

**EXPLICIT MISSION ORIENTATIONS:  
AN ASSESSMENT OF DIFFERENCES  
AMONG DEANS OF AACSB  
ACCREDITED SCHOOLS AS TO  
ACADEMIC BELIEFS AND VALUES**

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**ABSTRACT**

**In an effort to develop insights into the newly developed AACSB accreditation criteria, this study is concerned with an assessment of differences between accredited business schools with research/teaching emphases versus those with teaching/research emphases. The dimensions over which such assessments will be made encompass the beliefs and values of deans on a number of variables which include curriculum, teaching and research issues; the business community; as well as the AACSB and a number of macro issues. Additionally, the effect of a number of institutional characteristics will be explored.**

**The study will assess whether the purported homogenization of accredited business schools has resulted in the unification of the beliefs and values of deans between the two categories; or whether there are natural differences which may indicate a precursory tendency for additional models of business education. This research is the first effort to reveal these potential differences and the development of such assessments has the potential to assist business schools in the development of mission statements and to reveal the extent of segmentation within business education today. Further, the study is occurring at a time of self-assessment and self-renewal for all of business education and the generated insights offer promise in revealing the extent that business schools may engage in unique mission modeling.**