

Many questions can form as we observe how corporations are led and managed in today's business world. How do we become ethical, transformational leaders and leave a positive legacy? What role does planning and strategy play in sustaining and advancing an organization? In this issue of the *Baylor Business Review*, we explore management, leadership and business strategy in the 21st century.

At the Hankamer School of Business, we have examined our work as an institution and are pleased to present our new strategic plan narrative within this magazine issue. Not surprisingly, leadership is central to our mission statement: We cultivate principled leaders and serve the global marketplace through transformational learning and impactful scholarship in a culture of innovation guided by Christian values.

You will read about several alumni whose dedication and character, combined with their experiences, have shaped them into successful business leaders. In our Leadership Perspective section, alumnus David Hill discusses his higher calling and how Christian business leaders can activate their faith in their daily lives.

Our students are gaining experience in business leadership roles as they create and manage start-ups, launch products and services, and generate sales in our Accelerated Ventures Program. You will learn about the Executive MBA program's Global Strategic Management course, a unique offering where students travel to two international destinations and become immersed in the culture, business practices and policies of the country.

In accordance with our mission, associate professor Mitchell Neubert fulfills a significant role by teaching students about business ethics in his Principled Leadership course. Faculty members Christopher Meyer, Blaine McCormick and Chuck Fifield share insightful business strategy research, which they gleaned from a timeless game: rock-paper-scissors.

This issue also marks the 30th anniversary of the *Baylor Business Review*. We thank you for your support and hope you continue to enjoy the magazine for years to come.

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