

Business Member Participation on the AACSB Exchange



As a key membership advantage, business members are encouraged to participate in the [AACSB Exchange](#) where they can establish themselves as industry experts and thought leaders within the AACSB Global Network. The Exchange Terms of Use do outline that advertising and commercial solicitation is strictly prohibited. However, these terms are not meant to preclude meaningful input from the business member segment in the virtual discussions hosted on this platform. Business members are valuable voices in the AACSB Global Network and should contribute ideas, insights and experiences to these discussions. The following guidelines are put forth to help clarify how business members can and should contribute to Exchange discussions.

General Guidelines

Business members often have a comprehensive view of the business education landscape and this is valuable to educational members whose views tend to be focused to their demographic(s). All discussions can benefit from business members who have this unique view and consistently monitor the business education landscape. Business members can offer these insights (often without even mentioning their products and services), and this in turn establishes them as industry leaders and memorable voices among business educators. While the below concepts provide examples and place framework around business member participation on the Exchange, we encourage the ultimate mindset that our business and educational members are partners serving the business education industry. We are appreciative of all voices participating in virtual discussion on the AACSB Exchange and engaging in collaborative efforts in advancing business education.

Data

Business members often have research and data that could provide valuable insights to business schools. If your organization conducts research and has data points that would lend insights to specific discussions, you are encouraged to share this information as a means of lending to the discussion. Contributions should be specific and not require fellow members to purchase products in order to gain more information.

Client Feedback

There are frequent conversations on the Exchange where business schools are seeking advice on solutions to meet their goals. Assessment software is a common example. If you provide solutions for the topic on which the member is seeking feedback, chime in and mention your product (name only) and offer the name of a current client that would be able to provide a peer review of this product. In such instances, please be sure to have permission from your client to share their name. If members are interested in pursuing your product, these conversations should be at the direction of the member and held privately, not within the Exchange.

Event Experiences

Have you recently attended an AACSB event? Often, conversations occur at events, whether formal sessions or informal networking settings, where business members can offer unique insights and solutions to business school needs. Business members are encouraged to start a discussion thread in event communities – drawing on these conversations and what insights they can offer. This does not have to be a product or solution available through the business member, but rather can be recognized trends, or even general industry knowledge shared.

Have questions on utilizing the Exchange? Curious if your desired post is appropriate?
Please feel free to contact us and we will be happy to advise! Contact Exchange@aacsb.edu.