

AACSB International Europe, Middle East, and Africa Annual Conference
14–16 October 2019 Krakow, Poland

Conference theme: Business Schools as Enablers of Global Prosperity

Conference Chair: Sergey Myasoedov, Vice-Rector, RANEPa University
Dean, Institute of Business Studies (IBS-Moscow)

All conference sessions and times are subject to change - check back regularly for the latest schedule.

Sunday, 13 October

Continuous Improvement Review Seminar

Separate registration is required. [Click for more details](#)

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Monday, 14 October

13:00–19:00 Conference Check-in and Information

Krakow Foyer

13:30–15:15 AACSB Membership and Quality Assurance Information Session

Membership at AACSB means that you can participate in the association and use a diverse range of benefits. Join this session to learn how you can optimally engage in the network and what is new within AACSB. Staff will also provide an introduction to the AACSB quality assurance framework.

- **Tara van der Hoorn**, Director, Membership, AACSB International
- **Ihsan Zakri**, Manager, Accreditation Services, AACSB International

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13:30 - 15:00 Responsible Management Education Affinity Group Meeting

Londyn 2

15:30 – 17:00 European Regional Network Meeting

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15:30 – 17:00 Middle East & North Africa Regional Network Meeting

Londyn 2

17:15–18:00 What's New in DataDirect?

Learn about the new Quick Export data segmentation tools, the new Homepage features, Data Dictionary and other new exciting upgrades to DataDirect. Participants will gain insights into data-driven decision-making in business education and learn more about the variety of data sources available to them.

- **Jeanine Romano**, Director, Business Education Data, Benchmarking, and Analysis, AACSB International
- **Olga Sholderer**, Senior Associate, Research and Data Services, AACSB International

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18:00–19:00 Welcome Reception

Reconnect with old friends, make new ones, and network with the exhibitors. Relax and enjoy the company of your colleagues before the conference gets underway.

Sponsored by Peregrine Global Services

Krakow Foyer

Tuesday, 15 October**8:30–17:30 Conference Check-in and Information**

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8:30–9:00 Welcome Refreshments and Networking

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8:30–12:00 Exhibitor Showcase Open

Krakow Foyer

9:00–10:00 Plenary I: Vision 2030: Business School of the Future

Business schools have been heavily criticized the last years. Business school graduates in leadership positions seem to be ill suited to solve the problems the world is facing. Meanwhile, artificial intelligence and machine learning replace humans in many functions, including managerial ones. How are business schools adjusting to this new landscape and what will their role be? What roles may art, literature and the liberal arts play in shaping the curriculum of business schools? How are the competence needs of the future translated into business education of today?

- **Lars Strannegård**, President, Stockholm School of Economics

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10:00–10:15 Refreshment Break and Networking

Krakow Foyer

10:15–10:55 Topical Group Discussions

Participants have the freedom to choose from a variety of subjects by joining a table with an assigned topic of interest. Each table has a predetermined topic that is open for group discussion.

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11:00–12:00 Concurrent Sessions

(A1) Beyond IT – Digital Experience in Management Education

Technology is changing faster than ever and it affects the way we teach and learn. But technology has also become an important object of management, which has to be considered in the curriculum. This session shows how this knowledge can be conveyed in management education and how technologies can be used in the classrooms of business schools.

Presenters:

- **Inès Blal**, Executive Dean & Managing Director, Ecole Hoteliere de Lausanne
- **Christian Locher**, Full Professor, AACSB Project Director, Business School, Technische Hochschule Ingolstadt – THI Business School

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(A2) Business Schools Solving Global Challenges

Business Schools are caught between being good vs. looking good! As key actors in a civil society business schools are expected to provide solutions to societal challenges and to give back to the community in which they operate. In some cases, they need to promote business practices for an inclusive economy, in contexts where fierce competition, scarcity of resources, survival, individualism coexist. Consequently, the schools find themselves in a transition space between the reputational norms and a changing set of stakeholder expectations. Central question of this session is: What does it take Business Schools to walk the talk?

Presenters:

- **Mathias Falkenstein**, Executive Policy Advisor, LUISS Business School, LUISS University and CEO, Higher Education Management Group
- **Thami Ghorfi**, Dean, ESCA Ecole de Management

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12:00–13:00 Networking Luncheon

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13:00–17:00 Exhibitor Showcase Open

Krakow Foyer

13:15–14:15 Concurrent Sessions

(B1) Business Schools Collaborating with Industry

Business schools must work closely with industry to ensure that their graduates are ready for business needs at both local and international levels. Hear best practice examples of successful school-industry collaborations that impact student experiential learning and boost their employability.

Presenters:

- **Robert Buttery**, Head, International Relations, Univ. of Applied Sciences and Arts Northwestern Switzerland
- **Jakub Wojnarowski**, Head, ACCA Poland & Baltic Countries

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(B2) Incorporating Cryptocurrency and Blockchain into Curriculum

Learn how business schools can change their curriculum in order to stay relevant with the latest business trends.

Presenters:

- **Angelika I. Kokkinaki**, Dean, School of Business, University of Nicosia
- **Andrei Povarov**, Associate Professor, IBS RANEPA

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14:15–14:45 Refreshment Break and Networking

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14:45–15:45 Concurrent Sessions

(C1) Internationalization of B-Schools

In today's environment, business schools around the world use different models and approaches when addressing one of the critical yet complex elements in their strategy – internationalization. In this session, the presenters will discuss the importance of integrating within the school strategy the development of global partnerships and collaborative agreements that can help maximize the

(C2) Sustainable Development Goals (SDGs) and Business Schools

In mini TED talk-style talks, speakers will share examples of business schools that embraced the Sustainable Development Goals (SDGs) in their mission and vision.

Moderator: John A. Elliott, Interim Provost, University of Connecticut

internationalization aspect of the school given its associated impact on the business school community. Furthermore, the presenters will demonstrate how different schools use a variety of methods to offer their students and learners a diversified and effective learning experience to become competitive and agile.

Presenters:

- **Sherif Kamel**, Professor of Management, Dean, School of Business, The American University in Cairo
- **Ann Norton**, Head of Department, Sheffield Business School, Sheffield Hallam University

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Presenters:

- **Manuela Brusoni**, Director of Accreditations and Sustainability, SDA Bocconi School of Management
- **Sverre Gundersen**, Head of Accreditation and Rankings, Academic Programmes, BI Norwegian Business School
- **Andrew Simpson**, Associate Dean International, Accreditation and Alumni, Sheffield University Management School

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16:00–17:00 Bonus Session: Reimagining the Accreditation Standards

If you are eager to contribute your thoughts on the proposed business accreditation standards, join this session to delve deeper into the new standards and share your feedback with Stephanie Bryant, Executive Vice President and Chief Accreditation Officer.

Presenter:

- **Stephanie M. Bryant**, Executive Vice President and Chief Accreditation Officer, AACSB International

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17:30 Transportation from Headquarter Hotel to Networking Dinner

18:00 – 21:00 Wieliczka Salt Mine Tour and Networking Dinner

The historical Salt Mine in Wieliczka constitutes the only mining structure in the world that has been continuously operating since the Middle Ages. Lying on nine levels, its original excavations stretch for the total of 300 kilometres, reaching the depth of 327 metres. During the tour through historical chambers and corridors attendees will discover the history of salt mining

and admire picturesque underground landscapes. After visiting the mine, attendees are invited to attend the networking dinner in the biggest vault, 125 meters underground, by way of elevators. Don't miss this opportunity to tour "one of the 12 most valuable sites in the world" and socialize with your peers! RSVP required when registering for conference. (Included in the conference registration fee).

Sponsored by College of Business Administration, American University of the Middle East

21:00 Transportation back to Headquarter Hotel

Wednesday, 16 October

8:30–13:30 Conference Check-in and Information

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8:30–9:00 Welcome Refreshments and Networking

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8:30–11:30 Exhibitor Showcase Open

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9:00–10:00 Plenary II: Leadership in the Digital Age

Every organization will go through a digital transformation over the next decade. Success in digital transformations requires the right digital savvy leaders who embrace human leadership practices. Leadership effectiveness drives organizational performance, yet half of all organizations face some kind of leadership gap that they are not able to fill. Organizations are drowned in leadership advice and it's not necessarily helping them. In this keynote, Dr. van Dam will discuss what competencies really matter to organizational performance and how organizations can successfully build leaders at scale.

Presenter:

- **Nick van Dam**, Chief Learning Officer, IE University

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10:00–10:30 Refreshment Break and Networking

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10:30–11:20 International Accreditations Program: First Conclusions

The International Accreditations program, run by the Polish Ministry of Science and Higher Education, assist schools in subsidizing the accreditation process. Currently, there are more than 180 accreditations and certifications subsidized. The presentation will share how other countries can create similar programs by receiving funds from the European Union, discuss the opportunities created by this program, as well as expected results.

Presenter:

- **Jakub Brdulak**, Professor, SGH Warsaw School of Economics

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Poster Sessions: Impact Beyond Research

An annual AACSB initiative, the [Innovations That Inspire](#) challenge provides schools the opportunity to showcase their efforts to serve as champions of change in the business education landscape. Embarking on its fifth year, the challenge has highlighted initiatives that exemplify forward-looking approaches to research, education, engagement and outreach, and leadership. View the posters featuring a few selected innovations from the region and meet with the school representatives for an opportunity to ask questions in a very informal setting.

Krakow Foyer

11:30–12:30 Concurrent Sessions

(D1) The Future of Work & the Future of Education

Many business schools aim to ensure their curricula are relevant for employers' needs and provide alternative credentials such as skills achievement badges. The challenge, however, is how to ensure students are prepared for the next level of technologies which have not yet been invented? The students of the near future will have to differentiate themselves from robots to gain positions where robots work for them and not vice-versa and where their

(D2) Competency-based Approach: Impact on Student Learning Outcomes

Institutions have been developing tools to measure student learning outcomes (SLOs). But how do we manage to fully introduce a competency assessment at the heart of the curriculum management process? How can we go further and make sure that students are really aware of the competencies they developed? How do we offer students added-values in their learning experience? Come and join us on this session

human attributes are nourished and honed beyond what AI based systems can achieve. How can business schools impart such value to the students, apart from the day-to-day business benefit?

Presenters:

- **Ronan Gruenbaum**, Dean, London Undergraduate Campus, Professor of Practice, Hult International Business School
- **Stephen Alexander**, Futurist

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during which we will present our vision and experiences on assessing SLOs. Get to know and experiment some of the tools developed for our students!

Presenters:

- **Evelyne Gross**, Head of Accreditations, Rankings and Social Responsibility, Burgundy School of Business
- **Arum Perwitasari**, Academic Relations Specialist, ETS Global

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12:30–13:30 Networking Luncheon

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Program Concludes

13:30–17:30 DataDirect Workshop

Space is limited. Separate registration is required. Available only to the conference registrants (at no extra fee).

Attendees of this workshop will gain hands-on experience with using data to inform decision-making by tackling real examples of decision-making related to salary negotiations, degree program planning, accreditation, marketing needs, potential collaborations, finances, and other strategic questions faced by business school administrators.

Facilitator:

- **Jeanine Romano**, Director, Business Education Data, Benchmarking, and Analysis, AACSB International

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Thursday, 17 October

Quality Assurance Professionals Workshop

Separate registration is required. [Click for more details.](#)

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