

The corporation as a 'community': an oxymoron? Can business schools re-invent themselves?': The Inaugural Dean F. Berry Memorial Lecture.

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The corporation as a 'community': an oxymoron? Can business schools re-invent themselves?': The Inaugural Dean F. Berry Memorial Lecture.

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[Abstract](#)[Full Text](#)[References \(0\)](#)[Cited By \(3\)](#)[Supplements \(0\)](#)

The paper is the inaugural public lecture given at INSEAD (6.11.1999) to the memory of Dean F. Berry, former Dean of INSEAD. The author aims at inviting a debate on the role and responsibility of business schools in today's globalization process. The paper discusses some of the arguments which question the globalization and the neo-liberal ideology and wonders whether there is still a sense of the "community". Today's cult of individualism and the "I and We" debate are discussed. The paper asks whether enterprise can become or remain a "community" (when the competitive pressure induces M&A and the cult of efficiency). The answer is a positive one if business schools are willing and able to redefine their role and to become "accountable citizens" sharing a community.

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