamic combination of practical methodology, best practices, and step-by-step guidance. The Workbook and its companion website are filled with the tools, templates, and activities you need to develop and implement a corporate university. Build a corporate university in your organization and develop human talent in an effective and measurable manner. The Corporate University Workbook will help create a highly effective corporate university that will Identify your organization's competencies and skills Develop the specific development programs with internal or external formal training, experiential learning, and coaching Encourage the growth of informal learning communities Foster networking and the exchange of learning Help you build learning into the work process Disseminate and increase knowledge Help employees develop strong career choices and skills Anticipate the skills, competencies, and abilities your organization will need in the future

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CSR encompasses broad questions about the changing relationship between business, society, and government. This Handbook is an authoritative review of the academic research that has both prompted, and responded to, these issues. Bringing together leading experts, it provides clear thinking and new perspectives on CSR and the debates around it.

International cost of capital...blockage discounts . . . valuation issues unique to ESOPs...specific valuation issues for sports teams...capital structure in emerging growth companies...methods for calculating equity risk premiums...These days, understanding the complex issues in advanced business valuation requires a team of experts. The HANDBOOK OF ADVANCED BUSINESS VALUATION is your team of valuation experts—nationally recognized practitioners and legal minds from across the country who provide authoritative answers and innovative solutions to your most perplexing valuation questions. Structured in a user-friendly, general-to-specific arrangement, The HANDBOOK OF ADVANCED BUSINESS VALUATION represents a broad cross section of the latest conceptual thinking on the subject. Only in this thought-provoking volume will you find: Abstracts and interpretations of recent empirical studies in lack of marketability, blockage, and more; In-depth treatment of specialized valuation issues from many industries—including healthcare, technology, and sports

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franchises; Lucid, intuitive explanations of complex and esoteric procedures for intercompany transfer pricing analyses and ad valorem property tax appraisals. Like its predecessor volume VALUING A BUSINESS—which covered basic business valuation concepts and practices in authoritative, all-encompassing fashion—The HANDBOOK OF ADVANCED BUSINESS VALUATION provides a new benchmark of advanced, contemporary discussions for investors and experienced business valuation practitioners. Valuation experts from PricewaterhouseCoopers, Ernst & Young, Willamette Management Associates, Arthur Andersen, American Appraisal Associates, and more combine their expertise in this well-written, thoughtful, and convincing reference—one with absolutely no close rival in the flourishing field of business valuation and security analysis.

This book presents initiatives that were launched or are currently being pursued in the name of CSR, and showcases how different dimensions of CSR, sustainability, ethics and governance can help to solve global challenges. Contributions by international experts from Australia to Bangladesh and from Nigeria to Spain address current issues in their respective country, such as challenges faced by nations, initiatives launched in the name of CSR, and attempts on the part of small and medium sized enterprises to promote CSR

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initiatives. This volume provides readers with in-depth insights into CSR and important initiatives around the globe intended to encourage more responsible behavior.

Based on years of observation at a large state university, Wannabe U tracks the dispiriting consequences of trading in traditional educational values for loyalty to the market. Aping their boardroom idols, the new corporate administrators at such universities wander from job to job and reductively view the students there as future workers in need of training. Obsessed with measurable successes, they stress auditing and accountability, which leads to policies of surveillance and control dubiously cloaked in the guise of scientific administration. In this eye-opening exposé of the modern university, Tuchman paints a candid portrait of the corporatization of higher education and its impact on students and faculty. Like the best campus novelists, Tuchman entertains with her acidly witty observations of backstage power dynamics and faculty politics, but ultimately Wannabe U is a hard-hitting account of how higher education's misguided pursuit of success fails us all.

Volume Two of Business and Society 360 focuses on research drawn from work grounded in "corporate social responsibility" and "corporate citizenship."

Effective corporate governance, or the set of controls and incentives that drive

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top management, originates both outside and inside the firm and assures investors who hope to commit their capital. Essential when buying stocks in one's own country, effective corporate governance is even more important abroad, where information can be less reliable and investor influence (or protection) more limited. In this collection of articles from the Journal of Applied Corporate Finance, more than thirty leading scholars and practitioners discuss the possibilities and limitations of global corporate finance and governance systems, whether in Europe and North America or in the emerging markets of Israel, India, Korea, and South Africa. Essays discuss the political roots of American corporate finance; the structural and financial variations between international corporations; control premiums and the effectiveness of corporate governance systems; debt, folklore, and cross-country differences in financial structures; the driving forces behind the East Asian Financial Crisis of 1997; corporate ownership and control in India, Germany, France, and the United Kingdom; financial and economic lessons of Italy's privatization program; changes in Korean corporate governance; sovereign wealth funds; and the new organization of Canadian business trusts. A special roundtable discussion addresses shareholder activism in the U.K.

Since CAFE standards were established 25 years ago, there have been significant changes in

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motor vehicle technology, globalization of the industry, the mix and characteristics of vehicle sales, production capacity, and other factors. This volume evaluates the implications of these changes as well as changes anticipated in the next few years, on the need for CAFE, as well as the stringency and/or structure of the CAFE program in future years.

During the boom times, governments championed de-regulation and business responded by adopting an anything-goes attitude. In these straightened times, strategic analysis has to engage with the challenges that society faces to create resilient corporations fit for the 21st century. In *Corporate Strategy in the Age of Responsibility*, Peter McManners, provides a strategic framework for navigating the new economic environment. The book steers senior business leaders towards radically new strategic thinking for surviving and thriving in a challenging and changing environment.

Carter Winkle provides empirically derived insight into both positive and negative implications of the contemporary phenomena of partnerships between universities and private, for-profit educational service providers resulting in matriculation pathway programs for non-native English speaking students in the United States.

What is business for? On day one of a business course, students learn that the purpose of business is maximizing shareholder profit. This single idea pervades thinking and teaching about business around the world - but it is fundamentally wrong, according to the author of this book. This idea has had disastrous and damaging consequences for economies, the environment, politics, and societies. In this book, the author challenges the fundamentals of business thinking by proposing a new agenda for establishing the corporation as a force for promoting economic and social wellbeing in its fullest sense - for customers and communities.

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The author presents a prescription for improving corporations, their ownership, governance, finance, and regulation. Drawing insights from business, law, economics, science, philosophy, and history, the author demonstrates how the corporation can realize its full potential to contribute to the economic and social wellbeing of the many, not just the few.

A step-by-step guide on how to create a corporate university that works in your culture

This interdisciplinary collection places corporate security in a theoretical and international context. Arguing that corporate security is becoming the primary form of security in the twenty-first century, it explores a range of issues including regulation, accountability, militarization, strategies of securitization and practitioner techniques.

Advances in Financial Economics Vol 19 is peer reviewed and focusses on International Corporate Governance.

Corporate social responsibility is examined in this book as multi-stakeholder approach to corporate governance. This volume outlines neo-institutional and stakeholder theories of the firm, new rational choice and social contract normative models, self regulatory and soft law models, and the advances from behavioural economics.

In *Corporate Jurisdiction, Academic Heresy, and Fraternal Correction at the University of Paris, 1200-1400*, Gregory S. Moule explains how the theological faculty acquired independent jurisdiction over cases of academic heresy among its membership.

The failure of many governments to provide basic rights for their citizens has given rise to the expectation that globally operating corporations should step in

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and fill governance gaps, for example in the area of human rights. Today, many large multinational corporations claim to conduct business in a socially responsible manner, yet no tools exist to assess whether and to what degree they have indeed systematically revised their business practices to take on these new responsibilities. *Managing Corporate Legitimacy* addresses these research gaps by clarifying the role of the corporation as a private actor in global governance at conceptual and empirical levels; by contributing to our theoretical understanding of CC as a new phenomenon in globalization; and by furthering the development of appropriate approaches to CC in practice through its toolkit. The tool structures the implementation process in five learning stages (defensive, compliance, managerial, strategic and civil). The final civil stage describes political corporate behaviour. The author includes an empirical assessment of five Swiss multinationals in this book which reveals that most companies – even those with relatively long-standing and mature policies on social and environmental issues – have only just started to learn how to become corporate citizens. The book therefore concludes with a discussion of an issue-specific extension of the assessment tool and presents methods for setting priorities in the approach to corporate citizenship that may also facilitate corporate engagement with stakeholders. The tools developed in this book provide practical

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and detailed guidance for implementing and embedding CC and managing corporate legitimacy. It will be essential reading for practitioners looking for ways to legitimize their engagement with societal issues and for academics considering how we can better measure the engagement of business with CC.

As there is no current book that deals extensively or exclusively with survey research in corporate finance *Survey Research in Corporate Finance* is the only one of its kind. For even while there are numerous books on survey methodology, none focus on this methodology as specifically applied to corporate finance. In the book, Baker, Singleton, and Velt do nothing less than provide an overview of survey methodology useful to financial researchers, synthesize the major streams or clusters of survey research in corporate finance, and offer a valuable resource and guide for those interested in conducting survey research in finance. Thus this volume will be an essential reference for practitioners, academics, and graduate students-who all must know the methodology of finance survey research. In addition to methodology, the book identifies areas that will be best served by survey-based research. Researchers will have a wealth of information regarding past surveys and will be aware of suitable candidates for future surveys. Several chapters are devoted to synthesizing survey results on major issues in finance. These will help decision makers in

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finance and in non-finance firms to acquire knowledge learned from years of communications between academics and practitioners.

From the moment the first corporate university (CU) was created and the term was coined, the central metaphor of university has proved a double-edged sword. The emphasis on university has been a driving force in moving companies beyond a restricted and siloed approach to training, to a central vision for learning within the organization. On the other hand, there have been failures and many corporate universities have struggled to bring a business rigour to learning or to align their development with the key business and financial drivers of the organization. Handbook of Corporate University Development draws on experience from around the world, to provide anyone responsible for strategy and learning - at senior levels in government, education and business - with a picture of current best practice. The Handbook is not a prescriptive 'how-to', rather an exploration of key issues such as: Who owns a corporate university initiative? How is the funding managed? How is the CU aligned with business strategy? How do CU directors and project managers deploy resources? How do they deal with suppliers? How do they report and measure CU performance? What are the processes and technologies needed to provide and support different forms of learning? How can you blend different media? How do you assess what learning

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has taken place? What are the future prospects and potential for corporate universities? It is time for the corporate university to demonstrate how business rigour, handled deftly and with strong and perceptive leadership, can revolutionize learning both inside and outside the organization. Handbook of Corporate University Development is an important catalyst towards this process. The decision to engage in corporate social action (CSA), and the debates regarding its costs, benefits and implications to corporate performance represent a demanding issue for scholars and managers. Research is inconclusive regarding the causal relations between CSA, corporate social performance (CSP) and corporate financial performance (CFP), despite numerous empirical and theoretical studies devoted to the issue. This book presents an in-depth study of corporate social action and the factors influencing a decision to engage in it. Going beyond the causal relationship between CSA and firm performance, the book stresses the link between CSA and a firm's core managerial policies and practices, reflecting the complexity and varied facets of CSA and the numerous internal and external factors that influence its outcomes. The book draws on the experiences of various industrial sectors to reveal the importance of a range of issues such as top management pay dispersion and ownership structure, which may influence the firm's decision to engage in CSA. It also explores some of the

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external influences on firms, such as institutional norms, the geopolitical environment and the industrial sector. The first part of the book provides an overview of the thematic issues of CSA and performance. The second part presents a series of empirical studies that examine factors and determinants of CSA. The third part presents case studies to illustrate the processes and outcomes of CSA policy and strategy in environmentally hazardous industries.

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