

## **What Orientation Should the Marketing Student Have?**

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Business schools have become one of the most influential institutions in the present day society (Morsing & Rovira, 2011). Management principles are no more limited to managing organizations, but are also being used to manage personal lives. However, various corporate scandals occurring occasionally put business education to a test of legitimacy (Cornuel, 2005; Morsing & Rovira, 2011). While earlier a business school could be considered good just based on its academic achievements, now society has started to expect business schools to be relevant for it by way of solving social issues and not only business problems (LeClair, 2016).

Occasionally the very relevance of management education to society is questioned by scholars (Emiliani, 2004), and questions like whether managers serve interests of society or their own self-interests is raised (Lagace, 2007). Though management education may be questioned, its importance in the present day society is very well pointed by Straub (2012). The present day society has gradually evolved from the hunter-gatherer society to the agriculture society, and then towards the industrial society with its division of labour. In the present day society, organizations pervade in all parts of our lives, and we have essentially become a society of organizations (Straub, 2012). Organizations range from business, education, hospital, government, non-profit organizations, etc. The quality of life in society is thus to a great extent dependent on the quality of its organizations (Straub, 2012). For these organizations to achieve their purpose, management of these organizations becomes essential, and hence the relevance of management education in society.

Having established the relevance of management education in present day society, we do realize that management principles that exhort for maximization of solely the capital of shareholders, are untenable (Rao, 2009). Thankfully, counter schools of thought like the stakeholder theory have provided a more integrative way of managing businesses. We primarily have two points to make, first, integrative principle of management should not only just be taught but also practiced by business schools. Second, Symonds (2014) points to the debate whether business schools need to globalise or localise. It is our contention that business schools are embedded in societies where they exist, and their first concern should be to present solutions to the local issues, and only then should they globalise for sharing their learnings to the outside world. We intend to explore further how these two aspects can orient students of marketing in way that is conducive to the overall well-being of society.

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