

## Preface

This year 2001, The Rotterdam School of Management/Faculteit Bedrijfskunde is celebrating its sixth lustrum. In the thirty years of its existence, the School has evolved into an international business school, focused on the acquisition, transfer and application of knowledge, with respect to entrepreneurship and management. Research driven, because we want to pre-act on economical, technological and societal developments and their impact on management, interdisciplinary and guided by the future needs of international business. The School has preserved its distinctive pragmatic identity and has been able to build a solid reputation over the years. In fact, the School has been among the thirty best business schools worldwide the past few years.

Our School is very much aware of the power of contemporary developments in its environment and their possible far-reaching consequences for management education, ways of learning, composition of faculty and students, and the organization of business schools. The reality of the network economy is that it is causing landslide changes in the organization and management of enterprises. More and more, traditional monolithic firms have become flexible networks of international outsourcing and comakership. But these changes have their impact also on management research and education, and for business schools there is an excellent opportunity to reconfigure organizational arrangements following the same network logic. That is, why the School took, on the occasion of its thirtieth anniversary, the initiative to write this book. To show, that we recognize the changes and the consequences they have for our future activities and organization.

This book reflects on these encompassing developments. It tries to grasp the essential characteristics and dynamism of what nowadays is called “the new economy” and introduces the network perspective, in order to integrate the different characteristics of the new economy into one concept. Furthermore, it presents a particular vision on the organization of management education and business schools. On the basis of this vision, the School is actively (re)designing its strategy and preparing its future programs and activities, in order to play its role in management research and education in the coming decades.

I am proud to present this book to you. I hope that you will find enjoyment in reading it and that it will elicit new and innovative thinking regarding the organization of management education and strategy in business schools.

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Its Context, Content, and Organization

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