

The Research Centre of the School of Economics and Business  
cordially invites you to a research seminar  
on **Wednesday, 13 July 2022 at 13:00 CEST** in room **P-201/202**  
at the **School of Economics and Business, University of Ljubljana**  
and via platform **Zoom**

Kardeljeva ploščad 17  
SI - 1000 Ljubljana, Slovenia  
Tel.: +386 1 5892 400  
info@ef.uni-lj.si  
www.ef.uni-lj.si/en

Authors:

**Prof. Dr. Gayle Avery & ExAdj-Prof. Dr. Harald (Harry) Bergsteiner**  
*Macquarie University, Sydney, Australia*

Title of the research seminar:

## Sustainable Leadership for Organisations and National Competitiveness

The seminar will be in two parts:

**First session** will be delivered by **prof. dr. Avery** and discusses the outcome of more than two decades of research and publishing in the field of Sustainable Leadership, which was pioneered by the presenters. The content is updated from the original book Avery & Bergsteiner (2011) *Sustainable Leadership: Honeybee & Locust Approaches* (Routledge). The session introduces two contrasting leadership systems, summarising some of the evidence showing that long-term, stakeholder-focused, ethical leadership (“Honeybee”) outperforms business-as-usual leadership that is based on short-term returns to shareholders or investors (“Locust” leadership). While the original focus of Sustainable Leadership was on organisational leadership practices, the work has since been expanded to the level of national competitiveness, which is described in Part II.

**Second session** will be delivered by **prof. dr. Bergsteiner**: The World Economic Forum (WEF) ranked the US No. 1 in its 2018 Global Competitiveness Report and concluded that “The United States is the closest economy to the frontier, the ideal state” (WEF 2018:5). How did the WEF arrive at this conclusion, is the conclusion valid, and, does it matter? In this paper, we examine these and other questions. Every year the WEF ranks around 140 countries on a range of so-called competitiveness criteria. While the results reported by the WEF are relatively stable over time and so ostensibly meet reliability tests, the entirety of its country competitiveness work fails validity tests because only around 10 percent of the indicators actually measure what they purport to measure, namely country performance/productivity/competitiveness. What the WEF actually measures is the extent to which countries comply with the WEF’s untested input prescriptions for competitiveness. This mostly prescriptive rather than analytic approach enables the WEF to direct its research and publishing agenda to strongly-held ideological positions. In this paper, we therefore: explain why this matters; expose the ideological and unscientific nature of the WEF’s country rankings; categorize the WEF’s indicators according to whether they are prescriptive inputs or resulting outputs; provide guidelines on what scientifically valid country rankings should and should not do; and show that the WEF’s prescriptions fail to deliver their asserted benefits.

Please register for the free seminar at <http://raziskave.ef.uni-lj.si/a/1400>  
by Tuesday, 12 July 2022.

Access details will be sent prior to the event to signed up users.

**We look forward to seeing you!**

