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Editor-in-Chief's Introduction

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Editor-in-Chief

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In this issue, we present the 2010 White Papers, a special series on two of the most important topics of our day – innovation and sustainability. As is customary with our annual White Paper series, the papers examine their topics by reviewing past history, laying out where we presently stand, and suggesting what the future might look like in the areas with which they are concerned. Our authors are quite distinguished and have long been experts not just within their disciplines, but in the areas of their paper topics. Also in this issue, our Reviews and Research of Note section has contributed three reviews, all linked by discussion of values on some level; these reviews deal with outstanding recently published articles and a book on evidence-based management (EBM), our global economic crisis, and personal values.

Headlining the issue are the four White Papers. Dilip Mirchandani, past President and a Fellow of the Eastern Academy of Management, is the guest editor of this section, and he has written a special guest introduction that follows. I will only briefly mention each of the papers. In “Sustainability Principles: A Review and Directions,” authors Paul Shrivastava and Stephanie Berger, experts on sustainable development of the enterprise, trace the development and history of a set of organizational policy sustainability principles proposed in a publication 23 years ago by the United Nations’ World Commission on Environment and Development; they explore how these principles should be made more useful and practical for organizations of all types today and into the future. In the second paper, Shanthi Gopalakrishnan, Eric Kessler, and Joanne Scillitoe review the innovation literature in “Navigating the Innovation Landscape: Past Research, Present Practice, and Future Trends;” using extended examples from the practices of such different innovative giants as Google, Johnson & Johnson, and Disney, they present some “concrete guidelines” for managers to use in pursuing future innovation. We are pleased to feature as authors of the third paper, the 2009–2010 President of the Academy of Management, Susan Jackson, in collaboration with co-author Janghoon Seo; their paper “The Greening of Strategic HRM Scholarship,” discusses human resource management scholars’ lack of sufficient attention to study of the innovations required in dealing with sustainability issues, and it makes an urgent call to these scholars to contribute an enhanced practical



and theoretical HRM perspective to the challenge of sustainability to enterprise. The last paper, by Kathleen Dechant and Lauren Dechant, "Using Systems Theory to Conceptualize the Implementation of Undergraduate Online Education in a University Setting," details the history of introducing online innovation in a university setting and derives a model for the introduction of educational innovation to educational institutions from the experience of others as well as that of the authors, themselves.

We are also including three excellent reviews in this issue. Don McCormick details the progress of EBM in our literature and our classrooms as presented in the (2009) critique of a critical article of EBM in *Academy of Management Perspectives*. Don focuses on the need to infuse values in EBM in his interpretation of the reviewed article, "Evidence-Based Management: Concept Cleanup Time?" by Rob B Briner, David Denyer, and Denise M Rousseau. In our second review, Professor of Finance and Business Economics, Frank Werner, reviews Gerald F Davis' *Academy of Management Perspectives* (2009) article, "The Rise and Fall of Finance and the End of the Society of Organizations," in which Davis explains how corporate practices and values have evolved to bring us a global economic crisis. This review is an

excellent précis of the past century in economics, and in it, we see both Davis and Werner calling for a preeminent role for managers in ameliorating a situation made bad by questionable ethics from the world of finance. Our review section culminates in a review of a book that puts values in the title – Mary Gentile's exciting new (2010) book entitled *Giving Voice to Values: Speaking Your Mind When You Know What's Right*. Andra Gumbus, who has used it as a text in class already, reprises a treasure trove of resources from Gentile's book to help us facilitate values reflection in our students, both young and already employed.

Finally, I would like to recognize our two new co-editors. Well, Kristin Backhaus of SUNY New Paltz is not really a new co-editor. Formerly our Co-editor of Reviews and Research of Note, she has now taken the position of Co-Editor of Current Empirical Research alongside Don Gibson. She replaces Veronique Ambrosini. Our second new Co-Editor, Devi Akella of Albany (GA) State University, takes Kristin's former position. Devi will be the new Co-Editor of Reviews and Research of Note alongside Laurel Goulet. We still have openings for co-editors of Teaching & Learning as well as of Emerging Conceptual Scholarship. If you are interested, please contact me and I will be pleased to discuss the positions with you!