# PROGRAMME

## Tuesday, 16th October 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>19:00-21:00</td>
<td>Welcome cocktail at The Westin hotel</td>
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## Wednesday, 17th October 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:50</td>
<td>Buses depart the Westin Hotel, Hotel Melia to CENTRUM Católica</td>
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<tr>
<td>07:55</td>
<td>Buses depart Hotel Radisson to CENTRUM Católica</td>
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<tr>
<td>08:30-09:30</td>
<td>Registration, Welcoming Coffee break &amp; Exhibition</td>
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<tr>
<td>09:30-09:45</td>
<td>Opening of the 5th Eduniversal World Convention</td>
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<td>Chairperson: Dr. Beatrice AVOLIO, Deputy Director General, CENTRUM Católica, Peru</td>
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<td></td>
<td>• Welcome by Dr. Fernando D’ALESSIO, Director General, CENTRUM Católica, Peru</td>
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<td>• Welcome by Mr. Martial GUILLETTE, CEO &amp; Founder, Eduniversal, France</td>
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<tr>
<td>09:45-11:20</td>
<td>Plenary Session 1</td>
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<td>Business education in Latin America: what is the educational system like today?</td>
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<td>Chairperson: Prof. Edson Luiz RICCI, Eduniversal ISC member – Latin America, President of International Cooperation Office, School of Economics, Business and Accountancy -USP, Brazil</td>
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<td></td>
<td>• Dr. Fernando D’ALESSIO, Director General, CENTRUM Católica Peru</td>
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<td>• Dr. María de Lourdes DIECK-ASSAD, President National Graduate Schools: EGADA Business School and EGAP School of Government and Public Policy at Tecnológico de Monterrey, México</td>
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<td>• Dr. Nancy MATOS, Chair, Doctoral Consortium of CLADEA, Vice-rector of Universidad ESAN, Peru</td>
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<td>11:20-12:00</td>
<td>Coffee break &amp; Exhibition</td>
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<td>12:00-13:00</td>
<td>Plenary Session 2</td>
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<td></td>
<td>Innovative models of development for business schools</td>
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<td>Chairperson: Mr. Axel SCHUMACHER, Eduniversal ISC member – Western Europe, Associate Dean, International Relations EBS Universitat für Wirtschaft und Recht EBS Business School, Germany</td>
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<td>• Prof. Gonzalo GARLAND, Director of external relations, IE Business School, Spain</td>
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<td>• Prof. Marc SMELIK, Head of Corporate &amp; International Relations, Leeds University Business School, United Kingdom</td>
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<td>• Dr. Longbao WEI, Associate Dean, Zhejiang School of Management, China</td>
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<td>13:00-14:00</td>
<td>Lunch</td>
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<td>14:00-15:00</td>
<td>Meeting expectations of local and international students</td>
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<td>Live From Campus and Eduniversal Ranking of the Best Masters &amp; MBA</td>
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<td></td>
<td>• Mr. Martial GUILLETTE, CEO &amp; Founder, Eduniversal, France</td>
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<td>• Mr. Cesar CURISINCHE, Live from Campus reporter, Universidad del Pacifico, Peru</td>
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<td>15:00-16:00</td>
<td>Parallel Workshops:</td>
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<td>Workshop 1: Role of business school education in a more &quot;greener&quot; world</td>
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<td>Moderator:</td>
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<td>• Prof. Rubén GUEVARA, Director Centre for Social Responsibility, Entrepreneurship and Sustainable Studies, CENTRUM Católica, Peru</td>
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<td>• Prof. Vanina FARBER FUKS, Professor and Chair of Sustainable Entrepreneurship and Social Inclusion, Universidad del Pacifico Business School, Peru</td>
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Workshop 2: Business schools – companies’ dialogue: how to efficiently lead graduates to jobs?
Moderator: Mrs Inés TEMPLE, Executive President, DBM Peru and DBM Chile.
• Dr. Luis PEREZ VAN MORLEGAN, Vice Dean, Buenos Aires University (UBA) Business School, Argentina
• Mr. José Antonio ESPINOZA, Director of MBA Programs, CENTRUM Católica, Peru

Workshop 3: Innovative trends in postgraduate programs
Moderator: Dr. George JABBOUR, Professor of Finance, The George Washington University- GWU School of Business, USA
• Prof. Recep PEKDEMIR, Professor of Accounting, School of Business, Istanbul University, Turkey
• Mr. Ali ELQUAMMAH, Co-Director of Academic Affairs in Charge of International Affairs, HEM Business School, Morocco
• Dr. Sergio OLAVARRIETA, Director, Escuela de Postgrado Economia y Negocios - Universidad de Chile, Chile

Workshop 4: Effective promotion of the master and MBA programs
Moderator: Mr. Axel SCHUMACHER, Eduniversal ISC member – Western Europe, Associate Dean, International Relations EBS Universitat für Wirtschaft und Recht EBS Business School, Germany
Dr. Kathryn MORSE, Head of Corporate and International Relations, Sheffield Hallam University – Sheffield Business School, United Kingdom

16:00
Buses Departure CENTRUM Católica to Universidad del Pacífico Business School, Peru

16:15-18:00
School Visit: Universidad del Pacífico Business School, Peru
Workshop during the school visit: Transformation of MBA programs: innovative content and curriculum
Prof. Elsa DEL CASTILLO, General Director, Universidad del Pacífico Business School, Peru

18:00
Buses Departure Universidad del Pacífico Business School to the Westin Hotel, Hotel Melia, Radisson Hotel

19:30
Buses Departure the Westin Hotel, Hotel Melia, Hotel Radisson to Gala Dinner – 2012 Eduniversal Awards Ceremony, Mali Museum of Art

20:00-21:00
Welcome Cocktail
Gala Dinner – 2012 Eduniversal Awards Ceremony

Thursday, 18th October 2012

08:40
Buses Departure the Westin Hotel, Hotel Melia to CENTRUM Católica

08:45
Buses depart Hotel Radisson to CENTRUM Católica

09:30-11:00
One-to-One Coffee break & Exhibition

10:00-11:00
Workshop 1: Business school branding: how to stay different?
Moderator: Prof. Michael WOOD, Eduniversal ISC member – Oceania, Professor of Management, School of Business Notre Dame, Australia.
• Dr. Karim SEGHIR, Associate Dean, the American University in Cairo - School of Business, Egypt
• Prof. Devanath TIRUPATI, Professor and Dean (Academic), Indian Institute of Management Bangalore, India
• Dr. Anand KUNNATHUR, University of Toledo College of Business Administration, USA

11:10-12:10
Plenary Session 3: Managing accelerating changes: how to succeed in fast changing environments?
Moderator: Dr. Virginijus KUNDROTAS, Eduniversal ISC member – Eastern Europe, Dean of Adizes Graduate School, USA
• Mrs. Clara ROSSELLÓ, Director of CENTRUM Allianzas, CENTRUM Católica, Peru
• Lic. Beatriz GUZMÁN GONZÁLEZ, Director International Office, IPADE Business School, Mexico
• Mrs. Anna WINNIK, International Office Senior Expert, Lomonosov Moscow State University Business School, Russia

12:10-14:00
Lunch & 2012 Eduniversal Palmes Ceremony

14:00-15:30
Plenary Session 4: Education 2020 - challenges for the near future
Chairperson: Prof. Dr. Aneta MADHOK, Eduniversal ISC member – Central Asia, Director, Open Spaces Consulting, India
• Prof. Jaime Alonso GÓMEZ, Professor of Strategy and International Operations Tecnológico de Monterrey, Mexico
14:00-15:30  
**Plenary Session 4:** Education 2020 - challenges for the near future  
Chairperson: Prof. Dr. Aneta MADHOK, Eduniversal ISC member – Central Asia, Director, Open Spaces Consulting, India  
- Prof. Jaime Alonso GÓMEZ, Professor of Strategy and International Operations Tecnológico de Monterrey, Mexico  
- Prof. João AMARO DE MATOS, Associate Dean International Development, Nova School of Business and Economics, Portugal  
- Dr. Beatrice AVOLIO, Deputy General Director, CENTRUM Católica, Peru  

15:40-16:40  
**Keynote speech:** Leading the way in leadership education: how do we accelerate authentic leadership development for maximum impact on performance?  
Chairperson: Prof. Nehme AZOURY, Eduniversal ISC member – Eurasia & The Middle-East, Dean, Faculty of Management Holy Spirit University of Kaslik, Lebanon  

16:45  
Buses Departure CENTRUM Católica to Universidad ESAN  

17:00-18:00  
**School Visit:** Universidad ESAN, Peru  
**Workshop during the school visit:** The globalization of the business schools: opportunities in Latin America. The economic vision of Latin American countries.  
- Dr. Jorge TALAVERA, Rector of ESAN University and Former President of CLADEA, Lima, Peru  
- Prof. Cesar FUENTES, Universidad ESAN, Lima, Peru  

18:00  
Buses Departure Universidad ESAN to the Westin Hotel, Hotel Melia, Radisson Hotel  

20:00  
Buses Departure the Westin Hotel, Hotel Melia, Hotel Radisson to Networking Dinner – Huaca Pucllana Restaurant  

20:30-23:30  
**Huaca Pucllana Restaurant**  
**Networking Dinner:** Spotlight on the Best Masters Worldwide  

**Friday, 19th October 2012**  

08:30  
Buses depart the Westin Hotel & Convention Center Lima, Hotel Melia  
Buses depart Hotel Radisson  

08:35  
9:30 – 11:00  
Hacienda Mamacona – the Peruvian Paso Horse and the National Celebration (30 km outside Lima)  

12:00-13:00  
Visit of the Museo Larco  

13:00-15:00  
Lunch at the Café Larco  
Closing of the 5th Eduniversal World Convention