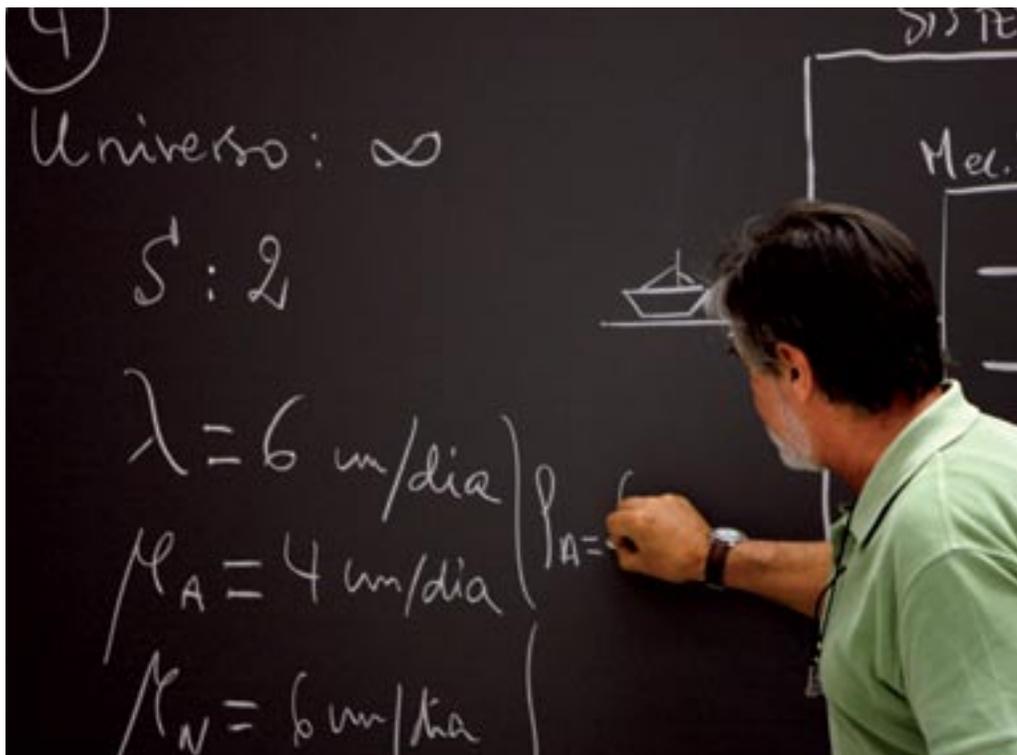


Research and innovation, conditions required for academic quality



Any academic institution aiming to create a global impact should pay particular attention to its core activity; in other words, the academic sphere. ESADE is an international level institution that aims to transform and improve the world. In order to do this, it pays as much attention as possible to the four key processes central to the creation of academic excellence. It is therefore a question of attaining the highest standards possible in 1) the imparting of knowledge, in other words, teaching 2) the summing up of existing knowledge 3) the acquisition of knowledge, and, lastly 4) the creation of knowledge.

These four areas of action are interdependent and excellence cannot be attained without focusing on all of them. An institution may, however, stand out in terms of its excellence, by concentrating its efforts on one or more of these areas. Likewise, over the course of the institution's history, the focus or concentration on each of these areas can vary significantly. Sometimes these changes are the consequence of internal evolution within the institution, resulting from progress in achievement in a given area. Rethinking priorities can also result from changes in the

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environment and the institution's desire to respond to them. It follows, therefore, that an institution setting itself the goal of offering high teaching standards, for example, may well make a bigger impact on a more local or more stable geographical area. In the same way, after attaining excellence in teaching, the institution can focus its efforts on improving its ability to sum up knowledge. However, focusing efforts exclusively on teaching and summarising can lead to the institution having significant difficulties in projecting itself further afield.

ESADE tackles globalisation by paying continuous attention to its programmes and their participants. In today's world,

however, research is no longer simply a temporary, complementary element. In the new global context, in which all voices can be heard, research instead becomes a central part of its activity, an indispensable condition. On the one hand, a discourse with global impact is a way of transforming our society and, moreover, has become one of the most powerful platforms for any academic institution. On the other hand, research, even if its results are less original, is a prerequisite for participating in the global academic debate. Finally, the demands of the research activity itself display some of ESADE's fundamental characteristics, such as rigour, high standards and a legitimate quest for excellence.





ESADE's research activity is carried out at its various institutions, centres and chairs, the very existence of which is a good indicator of its progress in knowledge creation. In each of these centres of academic activity, bridges are being built between different disciplines and other international institutions. They become small think tanks, participating in the advancement and dissemination of knowledge. They do this mainly via their publications – which, since 2005, have been summarised in the *Research Yearbook* – and also through their courses and programmes, some developed in collaboration with other universities, such as Stanford, in the field of corporate social responsibility, and Georgetown, via the Global Executive MBA.

The other aspect of research is innovation. Innovation is the aspiration to transform the status quo; to develop new ideas that have an impact, and which help improve the world in which we live. Innovation guarantees that the creation of knowledge is not simply a closed academic exercise, but rather one that is focused on change and transformation.

Over the last few years, ESADE's innovative capacity has been demonstrated by its ability to create innovative programmes in collaboration with other institutions such as Pasadena Art Center College of Design; its ability to act decisively in building European networks of excellence, such as the European Institute of Innovation and Technology, as well by the innovation provided by ESADE Creapolis Creativity Park.

Research and innovation are not a new departure for ESADE. They are the central features of ESADE's culture and constitute the core of any academic institution. They are therefore part of its identity and define a horizon, whilst revealing the desire and ambition for continuous improvement in order to attain the objective of educating students and improving society.

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