



STRATEGIC PRIORITIES



Raise and Reimagine MEMBERSHIP



Define and Strengthen the VALUE PROPOSITION



Fuel DIVISION INNOVATION and SUPPORT



Reinvent MEETINGS for HYBRID, IP & VIRTUAL



Propel TECHNOLOGY for the 21st Century



Solidify OPERATIONAL SUSTAINABILITY



Raise and Reimagine MEMBERSHIP

COVID-19 has taken a deep toll on AOM's diverse, global membership. We will raise membership numbers through outreach and engagement efforts that speak to and meet the needs of distinct stakeholder groups while recovering our revenue base.



Define and Strengthen the VALUE PROPOSITION

Changes in our members' world demand that we examine our membership value proposition. Enhancing the value proposition inherently helps us to meet our mission while thinking about new ways to generate revenue. We will build our understandings of stakeholders and their needs to reveal and invest in the programs and services that deliver the greatest impact to our global community.



Fuel DIVISION INNOVATION and SUPPORT

Central to reimagining a bright future for AOM is building the strength of volunteer leaders and leveraging their capabilities. We will invest in our Divisions & Interest Groups as leaders and vehicles for delivering indispensable service to members by creating centralized support to enable innovation and scale.



Reinvent Meetings for HYBRID, In-Person & VIRTUAL

Our historical models for conferences and meetings have been upended. Guided by members and driven by a desire to provide inclusive opportunities for connecting people and ideas across the globe, we will adapt to a changed landscape and leverage our learnings from virtual experiments in 2020 and 2021 to reinvent meetings for hybrid, in-person, and virtual engagement.



Solidify OPERATIONAL SUSTAINABILITY

With a sharp eye on the operational sustainability of AOM, cost containment and revenue generation are paramount. We will balance long-term commitments with the need for flexibility to respond to a changing environment and as we work diligently to transform our current business model.



Propel TECHNOLOGY for the 21st Century

To effectively serve our diverse, global members and stakeholders in the 21st century, AOM must anticipate and deliver on rapid and continuously evolving technology needs and expectations. We will embark on a digital transformation journey that fully modernizes the organization and positions it for innovation and adaptation to large-scale change. Successful digital transformation requires cultural shifts that facilitate new ways of thinking, working and problem-solving.



ACADEMY OF
Management

Mission

To build a vibrant and supportive community of scholars by markedly expanding opportunities to connect and explore ideas.

Vision

We inspire and enable a better world through our scholarship and teaching about management and organizations.

Values

- We value high quality research, teaching, and practice in the field of management and organization
- We cultivate and advocate ethical behavior in all aspects of our work
- We provide a dynamic and supportive community for all of our members, embracing the full diversity of our backgrounds and experiences
- We respect each of our members' voices and seek to amplify their ideas
- We build cooperative relationships with other institutions committed to the advancement of scholarship and teaching about management and organization



ACADEMY OF
Management

Strategic Direction

AOM will be the premier global community for management and organization scholars and for advancing the impact of management and organization science on business and society worldwide. As a historical record, AOM's prior strategic plan is available. The statement of strategic direction is informed by the following driving goals.

Driving Goals

For Members

- AOM will connect members of the global management and organization community with one another and with external audiences through an unparalleled portfolio of engagement opportunities that transcend technological and geographic boundaries.
- AOM will provide a diverse membership indispensable value characterized by extensive professional services, vibrant volunteerism, interactive communities, and re-imagined governance.

For the Field of Management and Organizational Science

- AOM will fundamentally advance knowledge creation and content dissemination for greater relevance and impact on a diverse set of stakeholders and institutions around the world.
- AOM will aggressively and effectively champion the external standing of organization and management scientists as a globally-led, inclusively governed association.