

# Introduction

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## Diversity – at the heart of business success

In his article on p05, RSM's Dr Meir Shemla states categorically that: 'Managing diversity in organizations is one of the defining issues of our time.' Considering the significance of this, it's disconcerting to read in *The Global Gender Gap Report 2017*, published recently by the World Economic Forum, that in terms of gender equality, the Netherlands has dropped from 16th place in 2016 to 32nd in 2017.

More worryingly, the report states that globally, gender parity is shifting into reverse for the first time since the WEF began measuring it. Further, that it will be around 220 years before gender equality is achieved. With diversity being at the heart of organizational success, these figures should serve as a wake-up call to every executive charged with leadership responsibilities.

Diversity, aligned to gender, age, culture, education, experience and more, provides leaders with the wide-ranging insights and viewpoints they need to successfully tackle the many challenges they face, and to become the pioneers who reshape landscapes with inspiring new business models and disruptive innovations.

As a leading business school, with scholars who are themselves pioneers in many areas of management science, RSM understands the critical importance of diversity, and nowhere more so than in the realms of new knowledge and new value creation.

Indeed, the entire purpose of *RSM Discovery* magazine is to serve as a platform for sharing research drawn from across a diverse range of management disciplines that offers real, practical value for forward-thinking executives who understand the importance, or rather the necessity, of being one step ahead.

In line with this thinking, other articles in this issue explore the fascinating subjects of: CEO behaviour and whether it influences M&A activities in firms; how and why international banks should be regulated; using crowdsourcing as an innovative approach to deliveries; predicting group behaviour through neuroforecasting, and how insights into the psychology of gift buying and receiving can benefit marketers.

I am sure you will find them all to be of great interest and welcome any comments you might have.

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