

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 and 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](#)

Monday, 14 October

10:00–19:00 Conference Check-in and Information

13:30–15:15 AACSB Membership Info Session

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

15:30–17:00 European Regional Network Meeting

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

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

18:00–19:00 Welcome Reception

Sponsored by Peregrine Global Services

Tuesday, 15 October

8:30–17:30 Conference Check-in and Information

8:30–9:00 Welcome Refreshments and Networking

8:30–12:30 Exhibitor Showcase Open

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

What does business school of the future look like, and what do we need to do in order to get there?

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

Sponsored by Wharton Research Data Services (WRDS)

10:00–10:30 Refreshment Break and Networking

10:30–11:15 Solutions Room

In small group discussions, attendees will exchange ideas for business school of the future.

11:30–12:30 Concurrent Sessions

(A1) AI, Big Data... What comes next?

Technology is changing faster than ever and it affects the way we teach and learn. What is the impact of the latest technologies on business schools and what does it mean for the future of business and education.

Presenters:

- **Inès Blal**, Executive Dean, Ecole Hoteliere de

(A2) Business Schools Solving Global Challenges

In mini TED talk- style presentations, speakers will share practical examples of schools solving global challenges.

Presenters:

- **Mathias Falkenstein**, Principal CEO, Higher Education Management Group

<p>Lausanne</p> <ul style="list-style-type: none"> • Christian Locher, Business School, Technische Hochschule Ingolstadt 	<ul style="list-style-type: none"> • Imad - eddine Hatimi, Director General, ESCA Ecole de Management
<p>12:30–13:30 Networking Luncheon</p>	
<p>13:30–17:30 Exhibitor Showcase Open</p>	
<p>13:45–14:45 Concurrent Sessions</p>	
<p>(B1) Business Schools Collaborating with Industry</p> <p>Business schools must work closely with industry to ensure that their graduates are ready for business needs. Hear examples of successful school-industry collaborations that impact communities.</p> <p>Presenter:</p> <ul style="list-style-type: none"> • Robert Buttery, Head, International Relations, Univ. of Applied Sciences and Arts Northwestern Switzerland 	<p>(B2) Incorporating Cryptocurrency and Blockchain into Curriculum</p> <p>Learn how business schools can change their curriculum in order to stay relevant with the latest business trends.</p> <p>Presenter:</p> <ul style="list-style-type: none"> • Angelika I. Kokkinaki, Dean, School of Business, University of Nicosia • Andrei Povarov, Associate Professor, IBS RANEPА
<p>14:45–15:15 Refreshment Break and Networking</p>	
<p>15:15–16:15 Concurrent Sessions</p>	
<p>(C1) Internationalization of B-Schools</p> <p>In this session, presenters will discuss international partnerships and internationalization by connecting it to the globalization of markets and companies.</p> <p>Presenters:</p>	<p>(C2) Sustainable Development Goals (SDGs) and Business Schools</p> <p>In mini TED talk-style talks, speakers will share examples of business schools that embraced the SDG's in their mission and vision.</p>

- **Sherif Kamel**, Professor of Management, Dean, School of Business, The American University in Cairo
- **Eileen McAuliffe**, Deputy Dean, Sheffield Business School, Sheffield Hallam University

Presenter:

- **Manuela Brusoni**, Associate Professor of Practice of Government, Health and Not for Profit, SDA Bocconi School of Management

16:30–17:30 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 AACSB staff and the Business Accreditation Task Force.”

Presenter:

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

18:00 Transportation to Networking Dinner

18:30–21:00 Networking Dinner

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

8:30–9:00 Welcome Refreshments and Networking

8:30–11:30 Exhibitor Showcase Open

9:00–10:00 Plenary II: The Future Business Leader

What skills does the future business leader have? How can we ensure that the future business leaders are socially responsible and address global challenges? What can business schools do to develop the most impactful future leaders?

Presenter:

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

10:00–10:30 Refreshment Break and Networking

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

Presenter:

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

Poster Sessions: Impact Beyond Research

Schools will display examples of [Innovations That Inspire](#).

11:30–12:30 Concurrent Sessions

(D1) Lifelong Learning and Alternative Credentials

What does the future of learning look like, and what is the role of alternative credentials in business education?

Presenter:

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

(D2) Competency Approach: Impact on Students' Learning

Presenters will share an example of a successful implementation of competency approach involving all stakeholders of the school. Attendees will proceed to a self-assessment of their competencies at the beginning and the end of the session. This will allow them to measure their competencies acquisition.

Presenters:

- **Maria-Victoria Calabrese**, Academic and Government Relations Director, ETS Global
- **Evelyne Gross**, Head of Accreditations, Rankings and Social Responsibility, Burgundy School of Business, ESC Dijon Bourgogne

12:30–13:30 Networking Luncheon

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

Thursday, 17 October

Quality Assurance Professionals Workshop

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