Traditionally, management is perceived as a practical rather than a scientific endeavour. But the world has moved beyond that: management professors at leading universities around the world now have two missions. One is to engage in an ongoing conversation with managers; the other is to contribute to the body of scientific knowledge. Obviously, both missions are complementary and feed each other.

**MISSION: TO PUSH THE BOUNDARIES OF MANAGEMENT RESEARCH IN BRUSSELS VIA ULB/VUB COLLABORATION**

Ever since our School was founded by Ernest Solvay, our Faculties have been very successful in addressing the first mission of engaging with managers; the business school was geared towards educating competent business professionals. While still noteworthy, the second mission has received less attention. However, we know that Ernest Solvay had also founded a sociology institute ten years earlier. Up-to-date information and knowledge about society is never far removed from practical application. In order to live up to today’s international standards of scientific expertise, ULB and VUB management professors have decided to join forces.

In partnership with our VUB colleagues, a new “Management Research Seminar” is being set up, and a series of speakers will be invited this year. What is a research seminar? It is a congenial forum where, for a few hours, fellow researchers from foreign universities, who are at the forefront of knowledge in their field, can present ongoing research, foster debate and receive feedback. Such seminars already exist and management research is represented at these. However, the Solvay Seminar is original in that it offers a seminar designed specifically to address managerial research issues.

Such seminars are part and parcel of a public research mission, the aim of which is to disseminate knowledge freely. This benefits all participants: fellow professors, young doctoral students who become acquainted with high quality research, executives wishing to stay up-to-date with current thinking or mingle and network with any of the above. Support from both Faculties has rapidly made this idea real and feasible and the Alumni association has generously provided the means to initiate the project.

We hope to welcome you often to this new event. The programme will be posted soon (one or two Tuesdays a month at noon, alternating between VUB and ULB campuses).

Stay tuned!