

Call for papers, best practices and conference presentations

“New Challenges for the Higher Education World in the era of Digital Technology & Globalization”

The Convention is **a place for exchanges and experience-sharing**. Your fruitful and diversified opinions and ideas are part of the programme structure.

That is the reason why we invite you to send us your papers, conference presentations and best practices which may be used within the framework of conferences and workshops. We all have to learn from each other; **your past initiatives can help the other Schools to develop, to increase their leadership and attractiveness**. The time has come for you to express yourself and show your counterparts your efficiency and creativity.

Your papers must be **related to the issues of Management Education**, it has to be very practical and operational (research papers will not be taken into account). Waiting for your proposals, please read the instructions and the **different subthemes hereunder** and do not hesitate to contact us for any questions¹.

Please note that Eduniversal does not have an official language but it will be easier for us if you choose **English, Spanish** or **French** for your presentation.

Forum Subthemes (Select One Only)

The presentations have to be inserted in the following tracks

1 – INNOVATION AND I.T. IN MANAGEMENT EDUCATION

- Challenge of creating a student spirit
- The cyber-recruitment of international students
- How to optimize your School visibility on the Web
- Impact of I.T. in a responsible leadership

2 – ETHICS IN A CONTEXT OF A GLOBALIZED COMPETITIVE HIGHER EDUCATION WORLD

- A survey on internationalization and multiculturalism
- New approaches of Cooperation with the new educational countries**
- Internationalization and Equity: the issue of minorities
- The international rankings & systems of accreditations

¹ Please note that sending a proposal does not necessarily mean a presentation at the Convention. You will be notified by the Programme Coordination Committee whether your paper is accepted in due time. Also note that, if you wish to, you will also have the opportunity to collaborate with another participant In case your papers are dealing with the same issue.

Lead Contact

Surname	Malan		
First name	Daniel		
Title	Mr		
Organization	University of Stellenbosch Business School		
Street	Carl Cronje Drive		
City	Bellville		
Country	South Africa	Postal Code	7530
Phone	+27 21 9184342	Fax	+27 21 9184468
Email	daniel.malan@usb.ac.za	URL	www.usb.ac.za

Proposal Title :

Proposal Description: 1,000 words maximum

Please ensure you state clear proposal objectives and expected outcomes for delegates. Also make sure that your presentation can fit in a **30-minute oral session maximum**.

The objective is to share examples of cooperation in the field of ethics education (both internationally and locally) from an African perspective. The session will describe the development of the business ethics course on the MBA programme at the University of Stellenbosch Business School, and focus on practical examples of integration and cooperation, including the following:

- An initial broadening of the subject matter to include a focus on corporate governance, corporate social responsibility and sustainability;
- Integration with a new module entitled “Sustainable Leadership”, which now comprises 20% of the entire MBA programme;
- Cooperation with the private sector, e.g. through the use of an innovative ethics board game (Cards on the Table) – developed by KPMG International and made available for use by the USB;
- Research collaboration – obtaining funding from the private sector to support research reports of MBA students, and making use of MBA students to support the work of the Unit for Corporate Governance in Africa at the USB;
- Cooperation with the international management education community, with specific reference to the USB’s participation in the United Nations’ Principles for Responsible Management Education.

Expected outcomes for delegates are:

- Increased understanding of ethics in an African context;
- Exposure to products and approaches that could be replicated in other parts of the world.

Abstract:

Please provide an abstract (**200 words maximum**) of your presentation proposal.

Ethics should always be contextualised globally, whether as part of the competitive higher education world, or as part of the day to day programmes of corporations that operate in the global economy. Within this global context the content should always remain locally relevant. The presentation will describe the development of the business ethics course on the MBA programme at the University of Stellenbosch Business School, and focus on practical examples of integration and cooperation, including the following:

- An initial broadening of the subject matter to include a focus on corporate governance, corporate social responsibility and sustainability;
- Integration with a new module entitled “Sustainable Leadership”, which now comprises 20% of the entire MBA programme;
- Cooperation with the private sector, e.g. through the use of an innovative ethics board game (Cards on the Table) – developed by KPMG International and made available for use by the USB;
- Research collaboration with the private sector; and
- Cooperation with the international management education community, with specific reference to the USB’s participation in the United Nations’ Principles for Responsible Management Education.

Bio/Sketch: Please provide a biography (**200 words maximum**) for each presenter

Bio – Lead Contact:

Daniel Malan is a Senior Lecturer in Ethics and Governance at the University of Stellenbosch Business School (USB) and head of the Unit for Corporate Governance in Africa at the USB. He is also a Special Advisor on Ethics and Governance to KPMG South Africa.

His focus areas include the development and implementation of ethical codes, ethical climate measurements and risk assessments, ethics training, corporate governance and sustainability reporting. Previously he was an Associate Director with KPMG Sustainability Services and the regional coordinator for Ethics and Integrity Services in KPMG’s Europe, Middle East and Africa region. In this capacity he was appointed as the Forensic Coordinator for the development of the KPMG Global Code of Conduct.

Daniel is a member of the International Society of Business, Economics and Ethics (ISBEE), International Corporate Governance Network (ICGN) as well as the Southern African Institute of Directors (IOD) and the IOD Sustainable Development Forum. He is the secretary general of the Business Ethics Network of Africa and serves on the editorial board of the African Journal of Business Ethics.

His educational qualifications include a Masters degree in Philosophy as well as a Masters degree in Business Administration (MBA), both from the University of Stellenbosch.

Proposal Checklist:

- Subtheme checked ✓
- Proposal description complete – 1,000 words maximum ✓
- Abstract (200 words maximum) complete ✓
- Brief Biography (200 words maximum) for each presenter ✓

Please submit your proposals **by e-mail only** by returning this completed form to:

Email: callforpapers2009@eduniversal.com / **Object:** Call for papers, best practices and conference presentations 2009

If you would like to send us some complementary material related to your presentation (publications, articles ...), do not hesitate to do so at the following address:

Mailing Address:

Eduniversal Consultancy
Programme Coordination Committee
18/20, avenue Gabriel Péri
93100 Montreuil-sous-Bois – France

Phone: +33 1 48 51 21 03 / +33 1 48 51 20 98

Many thanks for your participation.

Deadline: July 15th, 2009

We look forward to seeing you in Cape Town!