Calibrating MBA Job Preferences: Regional and Gender Contrasts and Similarities

By

Prof. David B. Montgomery
Graduate School of Business, Stanford University

Date: Tuesday, 9 September 2008
Time: 3:00 p.m. - 4:00 p.m.
Venue: M802

All interested are welcome
Over 1300 MBA's from eleven international business schools in the US and Europe participated in this web based study. Conjoint analysis is used to calibrate the relative importance which MBA's give to some fourteen attributes of potential jobs, including the 21st Century issues of ethics and CSR. Additionally, the MBA's were asked to indicate the amount of expected salary they might be willing to forego in order to work for a more ethical or responsible company. This presentation will briefly review the overall MBA results and discuss the limitations and some mitigations relating to such things as the over time stability of attribute relative importances and hind sight bias issues.

The majority of the presentation will examine the empirical results of regional similarities and differences between MBA's from Asia/Australia, Europe, Latin America, and North America. The empirical evidence suggests both similarities as well as interesting differences. The discussion will conclude with an examination of gender effects.

Copies of the paper "Calibrating MBA Job Preferences" (hopefully a revised draft) will be available after the seminar. It is probably too optimistic to hope that the second and third papers dealing with regional and gender differences would be available by then in draft, but who knows. At least some of the results will be "hot off the computer" and your active participation is assessing what it all means will be sought.