## Shanghai Jiao Tong 4<sup>th</sup> International Business School Shanghai Conference

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## Symposium of Business School Rankings

Steven J. DeKrey, PhD
President
Asian Institute of Management



### Beginning of MBA Media Rankings

### 1983-Compared colleges

U.S. News

"America's Best Colleges"



#### 1988-Took Over the Brecker Study

**BusinessWeek** 

Biannual Best Full-time MBA

Rankings

#### 2001

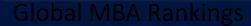
Wall Street Journal
Rankings

### 1985-First Market Study

Dick Brecker, of Brecker and Merriman Wall Street Journal-Printed the results "Top schools may not be top schools."

### 1999-first Global Ranking

The Financial Times



#### 2002

Economist Intelligence Unit/
The Economist

"Which MBA" started their Rankings

### SOME BLAME RANKINGS

"U.S. business schools are locked in a dysfunctional competition for media rankings that diverts resources from long-term knowledge creation, which earned them global pre-eminence, into short-term strategies aimed at improving their rankings."

DeAngelo, DeAngelo, and Zimmerman, 2005
 What's Really Wrong with U.S. Business
 Schools?

# Schools Need to Care about rankings!

- Top reason for choosing an MBA program is reputation.
- Best single source of reputation data is media rankings.



## Results Depend on Criteria

Media Organization	Survey Criteria/ Components
The Financial Times (FT)	Quantitative and qualitative measures
U.S. News	Deans surveys
	Job placement
	Admissions data
BusinessWeek	Market-oriented
	<ul><li>Graduate surveys</li></ul>
	<ul><li>– Employer surveys</li></ul>



# The Ranks are statistically indefensible

- Typical standard error crosses many ranks.
- The Financial Times four clusters are defendable but in small print.
- Weightings vary across rankings.
- The Financial Times uses PPP confidentially and may overweight salary data.



## Asian Schools Making Progress

- *Asia Inc.* rankings in 1990s to 2005
- Only Asian Schools
  - very unreliable
- The Financial Times Global MBA Rankings
   2012 9% of Top 100 are in Asia
- *The Economist* "Which MBA" Rankings 2011 13% of 100 schools are in Asia









	CRITERIA	WEIGHT
1.	Weighted Salary	20%
2.	Salary % Increase	20%
3.	Research Rank	10%
4.	International Mobility	6%
5.	<b>Faculty with Doctorates</b>	5%
6.	Doctoral Rank	5%
7.	Other Criteria	34%





	CRITERIA	WEIGHT
1.	<b>New Career Opportunities</b>	35%
2.	Personal Development/ Education Experience	35%
3.	Salary Increase	20%
4.	Potential to Network	10%

## The HKUST FT MBA Story

- University was founded in 1991
- 2000 ranked no. 70 out of 75
- 2012 ranked no. 9 out of 100
- Key success factors:
  - 1. Diversity
  - 2. Research
  - 3. International
  - 4. PhD's Scholars

## FT:The Kellogg-HKUST EMBA Story

- Founded in 1998
- 2001 FT rank no. 9
- 2009 FT rank no. 1
- 2010 FT rank no. 1
- 2011 FT rank no. 1
- Key success factors:
  - 1. Salary
  - 2. International
  - 3. Diversity

## The Financial Times Rankings



The criteria of the Financial Times are defendable, and the results are helpful, so HKUST promotes them. Not all schools do: Asia Institute of Management, not yet!

## Past Results: Challenges for AIM



### PAST RESULTS

- 2009 and 2011 Economist ranked no. 13 in Asia/Australia
- 1996 ranked no. 3 in Asia Pacific by Asia Inc. (top rank)
- 2011 ranked no. 1 in Asia by "Beyond Grey Pinstripes"
   MAJOR CHALLENGES
- Salary of graduates and diversity of recruiters should increase
- Diversity and student intake needs strengthening
- Number of Scholars and journal articles needs to increase

## Thank you!

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President
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