

Strategic plan 2022–2025

LUND UNIVERSITY SCHOOL OF ECONOMICS AND MANAGEMENT



Core values

Lund University School of Economics and Management (LUSEM) is part of Lund University, and prides itself on sharing the University's virtues and guiding principles. Lund University is part of a worldwide academic community and supports the core values agreed upon in the Magna Charta Universitatum.

This document establishes the importance of autonomy and academic freedom. Universities are to be free of pressures from wider society, ensuring the freedom, integrity and quality of education and research.

LUSEM embodies the core values of the University. It is a confident, positive and relevant part of the academic community and a driving force in society. LUSEM is committed to inspirational education and lifelong learning, to partnerships with business and society, and to a student-centred perspective where students engage in continuous personal development and share the responsibility for the development of the School.

The core values are also based on the laws that a Swedish public authority has to follow. Lund University and its constituent parts are required to safeguard democracy, legality, impartiality, freedom of opinion, respect for the equal value of all human beings and ensure efficiency and service. Gender equality and diversity are fundamental principles in every part of our organisation and considered crucial for a university that should reflect society at large.

Mission

LUSEM is more than a business school. The School includes a broad range of academic fields that enable it to provide innovative, integrated, and varied education and research of a high international standard in collaboration with external partners. To succeed, LUSEM turns to its Scandinavian origins and international outlook to make significant contributions to a sustainable society and to a better world.

Vision

LUSEM is committed to high international standards embodied in the ideal of balanced excellence, which means a high quality of education, research and external engagement to understand, explain and improve our world and the human condition.

Objectives

LUSEM aims to be recognised as a broad business school of the highest standing. The School strives to continuously advance its strengths and to address external challenges. This is assured through regular quality assessments and active benchmarking with other international business schools.

THE OVERARCHING OBJECTIVES THAT GUIDE LUSEM'S STRATEGY ARE:

- Education for impact and innovation
- Relevant, reliable, and internationally recognised research
- External engagement combining research and practice, to address and solve societal challenges

Focus areas 2022-2025

Where the School is aiming in education, research and collaboration.

Education for impact and innovation

The School's overall ambitions regarding learning and teaching are to achieve a combination of classical academic values with professional skills and capabilities that are needed to take on global challenges and resolve critical issues in society. Furthermore, the School shall advance the analytical and innovative abilities of its students, increase their awareness of challenges to business and society, and prepare them for globally responsible leadership.

The School shall meet these objectives by the following means:

- Ensure that the student learning experience is based on and integrated with research;
- Create a sustainable international environment;
- Prepare students for lifelong and recurrent learning;
- Initiate innovation in learning and teaching;
- Assure "balanced excellence" where all faculty engage in teaching, research and external engagement;
- Build on our Scandinavian heritage in the development of learning and teaching activities;
- Enhance the status of learning and teaching in the academic career of our faculty;
- Combine theoretical rigour with problem orientation and relevance.

PRIORITISED GOALS LEARNING AND TEACHING 2022-2025

- Develop the programme portfolio to enhance our relevance
- Diversify student recruitment
- Enhance the integration of digitalisation in learning and teaching
- Advance our position in rankings of the MSc specialist programmes to improve our national and international competitiveness

Relevant, reliable, and internationally recognised research

All research at the School shall meet high academic standards. A diverse portfolio of research activities shall be maintained to provide the foundation for high-quality education throughout LUSEM and support relevant external collaboration and partnerships. The School shall strengthen research to advance its international position as a broad and research-based business school.

LUSEM shall address important and pressing societal challenges through state-of-the-art research. This includes rigorous theoretical and empirical work, access to research infrastructure, and interdisciplinary collaboration that strengthens topicality and quality of research. Research collaboration within the School as well as between LUSEM faculty and their national and international peers shall be encouraged and supported.

The School shall meet these objectives by the following means:

- The combination of initiatives from research groups and individuals and the strategic use of the School's resources in promoting and supporting prioritised areas;
- Fostering the training of PhD students, who make an important contribution to research at the School, through maintaining the consistently high quality of the PhD programmes across the School;
- Promoting innovative and internationally recognised research through our departments and research centres, and through external collaboration;
- Excelling in a select number of areas where our research is particularly relevant and recognised internationally. Currently (2022) these prioritised areas include Finance; Innovation and Entrepreneurship; Marketing and Retail Transformation; Organisation and Management Studies; Population Studies; and Sustainability. Prioritised areas will be subject to review on a regular basis, and new prioritised areas will be considered.

PRIORITISED GOALS RESEARCH 2022-2025

- Further improve the School's international scientific standing through incentivising more and better research activity among all faculty
- Improve impact and relevance of research activities across the School through quality assurance processes and benchmarking
- Increase external funding across the School with special focus on high-impact sources in Sweden and the EU
- Support research infrastructure and promote initiatives that serve the School's research community
- Increase collaboration within and across disciplinary boundaries within and beyond the School

External engagement to resolve societal challenges

The School was established with a vision to connect with the needs of society, industry and commerce. Today, the School has an extensive network of advisors and partners in business and society, in its vicinity and the world at large. Many of the School's new faculty arrive with corporate and administrative experience and continue to work with external partners in collaborative research and teaching.

Our goal is to further engage in matters relating to innovation and sustainability in business and society, and to do so in a local, national, and international perspective. This will enhance both the quality of our work and its impact on business and society.

The School shall meet these objectives by the following means:

- An extensive network of collaborative partners supporting and extending their interests through the Partnership foundation;
- Many collaborative projects with companies and government authorities in significant fields;
- Case-based learning that engages experienced managers;
- Collaborative work and activities commissioned by authorities and NGOs;
- Faculty and alumni holding important positions and engaging in the wider community.

PRIORITISED GOALS EXTERNAL ENGAGEMENT 2022-2025:

- Further profile the School's activities for innovation and sustainability in education and research, through PRME and other initiatives
- Enhance cooperation between external partners and students working on their degree projects
- Broaden participation and activity among corporations in the Partnership network
- Develop commissioned training for leaders in business and society to enable life-long learning
- Engage partners in programme development when relevant

Assessing progress and directionality

A strategic plan is just the beginning of the future activities and direction of the School. To accomplish the ambitious goals of the plan, it is of utmost importance that all – students, professional services staff and faculty – feel committed and work in its spirit. To ensure speed and diligence in change, the progress made on the basis of the plan will be assessed on a yearly basis by the faculty board.



Making a difference



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