

“Driving forward global Business Education for Sustainable Development”

Topic of the Plenary Session 1

- **Global Crisis and Business Schools response : the role of the Business Education in the Society**

CONTACT INFORMATION OF THE SPEAKER

Surname	Kamel		
First name	Sherif		
Title	Dean, School of Business		
Organization	The American University in Cairo		
Street	AUC Avenue, P. O. Box 74, New Cairo		
City	Cairo		
Country	Egypt	Postal Code	11835
Phone	+202 26153290	Fax	+ 202 27923847
Email	skamel@aucegypt.edu	URL	www.aucegypt.edu/business

PRESENTATION TITLE:

Presentation Description: 1,000 words maximum

Please ensure you state clear presentation objectives and expected outcomes for delegates. Also make sure that your presentation can fit in a **20-minute oral session maximum**.

The developments taking place globally and the economic and financial crises are putting pressures and more attention on different business schools. There have been lots of talks on how business programs can be part of the solution in those crises and the role of business education in general in societal and economic development. What's next is not clear! What is obvious is that things are going to be different. Competition will remain at the core, but focusing mainly on personal and short-term gains should be revisited and the tools that enable such trends should be addressed. This will not be an easy journey; it will require continuous awareness, education and regular revisits for curricula development and orientation. Additionally, excessive leverage and the easiness to obtain credits and loans should be thoroughly addressed, an issue that is beyond business school controls. It is important to study why are we facing these dilemmas? One of the reasons is that risk was much higher than initially envisioned by many stakeholders.

I strongly believe that the role of business schools in the coming phase should be focused on sustainability, ethics, social responsibility, integrity and blend it with mainstream business education. Change needs to be introduced into business programs through in-class and extra-curricular activities. Many of these elements can not be taught, they need to be blended into the fabrics of society and business schools should be the catalysts for that and an integral ingredient in its formation. Additionally, the research focus within business schools and the issues addressed through executive education and lifelong learning should cater for these primary socially responsible issues. Business schools could be part of the solution and they remain to be one of the key players in societal and economic development and in shaping our future business leaders and decision makers. Remodeling our curricula and optimally using the power of information and communication technology would be vital. Another important element would be to address both global issues and adaptability to local contexts catering to cultural diversity and becoming good citizens at the local and global levels. This would be especially effective in a 21st century that is driven by emerging digital tools and techniques, affected by markespace and benefiting from the removal of time and distance barriers. Plug and play does not always fit and there is no one size fit all solutions. Business should be taught with a mix of local and global contexts, remember we live in this newly evolving one interconnected society that is becoming increasingly mobile and dynamic.

The world faces different crises at different times. Challenges come and go and opportunities are always created. The one thing that remains constant and invaluable is how to invest in education, and how to build on human capital, in my view, the oil of the 21st century. More

importantly, with the developments taking place globally and the importance of rationalizing the decision making process, it is pivotal to invest in business education in different societies. The macro strategic definition of business education encompasses many facets including but not limited to development, growth, sustainability, governance and excellence. The role of business education in the society will always remain the determining factor and one of the important measurements for success. Business education in recent times will be effective only when coupled with innovation, creativity and the embedding of entrepreneurial education in everything it represents. Moreover, the global challenges and opportunities enabled through emerging information and communication technology tools and applications represent the platform whereas societies will make their choices to penetrate new markets, develop partnerships and strategic alliances as well as cater for cultural diversity and continuous changes taking place.

Business schools in the 21st century should be dynamic, innovative, adaptive and current in multiple ways catering for local and global needs. AUC School of Business has identified three pillars for its long-range strategic plan; entrepreneurship, innovation and leadership in the ways business programs are developed, improved and delivered and in the ways students are exposed to a learning experience that extends both in class and outside the classroom including business plan competitions, internships, case studies writing, exposure to global markets and industries as well as engaging in student projects and activities. The adaptive factor in determining how to address local needs and cater for current requirements will be through fine tuning business programs. AUC School of Business Entrepreneurship and Innovation Program (EIP) aims to create a healthy entrepreneurial environment on AUC campus serving the business community in Egypt and beyond, educating students to be employees of choice or self-employable, being center for entrepreneurial business idea generation, demonstrating students and alumni as to what entrepreneurship is, infusing them with the desire to create and innovate, and providing AUC students with the tools they need to practice their entrepreneurial desires by connecting them to venture capitalists, angel investors and mentors. AUC School of Business is determined to shift its overarching focus from entrepreneurship-the-discipline to entrepreneurial thought and action.

Rather than being driven by a single discipline, this broader EIP concept shifts the focus to a more encompassing notion of teaching students a different way of thinking and acting to providing them with a marketplace advantage regardless of their career choice. The school builds, refines, and brands a curriculum that capitalizes on the concept of entrepreneurial thought and action through building on the differences between classical and entrepreneurial modes of thought, and teaching how to embrace what we may call “Entrepreneurial Education”. These efforts are synergized with other AUC schools to provide EIP with a blend of students with diversified backgrounds. This will realize both societal and economical impacts and hence create opportunities and demonstrate the role of business education in development and growth.

Abstract:

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

Business schools have an invaluable role to play in the community by investing in the future of business and society. Business schools are vital for individuals, organizations and societies. Their primary focus is to identify local and global challenges and regularly attempt to transform them into opportunities. During the 21st century, the focus of the different academic and executive programs as well as research activities offered by various business schools will go beyond the classical business education by addressing issues related to development, sustainability, growth, governance, ethics, and social responsibility and beyond. That would be the benchmark for success. The drive of business schools will focus on blending traditional business education with unconventional trends by promoting entrepreneurial education, innovation and creativity in a culturally diversified setting that caters for globally competitive global market place while catering for local needs and capitalizing on emerging information and communication technology tools and applications. Within their societal role in education, the amalgamation of business schools and business should go hand in hand in leading new ideas, approaches and practices while promoting diversity, nurturing and celebrating it. Business school will represent the gateway between human capital and market opportunities. This is the focus of AUC School of Business and the rationale behind establishing its Entrepreneurship and Innovation Program (EIP) promoting an interdisciplinary approach and serving students with different backgrounds and career choices.

Biography

Sherif H Kamel

Founding Dean of the School of Business at the American University in Cairo and Professor of management information systems

Kamel is leading a major restructuring and repositioning of the school by adopting a distinctive 3-tier thematic approach that includes entrepreneurship, innovation and leadership. The School of Business is highly recognized in the Middle East and Africa. The school was accredited in 2006 by AACSB International. Kamel has a long and varied experience as an academic leader investing in human capital, building and managing executive development institutions addressing management, entrepreneurial and leadership issues. Prior to being Dean, he was Associate Dean for Executive Education (2008-2009). Between 2002 and 2008, he was director of the school's Management Center as well as director of the Institute of Management Development (2002-2006). Before joining AUC, he was director of the Regional IT Institute (1992-2001). He also helped establish and managed the training department of the Cabinet of Egypt Information and Decision Support Centre (1987-1992). Kamel is an advocate of diversity, empowerment and inclusion.

Kamel holds a PhD in Information Systems from London School of Economics and Political Science (1994), an MBA (1990) and a BA in Business Administration (1987) from the American University in Cairo. His work in management of information technology, information technology transfer to developing nations, electronic business and decision support systems has been broadly published in IS and management journals. He is the editor of E-Strategies for Technological Diffusion and Adoption: National ICT Approaches for Socioeconomic Development (2010), Electronic Business in Developing Countries: Challenges and Opportunities (2005) and Managing Globally with Information Technology (2003). He serves on the editorial and advisory board of a number of IS journals and is the associate editor of the Journal of Cases on Information Technology, Journal of IT for Development and the Electronic Journal of IS in Developing Countries.

Kamel is an Eisenhower Fellow (2005) and member of the Eisenhower Fellowships Alumni Advisory Council. He is co-chair of the Entrepreneurship and Innovation Committee at the American Chamber of Commerce in Egypt. He was VP for communications and member of the Executive Council of the Information Resources Management Association (2002-2007). He is a member of the board of trustees of the Information Technology Institute and member of the board of trustees of the Sadat Academy for Management Sciences. Kamel was Chairman of the Chevening Association in Egypt (2004-2009). He is treasurer and board member of the Association of Friends of the Museum of Islamic Arts, member of the board of Junior Achievement (Injaz Egypt), member of the Egyptian Council for Foreign Affairs and member of the Rotary Organization. Kamel is a co-founding member of the Internet Society of Egypt (1996). His interests include reading, history, music and sports.