



## Welcome from the Chair

Dear members and friends of the MCD,

What a challenging period we are living in! Challenging, but also exciting because full of opportunities...

The pandemic and all the other phenomena in progress are changing the conditions of business management and management of organizations in general. Naturally, the consulting field is also impacted by these trends, challenges, opportunities, which force us to rethink how and why we are doing whatever we are working at. The AoM Management Consulting Division is also rethinking its future and improving the products it delivers to its clients and the way it does it, aiming for more efficiency and effectiveness in its internal processes.

We are starting 2022 with our Annual conference in preparation for this coming Summer. The MCD is dedicated to making this conference a success by encouraging authors to submit. Whenever you are a student, a faculty, a consultant, or a manager interested in the field of consulting, please make the effort to write down the work you are doing to submit it to the MCD because there is a place for you to have this work presented. We know that the papers are different depending on their orientation (academic vs. practitioner) and we will accommodate these two types of papers. Both types of papers deserve publication because they present a valuable, different, and complementary perspective on research and/or action.

Let me add that we have launched during the 2021 Fall semester several projects to explore other products and services that we could deliver to our clients. I will describe three of them. All these projects are part of a large Strategic reflection started in 2020.

Firstly, we explore the partnerships that could be established with consulting firms to open the MCD to outside players who are the real actors of the consulting field.

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### Welcome from the Chair (cont.)

Secondly, another product will be provided to our members starting at the 2021 Annual conference: a Consulting consortium, which studies the connections between academic production and consulting production. How can a practitioner publish in academic journals and how can a researcher use theoretical material in a consulting practice? This project should evolve toward production to help would-be or novice consultants develop their consulting practice.

Thirdly, our Division is looking at how it can improve its members, representatives-at-large, and officers' on-boarding, to make these individuals feel more welcome and at home within the MCD. This third project should evolve toward a more general "management" of volunteers and members.

The MCD is currently working on its five-year review to globally improve and better serve its members. This exercise is a collective work of a team inside the division and enables dialogue and reflection with the central level of the AoM and with the division members.

I want to thank all members and all officers for their hard work. If you have an interest in consulting, please join the division and explore the idea of contributing directly to its effort and production. Feel free to contact the MCD Chair, Daniel Degraeveld, at [degravelmcd@gmail.com](mailto:degravelmcd@gmail.com), to volunteer or to get to know the division better. We are currently in search of people interested in marketing and communication for which we have internal needs.

I wish everyone excellent end-of-year celebrations, and a wonderful new year 2022. I hope this new year 2022 will fill your wishes of health, prosperity, and happiness.

*Daniel Degraeveld, MCD Chair 2021-2022.*



## 2021 AOM MC Division Awards

Benedictine University Outstanding Scholar-Practitioner Collaboration Award  
**Pierre El Haddad, Carole Bousquet, Robin Richa**

Thomson South-Western Outstanding Research-Based Paper Award  
**Sophie Claire Le Lédan, Carole Bousquet**

UEC University – Enterprise Cooperation Award from the Management Institute  
**Pierre El Haddad, Dolly Bassil, Veronique Zardet, Renaud Petit**

Management Consulting Division Outstanding Field-Based Paper Award  
**Frederik Schrøder Jeppesen, Kasper Elmholdt**

Information Age Publishing Outstanding Doctoral Student Paper Awards  
**Jocelyn Boulos Eid, Marc Bonnet, Jeremy Salmeron**

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Management Consulting Division – Research Practice in International Consulting Award  
**Laura Khachan, Laurent Cappelletti**

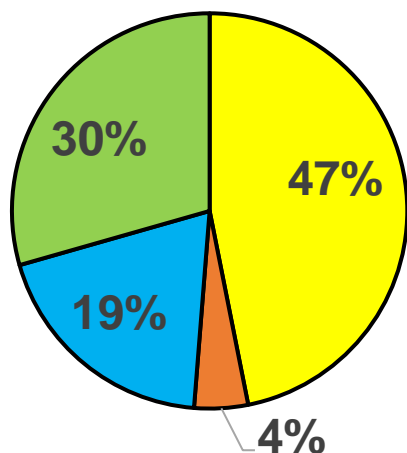
Management Consulting Division - Best Paper Award  
*“How to Accompany the Evolution of the Management of Administrative Staff in a Hospital Environment”*

**Sophie Claire Le Lédan, Carole Bousquet**

Management Consulting Division - Best Paper Award  
*“Management Consultants Navigating Competing Systems of Engagement”*

**Jeanette Hartley, Richard Holti, Giacomo Carli**

## 2021 MC Division Demographics



Academic members	47%
Student members	30% (up 3%)
Executive members	19% (down 2%)
Emeritus members	4%

**Total members: 911 (down 79)**

International 36%  
United States 64% (same % as last year)

### 5 year % change highlights

-32% drop in US executives  
-27% drop in US students

-42% drop in international executives  
-33% drop in international academics



15% increase in international students

## **The MC Learning Labs**

### ***Generating Knowledge in the Field of Management Consulting***

*by David B. Szabla*

The MC Division Learning Labs are off on a good start. This past fall we designed and facilitated two MC Division Learning Labs. One focused on management consulting challenges in the era of Covid and featured consultants Chris Schmelzer, Martin Haenick, and Chris Cancialosi who together represented small, medium, and large consulting firms. The discussion centered on current practice challenges for consultants. Many interesting practice and research ideas emerged from the conversation. A second learning lab explored how to teach management consulting. Joanne Preston, Peter Sorensen, David Jamieson, Kurt Motamedi, and Daniel Degraevael shared how they teach management consulting, i.e., approaches, key readings and texts, and assignments. For those teaching or who plan to teach consultation, this was an excellent forum as attendees heard from some of the most experienced instructors in the field. This spring we plan to offer two more learning labs before we gather in August for the 2022 conference.

A professional development workshop we are designing for potential acceptance for the 2022 conference, The Consulting Consortium, centers on how to translate research into consulting and how to convert practice into research. For scholars working in universities, we will address the question: how do I translate my published research into consulting offerings? For practitioners working on the front lines of organizations, we will address the question: how do I convert my consulting into published research? Modeled after our doctoral consortium, the session will bring together researchers, consultants, and doctoral students with seasoned scholar-practitioners and practitioner-scholars, creating a forum through which ideas can be shared and plans can be drafted to apply and disperse the research and practice achievements of scholars and practitioners in the field of management and organization consulting with the overarching goal of creating a better world.

If you have any ideas about a potential learning lab, please contact David Szabla at [David.szabla@wmich.edu](mailto:David.szabla@wmich.edu).



## **MCD Renewal: Strategy 2021-2023**

*by Daniel Degraev*

The Strategic Committee is delighted to present our three-year strategic plan, 2021-2023.

What is a strategic plan? A document that reflects about the future of an organization, and proposes recommendations for its development and improvement, as well as elements for their implementation.

MCD is non-profit organization, under the umbrella of the Academy of Management. It needs to develop its competitive advantage and to reinforce its value proposition to the audiences it serves.

Strategy 2021-2023 does exactly that: it analyses the MCD situation, and uses several tools extracted from the strategic management literature relevant to non-profit organizations, to extract/design recommendations for the evolution of the MCD.

Strategy 2021-2023 is a management tool for the Executive Committee of the MCD to reflect on the material, and especially on the recommendations. This document is a living document and will be revisited/improved according to a process described in the document.

The Strategic Committee will continue its work. A dedicated session during the Annual conference will discuss more in detail the situation and the recommendations for the MCD.

If AoM members have an interest in the MCD Strategy 2021-2023 or about being a member of the Strategic Committee, please contact me at [degravelmcd@gmail.com](mailto:degravelmcd@gmail.com).

*Daniel Degraev. PhD.*





### Recap of AOM MCD international conferences

#### 1- AI conference in China May 2021



#### 2- ISEOR/SEAM in Lyon France June 2021



#### 3- Pre-AOM conference on AI 2021 in Philadelphia July 2021



#### 4- Beirut, Lebanon: *Theme: Research with Impact for Society and the Enterprise (RISE)* November 2021

[RISE 2021](#) conference was held in partnership between [Saint Joseph University in Beirut](#), AOM MCD, and ISEOR, and organized by [NODE Network of Organization Development Experts](#).

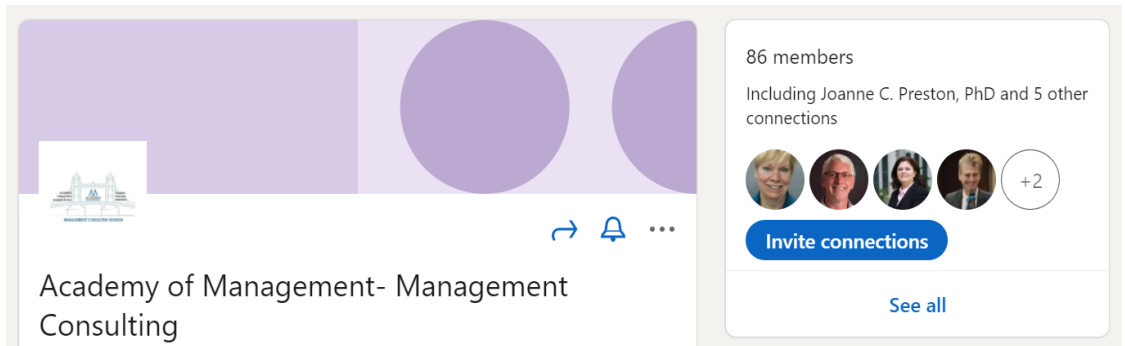
RISE 2021 was geared towards promoting applied scholarship and management consulting. In parallel, workshops about transforming field work into publications were held by Dr. Eric Sanders of AOM MCD and ISODC, and Pr. Laurent Cappelletti of ISEOR and CNAM Paris. The conference attracted authors and audience internationally, with an active participation from MCD board, notably chair Dr. Daniel Degraevl, past-chair Dr. Uzonna Olumba, and Dr. Rida Elias.

## Upcoming MCD international conferences

- 1- ISEOR/SEAM in Lyon France      **June 2022**
- 2- Pre-AOM conference on AI      **July 2022**
- 3 – RISE in Beirut Lebanon      **November 28-29<sup>th</sup> 2022**

**organized by NODE partnering with MCD, ISEOR & USJ**

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