Comments from the Chair

Tony Buono
Bentley College

2001 AoM Conference
Preparations for the 2001 Washington AoM meeting are well underway. Thanks to the concerted efforts of George Trepo (PDW) and Kurt Motamedi (Program), the Division’s Professional Development Series is being finalized and the review process for the onslaught of paper and symposia submissions is being set. The Division always needs additional reviewers for the program and, if you haven’t been contacted already, I encourage you to contact Kurt to get involved in the review process. We are planning for another stellar program this coming year – but the overall number
and quality of our sessions are largely in your hands. I hope that you are in the process of finalizing a submission for this year’s meeting – please pay particular attention to the January 5th deadline!

**Lyon Conference**
The program for the March 2001 International Conference in Lyon, France is also being finalized. Please look for the conference update in this newsletter and in future announcements on the Division website.

**Elections**
We are also preparing for the next round of Division elections that will be held in February. We will be adding three representatives to the Executive Committee and selecting the next Division-Chair Elect. Please contact me – or anyone on the Executive Committee – with your nominations. *Self-nominations are encouraged.* Since Brian Peach’s term as newsletter editor and webmaster will end this year, we are also looking to fill that role.

**Academy Initiative**
On a final note, the AoM’s Board of Governors is in the process of a major strategic planning initiative that will guide the Academy’s activities for the next several years. While the analysis and strategy formulation are still in process, it looks like the AoM’s mission will continue to concentrate on the advancement of management knowledge, but with a greater emphasis on management practice, teaching and consulting – literally focusing on the strengths of our Division. The Executive Committee has been actively involved in this process and we look forward to sharing the outcomes with you over the next few months.

**Happy Holidays**
Best wishes to all for a wonderful holiday season – and don’t forget that submission for the Washington meeting!

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**Come to Washington -**

**See The Supreme Court**

Submit your paper to Kurt Motamedi by January 5th!!
A Word From The Editor
Brian Peach
University of West Florida

Newsletter Goes Electronic
This is our first pure electronic newsletter. The upside is a significant cost saving to our division. The downside is that not all of our members have correct e-mail addresses on file with the Academy, which makes it difficult to notify them of Division news. If you have not received any e-mails recently from the MC Division, please update and/or correct your information on file with the Academy. Specific instructions on how to do this are towards the end of this newsletter.

We are still working on polishing our product as we move from paper to electrons. If you have any suggestions, ideas or comments, please send them to me at bpeach@uwf.edu.

Calling all Would-be Newsletter Editors
The Division is looking for a volunteer to be our newsletter editor beginning in the Fall of 2001. This mostly a fun job and the leaders of this Division are a great bunch of people to work with.

Calling All Would-be Webmasters.
The Division is also looking for anyone who would like to be the Division webmaster. Contact Tony Buono if you are even vaguely interested. Also, if you know of someone with the talents and interest to be Division webmaster, please let Tony know.

Elections Are Coming
The Division is soliciting people who have an interest in participating in the Division without an excessive workload (like PDW Chair, Program Chair and Division Chair) to self-nominate themselves to run for the Executive Committee. Contact Tony Buono (see, Division Chairs are important).

Check Your Address
On the last pages of this newsletter are listings of those members who have incorrect postal or e-mail addresses on file with the Academy. These errors will disrupt ALL mailings from the Academy including this Division. Please check the listings to confirm your e-mail is correct.
Submit A Paper For 2001 AOM Conference in Washington, D.C.

On the next page is the Call for the MC Division program for the 2001 Academy of Management meeting. Please consider submitting a paper or symposium.

Volunteers Needed

Be A Reviewer - First, please consider volunteering to be a reviewer for papers submitted to MCD for the 2001 program. Contact Kurt Motamedi.

Reviewers will receive approximately 3 papers during mid-January that will need to be reviewed and returned by the end of the month. Given the Academy submission and review cycle, each year we are on an extremely tight deadline. While we realize that this is a busy time of the year for most of our members, the overall quality of the program is dependent on both your submissions and your willingness to participate in the review process.

Run For Office - On behalf of the Division's Executive Committee, we want to encourage you to get involved in working with your Division and become part of its leadership. We are actively recruiting members to self-nominate themselves for our executive Committee. The major requirement of Executive Committee members is to attend planning meetings at the Annual Conference. We generally meet on Friday evening before the conference for a planning session, and then go to a restaurant for dinner. A second meeting is held on Sunday afternoon, and occasionally we have a Wednesday morning breakfast meeting (paid for by the Division) if there are items to wrap up. The meetings are collegial and fun, and add to the overall enjoyment of the conference.

If you wish to self-nominate yourself or have questions, contact Tony Buono. If you wish to nominate someone else, please be sure to get their explicit permission prior to sending their names to Tony.

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Call For Papers and Symposia
2001 Academy of Management Meeting
Washington, D.C.
Management Consulting Division (MCD)

Dear Colleagues,

We invite your submission of papers and symposia on topics relating to management consulting before January 5, 2001. Management consulting involves myriad practices intersecting many disciplines. It has a broad intellectual scope and research. It traverses multitude of diverse organizations and managerial situations across the globe. The aim of MCD is to advance scholarship and practice, and provide opportunities for learning and innovations in management consulting. We encourage submission of innovative conceptual, empirical or practice-based papers and symposia, which pursue any of the following six streams.

1. *Integration* of the Academy divisions/interest groups topics with management consulting – i.e., concepts and research associated with consulting practice.
2. Current and emerging future management consulting practices, knowledge and trends across organizations and industries in the new world of multi-cultural global e-commerce.
3. Consulting with government, public, private, or family-owned organizations.
4. External and internal management consulting practices and effectiveness.
5. Management consulting careers, competencies, and educational needs.
6. Formation, strategy and development of consulting organizations and industry.

Three externally sponsored awards are available for meritorious conceptual, empirical and applied papers. Awards are provided for outstanding doctoral student papers*. (*To be considered for the student awards, authors must identify their affiliations as students on the title page of their papers.)

The deadline for submission is January 5, 2000

Please send four hard copies of your paper and its electronic version (Word 7 and above) on a virus free 3.5" IBM PC diskette with all identified by *the name of submitter(s), submission number, and presentation format* (e.g., symposium, paper, etc.) to

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UPDATE ON THE 2001 PROFESSIONAL DEVELOPMENT WORKSHOPS (PDW)
This year’s PDW1, focused on the "Basics of Consulting," will be led by a group of highly experienced professor-consultants and consultant-professors and will run from 1:00 pm to 7:00 pm on Friday, August 3. The program is a distilled version of academic courses and workshop conducted for novice consultants. Pre-registration is required. The fee is $50 including workshop materials and coffee breaks.

PDW2 will focus on specialized and advanced topics. Eleven professionals had submitted proposals and the selection process will be finalized by the end of December, 2000. Be sure to check the website for further details. PDW2 runs from 8:30 am to 6:00 pm on Saturday August 4 (including a 1-hour lunch break and 2 coffee breaks). Pre-registration is required. The fee is $50 and includes workshop materials, coffee breaks, and a lunch.

PDW3, which will be held on Sunday morning, August 5th, will feature an invited presentation by an international team of consultants (Canadian, American, and French). The list of presenters is in the process of being finalized.

Final information on the PDW program for the Washington AoM meeting will be available on the Division website during the first week of April.
CERTIFICATION OF CONSULTANTS AND PROJECT MANAGERS IN FRANCE

Georges Trepo

The issue of certification is increasingly being debated in France. One of our schools, Ecole Supérieure de Commerce de Paris – Ecole des Affaires de Paris (ESCP-EAP) has just launched a European Master of Business Consulting with the following partners:

- Microsoft
- Andersen Consulting
- SAP
- De Venir (a small consulting firm)
- SUPELEC (a top French engineering school in the "MIT league")

The program spans a 12 months period, and involves courses every two weeks on Thursday/Friday plus a Saturday morning every month, and four 3-day seminars. Its aim is to train high potential managers with 5 years experience to become internal or external consultants in charge of large global assignments (for example, company restructuring or reorganization, launching new products or services, reshaping information systems). The faculty is composed of a combination of professors, consultants and business managers. The core program, which is 190 hours, mixes theory and experience and is tailor-made for each participant.

There are 4 basic topics covered in the core program:

- Managing change in organizations, including the attitudes and behaviors required for effective change management;
- the project manager’s job;
- large international project management; and
- information and communication technology;

The four seminars focus on:

- an initial introduction through a business simulation (project management);
- e-commerce in the UK;
- management of large multinational projects in Germany; and
- a closing seminar with presentation of the participants’ individual projects.

They are now in the recruiting process and the program is due to start in January 2001. Tuition fees alone stand at $20,000 (excluding accommodation and travel) which will be about $ 5,500).
BOOK REVIEW

Terry R. Armstrong
Emerson College

The Consultant's Legal Guide
Jossey-Bass
By
Elaine Biech & Linda Bayars Swindling, Esq.

This book comes along with its own computer disk so that you have a very handy quick legal reference for your consulting practice. I, like all good reviews and the authors of this book, must warn you that it will not take the place of a real live lawyer. However, after that warning the authors go on to provide the reader with a lot of solid legal advice about consulting.

A quick review of the dust cover and it's clear that the authors know how to get rave reviews about their work. In my opinion it is a boring but necessary read if you are planning to start a practice or even if you have had a successful practice for years. As our society gets more and more litigious, consultants are finding that they are getting sued more often.

There are a lot of proclamations as to why this is happening and I don't plan on exploring all the legal ramifications of modern day consulting. The authors do give guidance about what to look out for and how to avoid lots of legal problems. However, after you read this book you will probably end up consulting with a real live attorney.

SPECIAL FORUM

The Research Methods Division, in conjunction with the Scholarship and Practice Group, of the Academy of Management has created a special forum and a separate call for “Practitioner and Practice-Grounded Research” for the 2001 annual meeting.

This is an important step in exploring approaches to increasing the relevance and usefulness of research.

Points of contact are: Terri A. Scandura, (305) 284-3746 scandura@miami.edu and Dan Twomey, (973) 443-8802, dtwomey@mailbox.fdu.edu.

The special call is posted at http://www.aom.pace.edu/rmd/calls/call.htm.

MCD Newsletter - Winter 2000
BUSINESS SCHOOL MANAGEMENT CONSULTANTS:
CONSULTANT CO-PETITION REVISITED?

Georges Trepo

Let us start with a quick: "vignette"

A.D. Little has created a school of management offering a MS (Master of Science) in management in a one year program. It is accredited by the New England Association of Schools and Colleges (NEASC) and the AACSB, and is ranked in the top 30 by the MBA career guide. 60 participants enroll for one year (see www.adlsom.edu). ADL also publishes a quarterly journal (a la McKinsey and Gemini): PRISM.

It appears more and more that a de facto "co-petition" might be taking place between academia and the big consulting firms in terms of both (1) scientific respectability and (2) the capacity of turning intellectual capital in financial capital. Of course, universities have a "natural" advantage in area 1, while consulting firms have flourished in arena 2.

This balance, however, appears to be changing. Consider the following. Consultants are publishing more and more (for example, Mercer has published at least 3 books in the last few years). The last three Strategic Management Society Conferences have been organized by McKinsey, BCG and Booz-Allan. McKinsey, Gemini, and Andersen, among others, have important research centers. McKinsey is now recruiting on the AoM web site, and numerous new Ph.Ds are being hired by these firms. While B-schools, as institutions, have not yet formally diversified into consulting (the in-house training they conduct is often tenuous at best), letting professors as individuals engage in their own consulting, when and where will it change first? Change is inevitable.
CORRECT YOUR ADDRESS

The following members had their Fall newsletter returned because the address on file with the Academy contained errors. Please check the Academy website at http://www.aom.pace.edu/ and scan down to the line that reads Academy Membership Update Online and enter corrections for any errors.

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Kevin Plamondon
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Robert Singley
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Donald Zauderer
B John Zhao
Serena Zhao

INCORRECT E-MAIL

The following members had their e-mail correspondence from the MC Division bounce because of errors in the e-mail address. Please check the listing to see if your e-mail was entered incorrectly into the Academy’s database. If corrections are needed, go to http://www.aom.pace.edu/ and scan down to the line that reads Academy Membership Update Online and enter corrections for any errors. Please note that in many cases it is a simple typo such as two dots or a missing dot. In other cases it is a missing suffix. It is critical that all e-mail addresses be correct as we enter the electronic age.

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