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Professors as value agents : a typology of management academics' value structures

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Abstract

The paper addresses the paradox of value-free science and the need for value-oriented management education. Taking the values discussion in the German management community as an example, we identify two stereotypes in management literature: an allegedly value-free scientist who limits responsibility to economic aims and a value-laden academic who accepts responsibilities for societal aims and who aims to influence students' values. These stereotypes are then challenged against empirical data from a global survey of management academics. While the stereotypes are shown to be of only limited relevance, five clusters of management academics are identified based on their economic values, their social values and their intention to influence their students' values. As determinants of cluster attribution, cultural environment and discipline prove the most influential on value differences in the global sample. Gender, in contrast, has no significant impact. Finally, implications for higher education institutions are derived that may help to cope with values more consciously and more professionally. (HRK / Abstract übernommen) Moosmayer, Dirk C., E-Mail: dirk.moosmayer@wiwi.rwth-aachen.de