

## **PEDAGOGICAL TENSIONS? EXPLORING THE INTEGRATION OF CATHOLIC PRINCIPLES AND BUSINESS EDUCATION**

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### **Abstract**

Catholic universities share educational purposes of developing a sense of service, forming ethical leaders, and fostering moral virtues and social responsibility. However, as criticisms against capitalism and the role of business in addressing societal challenges increase, business school professors in Catholic universities face the challenge of aligning their institutional mission with teaching students how to maximize wealth, outperform competitors, and influence consumers. Is there a pedagogical tension here? If so, how can it be reconciled? This qualitative and exploratory study aims to illuminate these questions by interviewing business professors at Catholic universities. The study reveals divergent perspectives that contribute to the strategic implications for administrators and educators at Catholic universities.

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