4th Eduniversal World Convention

Educating the World: Redefining Excellence in the Business Education of the Future

CONVENTION HANDBOOK
Dear Participants,

On behalf of the Eduniversal International Scientific Committee and the whole team, it is my pleasure to welcome you to Shanghai, China for the 4th Eduniversal World Convention.

It is especially nice to know that there are new faces among the familiar ones - all joined together from many corners of the world. We know that a lot of you have travelled great distances for this Convention, and I am sure you will find it was well worth it. As you will have the opportunity to discover new tendencies in the innovative development of excellent business education, to find new international partners and reinforce already existing ones. You will also be the first to find out the results of the Deans Vote in 2011 and the Top 3 Excellent Business Schools in 9 geographical zones.

It is not coincidental that the topic this year is Educating the World: Redefining Excellence in the Business Education of the Future, as Eduniversal has been working on developing a new Ranking: The Best Masters & MBA Worldwide in 153 countries. This Ranking came into existence because we noticed that information was readily available on Institutions in well-established academic regions, but not uniformly all around the world. Therefore, our aim was to show that it is possible to pursue an excellent education in any part of the world. This is why the Masters Ranking has been developed and refined all throughout the year. We have investigated a total of 12,000 Master Programs in all 9 geographical regions and have concluded with a Ranking of a total of 4,000 Programs.

During the 4th Eduniversal World Convention, you will witness the results of this unique global and regional investigation of the Best Postgraduate Programs in 32 majors.

As many of you already know, until now we focused only on the Best Business Schools. From now on during the annual Eduniversal meeting you will not only discover the most distinguished Business Schools, but also the Best Postgraduate Programs in all 9 geographical regions. Thank you for participating in this year’s Eduniversal World Convention and making it possible by your attendance. I hope you will enjoy all the events we have prepared for you. If this is not your first time attending an Eduniversal World Convention, then welcome back and I hope you will establish new contacts and continue to expand your network of trust. Please help first-time attendees to meet others and generally make people feel at home here.

This Convention could not happen without the help of many dedicated people and especially without the team from Tongji University – School of Economics & Management.

Thank you to everyone for your great contribution and dedication!

Sincerely Yours,

Martial GUIETTE
CEO & Founder
Dear Participants,

On behalf of the School of Economics and Management (SEM), Tongji University, the official sponsor of this event, I have the great pleasure to welcome you to the 4th Eduniversal World Convention. Thank you for honoring our invitation with your presence. I earnestly hope that all the distinguished guests and participants will enjoy and benefit from the networking activities and presentations of this Convention.

Tongji University, as one of the top three universities in Shanghai and one of the top national universities involved in the Chinese Ministry of Education’s Project 985 to build up world-class universities in the 21st century, is pursuing teaching and research excellence in the field of sustainable development. Through undertaking research in focused areas of management and by establishing a network of academic exchange, Tongji SEM is seeking to create management knowledge and to develop leading business professionals who are capable of solving practical problems (Mission of SEM). Tongji SEM has kept a leading position in internationalization, corporate relations and applied research.

Being a top business school in Shanghai, Tongji SEM is one of the oldest and most prominent business schools in China. It recruits the best students nationwide and attracts the largest group of international students among business schools in Shanghai. Tongji SEM is among the Top 10 in mainland China in the past three years by Eduniversal.

As the dean of Tongji SEM, I would like to express my gratitude to the Organizing Committee whose relentless efforts have made this event a reality. I hope that the Convention will accomplish all its aims and become a great success. I wish you a memorable stay in Shanghai and at Tongji.

Jiazhen HUO
Professor, Ph.D
Dean, School of Economics and Management
Tongji University
Siping Road 1239, Shanghai 200092, P.R. China
Tel: 86-21 65981141 - email: huojiazhen@163.com
Fudan University
School of Management (FDSM)

Fudan University School of Management is an international-level leading business school which has been successively accredited by EQUIS and AACSB in December 2009 and April 2010, respectively. FDSM now consists of 8 departments, 19 cross-disciplinary research centers/institutes, 3 laboratories, one development center for senior managers and one management-consulting firm. It offers 9 PhD degree programs, 16 master’s degree programs, 7 undergraduate programs, 2 professional Master’s Degree programs of MBA/EMBA and MPAcc, and three mobile stations for post-doctoral research. In addition, FDSM is always actively exploring possibilities of international exchanges, and has built up cooperation and exchange programs with dozens of world’s-top universities.

Shanghai University
of Finance and Economics (SUFE)

The Shanghai University of Finance and Economics (SUFE), founded in 1917, is a top-ranked, world-renowned research university. As the oldest financial university in China, SUFE has developed its own spirit over the years. SUFE places much emphasis on being industrious, having a consciousness of all things economic, and making contributions to society. With SUFE now increasingly opening itself to the outside world, it aims to showcase this spirit as well as its outstanding teaching quality.

SUFE has quite advanced teaching resources. For example, there is a brand-new E-center for Independent English Learning that houses a rich selection of English-learning tools. The university also uses the Blackboard Academic Suite, which helps teachers and students electronically connect, communicate and collaborate most effectively. In addition, there are cutting-edge laboratories and abundant research materials on campus serving the fields of Finance, Economics, Accounting and Economic Journalism. Furthermore, SUFE has an internet-enabled computer network that links administrative offices, academic departments, student dormitories and classrooms.
The Eduniversal World Convention

Eduniversal is a French-based company implemented in 2007 by SMBG, a consulting firm in Paris with 15 years of consultancy experience in the field of Higher Education. Eduniversal is the answer to the stakes of the globalization of Education and notably offers an information platform with a selection of the 1,000 Best Business Schools in 9 geographical zones.

The purpose of Eduniversal is to offer students a serious reference that reflects the international dimension of each School. The EDUNIVERSAL Official Selection of the 1000 Best Business Schools worldwide is the result of the work of the International Scientific Committee (ISC) that has established a global mapping system that meets the criteria of universality and the international reputation of each academic institution.

The International Scientific Committee is composed of 11 members: 2 executive members: SMBG’s managing director and Eduniversal’s international coordinator; 9 independent expert members who represent the nine academic zones: Africa, North America, Latin America, Central Asia, Eurasia and Middle East, Eastern Europe, Western Europe, Far East Asia and Oceania.

The role of each member of the ISC is significant and valuable, as all of them are the guarantors of the Official Selection of the 1000 Best Business Schools Worldwide. The members of the ISC are responsible for the elaboration of the EDUNIVERSAL Official Selection, monitor the Voting process of the Deans and work for the improvement of EDUNIVERSAL’s Business Schools Ranking Methodology.

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In an ever-changing rapidly globalizing world, students, professionals and universities are realizing the importance of a quality business education that stretches across borders and teaches future business leaders to think on an international scale at the same time as being socially responsible. Therefore, the first crucial aspect for Higher Education Institutions and other stakeholders is to come together to share their best practices and build the future of business education. The second aspect is to take this practical advice and continue to innovate while simultaneously staying true to the heritage of the institution. This year’s Eduniversal World Convention will address how educational innovations and their challenges encourage academic institutions to maintain and further develop excellence in business education – and we would be delighted to hear from you!

**Key Objectives**
- Advance the goals and objectives of your institution by discovering success models as well as some of the best practices in the field of business education.
- Gain a deeper understanding of the current topics concerning Deans and academic personnel.
- Explore your role as a leader of a Business School and learn how to yield despite the financial crisis.
- Interact closely with other leaders in the field of educational development and academia through conferences sessions, exhibition and informal gatherings.
- Develop sustainable and strategic partnerships with your counterparts in 9 geographical zones and promote internationalization.
- Establish an international network with some of the Best Business Schools from 153 different countries.

**Topics**
- Global Partnerships in Higher Education: How internationalization is shaping the business world of the future.
- Innovation and its Challenges: The business school development in the interconnected world.
- Business Education in Far East Asia: What the educational system is like today.
- Chinese Business Schools as Success Models: What we can learn and how we can grow.
- Academic Rankings: What they do to the image and reputation of business schools.
- Studying in Far East Asia: What makes it attractive?
- BRICS – Europe: The key trends in the development of higher education.
- What Students Want: Mapping global expectations of business students.
- The Standards of Business School Development: How not to lose your academic uniqueness.

**Educating the world:**
Redefining Excellence in the Business Education of the future
The First Ranking for the Best Masters and MBA Programs Worldwide

When a student decides to do his graduate studies abroad, he first selects the geographical area or the country of preference, and then looks for the best program to enrol in. In other words, a student needs to know the essential academic information for the country or region he is interested in.

The ranking provided by Eduniversal serves the purpose of finding the best masters programs in the world for students looking for a ranking by region; for Business Schools to identify the expertise and specialties; and for international HR managers to find competent applicants in the world.

Objectives

- Identify the expertise and specificities of the 1,000 Best Business Schools belonging to the EDUNIVERSAL Official Selection;
- Establish a serious referent of the Best Programs in the world for 32 different majors;
- Provide a reference that allows students to discover and choose the best academic programs in each 9 geographical zones;
- Support HR executives to recruit qualified graduates from varied areas and from all over the world.

The 3 Criteria of the Methodology

> THE REPUTATION OF THE PROGRAM / 5 points
> 2.5 pts are given by the SMBG-EDUNIVERSAL firm according to the opinions of HR managers;
> 2.5 pts are given according to the number of the Eduniversal Palmes of the school.

> THE SALARY OF THE 1ST EMPLOYMENT / 5 points
> This information is given by the schools and universities;
> To take into account the differences between countries, the salary is indexed to the average annual salary per inhabitant;
> These points will also depend on program: Master or Executive MBA.

> STUDENT SATISFACTION / 5 points
> This criterion is an essential part of the added-value of the Ranking;
> The survey is sent by e-mail to recent graduates regarding their satisfaction with their completed programs. A mark is given when at least 10% of the students have answered the survey;
> The survey is comprised of 11 questions:
> 25% of the points are allocated to question 1 and 2, 50% of the points are allocated to the remaining 9 questions.

Live from Campus

The new EDUNIVERSAL Social Network

We are glad to announce the forthcoming creation of a social network for students, “Live from Campus”, addressed to the 1000 Best Business School of the EDUNIVERSAL’s Official selection.

“Live from Campus” is the first website to broadcast information that encourages and facilitates international student mobility. Beyond the information provided by the institutions of Higher Education, many surveys have shown, that the advice of peers is crucial in the educational of students.

The main objective of this social network is to increase the awareness and the international influence of your Business School. It is also an opportunity for you to communicate and demonstrate your expertise to the other Business Schools all around the world.

Each Business School has a blog, where a student can express him or herself about their campus. Those Reporters write about the campus life, the different activities and events, the registration process and international studies, and things to do in their town, etc.

There will also be interviews of the major players of the Business Schools, and Tips & Tricks to prepare students for integration.

Far from casual advertising, students from everywhere will be able to meet the reporters of the Best Business Schools in the World, exchange with them, and find real and personalized information from each Business School in 153 countries.

In a serious yet playful manner, “Live from Campus” gives the voice to students who are experiencing their campus first-hand. In this way, the uniqueness of each campus is showcased by giving students a space for expression and helping them tell the real story of their Business School.

Because information plays such an essential role, we have decided to put it within the reach of as many students as possible in order to really achieve student mobility.

“Live from Campus” provides you with the tools to recruit more international students!

For more information, contact our team :
contact@live-from-campus.com
AGENDA
Educating the world: Redefining Excellence in the Business Education of the future

THURSDAY
OCTOBER 13TH

08:00
08:15 - 09:00
09:00 - 09:15
09:15 - 09:50
09:50 - 10:30
10:30 - 11:30
11:30 - 12:30
12:30 - 13:30
13:40 - 14:40
14:40 - 15:40
15:40 - 18:30
18:30
20:30 - 21:30
21:30 - 00:30
Buses depart Hyatt on the Bund for Tongji University – School of Economics & management (SEM)
Zonghe Building Lobby
Meeting Room 1002(F10)
Opening Session: Business Education in Far East Asia: What the Educational System is Like Today.
Meeting Room 1002(F10)
Plenary session: Innovation and Its Challenges: The Business School Development in the Interconnected World
Zonghe Building
Meeting Room 1002(F10)
Meeting Room 1606(F16)
Parallel Workshops:
- Asian Business Schools as Success Models: What We Can Learn and How We Can Grow.
- What Students Want: Mapping Global Expectations of Business Students.
- Global Partnerships in Higher Education: How Internationalization is Shaping the Business World of the Future
Meeting Room 1002(F10)
Meeting Room 1002(F10)
Buses Depart Tongji University for School Visits:
Fudan University-School of Management
Shanghai University of Finance and Economics (SUFE)
Hyatt on the Bund Hotel
199 Huang Pu Lu, Shanghai 200080
Welcome Cocktail
Gala Dinner – Awards Ceremony
Hyatt on the Bund Hotel, Grand Ballroom

FRIDAY
OCTOBER 14TH

08:30
09:00 - 11:00
10:00-11:00
11:00-12:20
12:20-14:00
14:00-14:30
14:30-16:00
16:00-17:00
17:20 – 18:20
20:30-23:30
Zonghe Building Lobby
Meeting Room 1002(F10)
Meeting Room 1002(F10)
Meeting Room 1002(F10)
Meeting Room 1002(F10)
Meeting Room 1002(F10)
Meeting Room 1002(F10)
Meeting Room 1002(F10)
Buses Depart Tongji University SEM to Hyatt on the Bund Hotel
Restaurant “Lost Heaven”, 38, Fumin Road, Shanghai, 200040
Buses Depart Hyatt on the Bund to One-to-One Networking Dinner
Buses Depart Hyatt on the Bund Hotel to Tongji University – SEM
One-to-One Breakfast & Exhibition
Workshop: Business Schools’ Standards of the Responsible Management Education
Academic Rankings: What They Do to the Image and Reputation of Business Schools
Networking Lunch
School Visit: School Visit: Tongji University – SEM
Plenary Session:
BRICS – Europe: The Key Trends in the Development of Higher Education

SATURDAY
OCTOBER 15TH

09:00
09:30 - 10:20
10:30 - 12:30
12:45 - 14:00
14:15 - 15:30
15:40
Buses Depart Hyatt on the Bund Hotel for Sightseeing Tour in Shanghai
Sightseeing tour of the main buildings and historical monuments of Shanghai
Visit of Yu Yuan Garden – The Garden of Peace and Comfort
Visit of traditional Chinese markets (traditional Chinese products and gold and jewels are on sale)
Closing of the 4th Eduniversal World Convention
Buses Depart Hyatt on the Bund Hotel for Sightseeing Tour in Shanghai
Buses Depart Tongji University SEM to Hyatt on the Bund Hotel
School Visit: School Visit: Tongji University – SEM
Lunch at “Shanghai Old Restaurant”
Lunch at “Shanghai Old Restaurant”
Buses Depart Tongji University – SEM to Hyatt on the Bund Hotel
Buses Depart Hyatt on the Bund to One-to-One Networking Dinner
Buses Depart Hyatt on the Bund to One-to-One Networking Dinner

AGENDA at a Glance

AGENDA at a Glance
**Educating the world: Redefining Excellence in the Business Education of the future**

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<thead>
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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td><strong>THURSDAY OCTOBER 13th</strong></td>
<td>Program</td>
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<tr>
<td>08:00</td>
<td>Buses Depart Hyatt on the Bund for Tongji University – SEM</td>
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<tr>
<td>08:15 - 09:00</td>
<td>Registration, Breakfast &amp; Exhibition</td>
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<tr>
<td>09:00 - 09:15</td>
<td>Opening of the 4th Eduniversal World Convention</td>
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<td>Business Education in Far East Asia: What the Educational System is Like Today</td>
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<td>Innovation and Its Challenges: The Business School Development in the interconnected world</td>
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<td>10:30 - 11:30</td>
<td>Tea break &amp; Exhibition</td>
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<td><strong>PARALLEL WORKSHOPS:</strong></td>
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<tr>
<td>11:30 - 12:30</td>
<td>WORKSHOP 1: Asian Business Schools as Success Models: What we can learn and how we can grow</td>
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<td>Moderator: Prof. Sung Joo PARK, Eduniversal ISC member – Far East Asia, Professor of KAIST Business School, South Korea</td>
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<td>• Prof. Longbo WEI, Associate Dean of Zhejiang University School of Management, China</td>
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<td>• Prof. Jianwei WU, Associate Dean of Tongji University - SEM, China</td>
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<tr>
<td>12:30 - 13:30</td>
<td>Lunch</td>
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**FRIDAY OCTOBER 14th**

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<td>08:30</td>
<td>Buses depart Hyatt on the Bund Hotel for Tongji University – SEM</td>
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<td>09:00 - 11:00</td>
<td>One-to-One Breakfast &amp; Exhibition</td>
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<td>10:00 - 11:00</td>
<td>WORKSHOP: Business Schools’ Standards of the Responsible Management Education</td>
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<td>Moderator: Dr. Virginia KUNDROVI质感, Eduniversal ISC member – Eastern Europe, Dean of Adares Graduate School, U.S.A</td>
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<td>• Prof. Jonas HAERTLE, Head of PRME Secretariat/UN GLOBAL COMPACT OFFICE, USA</td>
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<td>• Prof. Bimam Chand PRASAD, Dean of the University of the South Pacific (USP), Fiji Island</td>
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<td>11:00 - 12:20</td>
<td>PLENARY SESSION: Academic Rankings: What They Do to the Image and Reputation of Business Schools</td>
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<td>Introduction of the Chairperson: Prof. Nehme AZOURY, Eduniversal ISC member – Eurasia &amp; Middle East, Dean of the Faculty of Business Administration of the Holy Spirit University of Kaslik, Lebanon</td>
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<td>• Prof. Michael LUGER, Dean of The University of Manchester – Manchester Business School, UK</td>
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<td>• Prof. Eon SMIT, Eduniversal ISC member – Africa, Professor of the University of Stellenbosch Business School, South Africa</td>
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<td>• Dr. Khalid AMIN, Senior Fellow &amp; Department Head, Institute of Business Management, Pakistan</td>
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<td>• Prof. Song CHEN, Deputy Dean of Tongji University – SEM, China</td>
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<td>• Dr. Nigel DEBUSSY, Associate Professor of Curtin Business School, Curtin University, Australia</td>
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<td>12:20 - 14:00</td>
<td>Networking Lunch</td>
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<td>14:00 - 14:30</td>
<td>School Visit: TONGJI UNIVERSITY – SCHOOL OF ECONOMICS &amp; MANAGEMENT</td>
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<td>Introduction by the Chairperson: Prof. Ananta MADHOK, Eduniversal ISC member – Central Asia, Director of Open Space Consulting, India</td>
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<td>• Prof. Zheye YIN, Associate Dean of School of Management, Fudan University, China</td>
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<td>• Prof. Yujiang HUANG, Director of Advisory Committee of Tongji University - SEM, Shanghai, China</td>
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<td>• Dr. Chandra ALAMTIAG, Academic Head of PIM Business School-Indonesian Institute for Management Development, Indonesia</td>
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<td>• Dr. Trilochan SASTRY, Dean of Indian Institute of Management Bangalore (IIM-B), India</td>
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<td>• Dr. Nancy MATOS, Chair of the Doctoral Consortium of CLADEA, Peru</td>
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<td>14:40 - 15:40</td>
<td>Presentation of EDUNIVERSAL MASTERS RANKING 2011 – The Best Masters &amp; MBA Worldwide</td>
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<td>• Mr. Martial GUIETTE, CEO of Eduniversal, France</td>
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<td>15:40 - 18:30</td>
<td>Gala Dinner: EDUNIVERSAL AWARDS CEREMONY</td>
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<td>20:30 - 00:30</td>
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**Program**

<table>
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<tr>
<th>Time</th>
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<tr>
<td>16:15</td>
<td>Buses depart Tongji University - SEM for Hyatt on the Bund Hotel</td>
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<tr>
<td>20:00</td>
<td>Buses depart Hyatt on the Bund Hotel for One-to-One Networking Dinner</td>
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<td>20:30 - 23:30</td>
<td>One-to-One Networking Dinner</td>
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**Spotlight on the Best Masters Worldwide**

Address: Restaurant “Lost Heaven”, 38, Fumin Road, Shanghai, 200040

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**Yu Yuan Garden**

Yu Yuan Garden (Yuyuan literally translated means Happy Gardenis) is located in the center of the Old City next to the Chenghuangmiao area in Shanghai, China and considered to be one of the most lavish and finest Chinese gardens in the region. The garden was finished in 1577 by a government officer of the Ming Dynasty (1368-1644) named Pan Yunduan. Yuyuan Garden occupies an area of 20,000 square meters (about five acres) and includes:

- **Grand Rockery** - rockery made of huangshi stone (12 m high), featuring peaks, cliffs, winding caves and gorges.
- **Heralding Spring Hall (Dianchun)** - built in 1820, the first year of the Emperor Daoguang’s reign. From September 1853 to February 1855, it served as the base of the Small Swords Society (Xiaodao Hui).
- **Inner Garden** - rockeries, ponds, pavilions, and towers, first laid out in 1709 and more recently recreated in 1956 by combining its east and west gardens.
- **Jade Magnificence Hall (Yuhua)** - furnished with rosewood pieces from the Ming Dynasty.
- **Lotus Pool** - with a zigzag bridge and mid-lake pavilion.
- **Ten Thousand-Flower Tower (Wanhua)**

**12:45 - 14:00**

Lunch at “Shanghai Old Restaurant”

**14:15 - 15:30**

Visit of traditional Chinese markets (traditional Chinese products and gold and jewels are on sale)

**15:40**

Closing of the 4th Eduniversal World Convention

Return to the Hyatt on the Bund
Mr. Mathias ABRAMOVICZ
Eduniversal Consultant - Live from Campus Project Manager

Beginning his sports studies to become a personal coach at the University Paris Descartes, he quickly became interested in student rights. After being elected as a member of the University Board, he became Chairman of the Students Sport National Trade Union, representing the interest of approximately 50,000 students in the Ministry of Higher Education.

With this experience and commitment he chose to complete a Bachelor degree in Organizational Management. During this time he became Campaign Director for an Employers Trade-Union, winning in 2008, the French trade-union elections.

After this achievement, he was hired by the Haitian senator to support the political communication and lobbying in France.

At the end of 2009, he joined a company specialized in competitive intelligence and open innovation. His work focused on business development of Forbes 500 companies, mostly in the Energy and Sustainable Development sector. With these high level companies he built projects within OpenCity 2030 to transform mobility, develop renewable energy and smart grids. He recently completed his executive education with a Master in Engineering of Information and Knowledgeable Decision Making.

At the end of 2010, he also began a new Executive Master’s degree in Competitive Intelligence, while at the same time joining SMBG-EDUNIVERSAL to deal with the process of competitive intelligence and in order to develop a new project: Live From Campus.
Prof. Nehme AZOURY

**Eduniversal International Scientific Committee Member - Eurasia & Middle-East**

Prof. Nehme Azoury occupies the position of Dean of the faculty of management of Université Saint-Esprit de Kaslik (Lebanon). In addition, he is the Secretary General of the Arab Society of Faculties of Business Administration. Former consultant, he is the editor of the electronic magazine of USEK-AUF, the agency of French-speaking world universities, and has been the editor of the Arab Economic Business Journal. He also lectures in the fields of marketing and strategy.

**Holy Spirit University of Kaslik - USEK Faculty of Business and Commercial Sciences**

Dr. Carlos BASURTO

**Dean**

Dr. Basurto has worked in the field of higher education for more than 18 years holding several administrative and academic positions. He has a MBA and a Master Degree in International Business from Tec de Monterrey and University of Texas respectively. Dr. Basurto holds a PhD Degree in Administration from Monterrey Tec with specialization on Corporate Societal Marketing from a joint program with University of North Carolina.

Dr. Basurto has promoted social initiatives in corporate and new enterprises. He has participated as instructor, consultant and promoter of academic, innovative and business oriented programs with Mexican private and public institutions including PEMEX (state oil company), IMSS (state social security), BANCOMEX (state exim-bank), and for some private companies from Central America. He also cooperated for many years in different Entrepreneurship Programs for small and medium companies.

Dr. Basurto research/teaching interests include consumer behavior, social marketing and social entrepreneurship. He has vast experience in the fields of Strategy, International Business, Marketing and Corporate Social Responsibility. Some of his research has been presented in Conferences such as Marketing Science Institute, Marketing and Public Policy and Academy of Management.

**Universidad de Monterrey (UDEM)
División de Negocios**

Mrs. Natalia BUKHSHTABER

**Head of the Quality Assurance Department**

Natalia Bukhshtaber came to the Graduate School of Business Administration of Lomonosov Moscow State University (GSBA) in 2010 in position of the Head of Quality Assurance Department and a lecturer in Methodology and Research methods. Her current responsibilities are to ensure the quality and excellence in education provided by the School. Before joining GSBA she worked at other universities, governmental and business organisations in Russia and abroad. She has extensive experiences in higher education, including more than 10 years of teaching at Masters, MBA and DBA programmes of Russian and foreign business schools, academic and administrative direction of international EMBA and MBA programmes. During her professional career she has been actively involved in various consulting and research projects.

Initially she has been trained as a professional teacher (1993, MEd (Hons), Moscow Pedagogical University) and later received a degree in business and management (2002, MBA (Hons), Kingston University London). In 2010 she won the prize «The Best MBA Student 2003» awarded by the Association of MBAs (AMBa) and the newspaper «The Independent». In 2011 she defended her master’s thesis in management and business studies research (MSc MBSR, Kingston University London). Currently she is conducting a research in the frame of her doctoral study at Kingston University.

**Graduate School of Business Administration
Moscow State University**

Prof. Song CHEN

**Deputy Dean**

Professor Song CHEN is the Deputy Dean of School of Economics and Management, Tongji University, Shanghai, China since December 2009, and Executive Dean of SIMBA, School of Economics and Management, Tongji University since June 2004. He holds a PhD in management from School of Economics and Management of Tonghua University, Beijing, China, focusing on technological innovation management. He has been a full professor of technology economics and management at Tongji University since 2003 and the Director of Institute of Technological Economics and Management at Tongji University since 2005.

He has been leading a Sino-French joint MBA program, SIMBA (Shanghai International MBA) since 2004 and it is among the top 50 by Financial Times EMBA ranking in the past three consecutive years. Dr. Chen is, among others, a Member of EPAS Committee of EFMD, a Standing Executive Board Member of Chinese Society of Technology Economics, a Regional Editor of Journal of Technology Management in China (Emerald), and an Editorial Member of Asian Journal of Technology Innovation. He provides consulting services for Science and Technology Committee of Shanghai Municipality, Hyundai Motors (China), LG Chem (China), Shanghai Volkswagen and CMA-CGM on strategy, technology development, operation management and training in China.

He was a Visiting Professor of Munich School of Management at LMU, Germany in Feb. 2010 and a Visiting Research Fellow at Korea University in 1997.

**Tongji University - School of Economics and Management**

Prof. Nigel DE BUSSY

**Associate Professor; School of Marketing**

Associate Professor Nigel de Bussy is Public Relations Course Coordinator in the School of Marketing, Curtin University, Perth, Australia. He holds a PhD from Curtin Business School and an MA from The Queen’s College, Oxford. Before joining Curtin, Nigel gained more than a decade’s experience in the public relations profession in the UK and Australia consulting to major private sector and government clients. He is a Fellow and past State President of the Public Relations Institute of Australia.

His current research interests include corporate social responsibility and organisational identity, stakeholder dialogue and its impact on business performance, and credibility in new communication media. His work has been published in a number of leading international journals.

**Curtin University - Curtin Business School**

Mr. Joel ECHEVARRIA

**Chief Operating Officer**

45, Joel holds a MS in Management from the Toulouse Business School and an Executive MBA from CPA. As C.O.O. of the Toulouse School of Economics (TSE), he manages the TSE Foundation, the marketing, strategic projects (opening of the School of Economics, launching of the IAS in Toulouse and its Foundation, etc.) and the administrative staff.

Previously member of the Steering Committee of the Toulouse Business School for 12 years, he has been first Director of Bachelor programs for 5 years and then Director of Marketing & Development and Delegate of the Foundation.

Previously, from 1996 to 1999, he was general manager of a business school in Barcelona, having started his career in the food industry and consulting. Expert in higher education and business & economics schools, he leads a regional delegation of the French Association of Fundraisers and has been speaker in many events organized by Hobsons, CASE, Conférence des Grandes Ecoles, etc.

**Université de Toulouse 1 Capitole IAE de Toulouse and Toulouse School of Economics**

Educating the world: Redefining excellence in the business education of the future
Mr. Martial GUIETTE

CEO & Founder - Eduniversal

Founder of SMBG Eduniversal in 1994, Martial Guiette graduated in Law, Politics, Finance and Corporate strategy. Holder of Master in Taxation from the University Paris II Pantheon Assas and graduated from Sciences Po Toulouse, he then obtained a Master in Corporate Finance in Dauphine University Before attending the university of corporate strategy in the ESCP Europe.

Fascinated by the world of education, Martial Guiette has been developing SMBG EDUNIVERSAL together with his teams during the past 15 years in order to provide innovative information tools and effective reference for students, universities and enterprises. By consolidating the expertise and expanding its activities, SMBG EDUNIVERSAL is now a key player in rating and evaluation in the field of higher education. Passionate about entrepreneurship Martial Guiette has also developed in parallel, societies in the field of gastronomy and wine.

Mr. Jonas HAERTLE

Head

The mission of the Principles for Responsible Management Education (PRME) initiative is to inspire and champion responsible management education, research and thought leadership globally. The PRME are inspired by internationally accepted values of corporate responsibility such as the principles of the United Nations Global Compact. They seek to establish a process of continuous improvement among institutions of management education in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century. Taking the six PRME principles as a guiding framework, any institution which is willing to integrate corporate responsibility and sustainability in a gradual but systemic manner is welcome to join the initiative.

More information on www.prme.org

Prof. Jia-zhen HUO

Dean

Prof. Jia-zhen HUO, Ph.D. (Tongji University), Ph.D. supervisor, Dean of School of Economics and Management, Tongji University; Chair Professor of the German company DHL; enjoys the State Council special allowance.


Over the past decade, Prof. HUO published over 30 important papers and two monographs, gained 6 State Software copyrights. He has presided over more than a dozen well-known companies’ management consulting and information system design, such as Lianhua Supermarket, Baosteel Group, China Post and Anji Logistics.

Prof. HUO now is also a member of expert review group in National Natural Science Foundation, and a member of the National MBA Education Steering Committee. He also works as the executive director of China Institute of Management Science and Engineering, executive director of China Logistics Association, vice president of Shanghai Academy of Management and the independent directors of listed companies.

Prof. George M. JABBOUR

Eduniversal International Scientific Committee Member - Masters Ranking Branch

Prof. George M. Jabbour currently holds the position of the Director, MS Finance Program at The George Washington University Washington, DC.


Area of Expertise : Investments; Derivative securities; Financial engineering; Option valuation

Editorial Positions: Journal of Business and Economics Research

Professional Activities: Center of Excellence in Management, Kuwait; Notre Dame University in Lebanon; University of Balamand, Lebanon; International Training Center for Bankers, Budapest, Hungary

Dr. Virginijus KUNDROTAS

Eduniversal International Scientific Committee Member - Eastern Europe

Dr. Virginijus Kundrotas is a Dean of Adizes Graduate School (USA) and Vice-President for Europe of Adizes Institute (USA). He was a Founding President of ISM University of Management & Economics (Lithuania) and worked in this position for 9 years. Specialized in business ethics, leadership and change management, he is also President of BMDA (Baltic Management Development Association), vice-president of CEEMAN (Central and East European Management Development Association), and member of the EQUIS accreditation committee.

BMDA (Baltic Management Development Association)
Prof. Michael LUGER
Dean

Michael Luger is Dean of one of the oldest and highest-ranked Business Schools in the UK. He was recruited to the post shortly after a merger created the largest campus-based Business Schools in the UK. Over the past four years he has led a process of change at MBBS which has included rebranding and repositioning, as well as the development of an important external engagement agenda. Luger is also a professor of innovation, management, and policy at the University, with expertise in regional economic development, infrastructure and public finance, and entrepreneurship.

He received a PhD in economics from Berkeley, and undergraduate and masters degrees from Princeton. He previously taught at Duke University and the University of North Carolina. He has extensive experience as a business consultant and government advisor, and has served on several private and public sector boards.

Prof. Dr. Aneeta MADHOK
Eduniversal International Scientific Committee Member - Central Asia

Prof. Dr. Aneeta Madhok (PhD, CMC, GPHR) is Director at Open Spaces Consulting and has been the Dean (Center for Human Resources) at S.P. Jain Center of Management, Dubai and Singapore and Dean (School of Business) at MIMM University in India. She is the Chairperson of the International Council of Management Consulting Institutes (ICMCI) over 47 countries worldwide, and is a global expert on Professional Development and Knowledge in the areas of Management Education, Human Resources and Management Consulting.

Open Spaces Consulting

Dr. Nancy MATOS REYES
Chair of the Doctoral Consortium of CLADEA

PhD. ESADE of Barcelona; M.B.A. HEC Montreal. Industrial Engineer of the Pontifical Catholic University of Peru. Vice President of ESAN (2011-2016). Co-director of the doctoral program with ESADE and UC3M. Professor of Marketing and Negotiations in ESAN. Visiting Professor at Business School of Nantes (France), and ESSCA (France). Have been member of CCD (Commission of Disloyal competition) of INDECOPI.

Have been director of projects with diverse organizations as: World Bank, United Nations, Interamerican Bank, GTZ (Germany), ACOR-Canada, AX (USA), Department of Energy and Mines (Peru). Involved in executive education since 1982 at ESAN. Consultant for industrial companies like: Cementos Lima (Big producer of cement), Yanacocha (Newmont mining corporation), Antamina ( Doe Run), Southern Peru (mining), Sade Skanska, Explosivos SA, Petrobras, Osinergmin, GREMCO (building company), PetroPeru.

Dr. Charles MOYER
Eduniversal International Scientific Committee Member - North America

Dr. Charles Moyer serves as Dean of the College of Business at the University of Louisville. He is also Dean Emeritus of the Babcock Graduate School of Management at Wake Forest University. Dr. Moyer held the GMAC Insurance Chair in Finance at Wake Forest University and served as a director at King Pharmaceuticals from 2000 to 2011. He served on the Corporate Governance Committee and chaired the Audit Committee. He is also a director of Kypta, LLC and of the Kentucky Seed Capital Fund. He is a member of the Board of Advisors of Capital South Partners, LLC and a member of the Bi-State Bridge Authority of Kentucky and Indiana. Professor Moyer has provided expert testimony in the area of cost of capital and related issues in more than 60 public utility rate cases.

College of Business - University of Louisville

Prof. Sung Joo PARK
Eduniversal International Scientific Committee Member - Far East Asia

Prof. Sung Joo Park is the former Dean and Vice president of KAIST (Korea Advanced Institute of Science and Technology). He is currently a professor at KAIST Business School. Holding a PhD from Michigan State University, he was also the founding president of APBS (Association of Asia-Pacific Business Schools) and served as a board member of the AACSB and is now a board member of the GFME (Global Foundation for Management Education).

Korea Advanced Institute of Science and Technology (KAIST) Business School

Prof. Joseph PHILIP
President

A "home-grown guru in management education" was how Prof. J. Philip was described by Mr. Thothathri Raman in a special write-up on him in the feature 'Heritage' in the November 1999 issue of 'Indian Management'. Prof. Philip started his professional career as a faculty member at XLRI, Jamshedpur on July 3, 1960, at an young age of 24, where he moved up to become a full Professor and Dean in 1969. Prof. J. Philip is the founder and builder of Xavier Institute of Management & Entrepreneurship (XIME), the prestigious Management School in Bangalore, which is recognized as one of the top Business Schools in the country. He is currently the President and Director Emeritus of XIME.

Before venturing on to building this institution from ground zero, he was the Director of Indian Institute of Management, Bangalore for about six years – 1985-91. He has been seen as the turnaround Director who turned around IM-B in late 80's to its path to excellence. While at IM-B he took the initiative in founding Association of Indian Management Schools (AIMS), the umbrella organization of the Business Schools of India. He was also its first President 1988-92. Before taking over the position of Directorship at IM-B, he had worked as VP (HR) of the Oberoi Group of Hotels, Delhi and before that as the Director of the Management College of Steel Authority of India in Ranchi. He has several publications to his credit. He has been elected as the first President of the newly founded Association of BRICS Business Schools (ABBS) – Business Schools from Brazil, Russia, India, China and South Africa. Prof. Philip was the key initiator for the founding of this intercontinental B-Schools Association which has broken new grounds in the B-Schools Networks of the world. The Indian Society for Training and Development (ISTD) honoured Prof. J. Philip as its ‘President Emeritus’ on July 25, 2009. Prof. J. Philip was President of ISTD during 1979-80 when he was VP (HR) of the Oberoi Group of Hotels. It is one of the prestigious recognitions given to distinguished past presidents of ISTD for their outstanding contributions in the field of HRD.

President Prof. J. Philip was also honoured by XLRI, Jamshedpur, his alma mater, on November 21, 2009 with the ‘Lifetime Achievement Award’ instituted by the Alumni of the Institution. This was the first time that award of this kind was presented to a distinguished alumnus in the history of XLRI. It was obviously a great moment of sense of achievement for him and a matter of pride for all at XIME.
Prof. Edson Luiz RICCIO

Eduniversal International Scientific Committee Member - Latin America

Prof. Edson Luiz Riccio is a well-established researcher and Associate Professor at the University of São Paulo (Brazil), where he holds many responsibilities, including: president of the international Cooperation Office of the faculty of economics and management (FEA-USP), and director of TECIS, a research laboratory on technology and information systems.

FEA-USP - Universidade de São Paulo - Faculdade de Economia Administração e Contabilidade

Prof. Biman Chand PRASAD

Dean

Professor Biman Prasad is Professor of Economics and Dean of the Faculty of Business and Economics at the University of the South Pacific. Professor Prasad completed his Bachelor of Arts degree in Mathematics and Economics from the University of the South Pacific, Master of Commerce from the University of New South Wales, Australia in 1991 and Doctor of Philosophy (PhD) from the University of Queensland, Australia in 1997.

Professor Prasad has an accomplished academic reputation with four books and many journal articles published on economic development, trade and environment issues. He has done consultancy work for international organisations and governments in the Pacific region. He has been a visiting Professor at the Kagoshima University in Japan and at the Otago University in New Zealand.

He was recently elected as the Chair of the Oceania Development Network, a regional network supported by the Global Development Network. Professor Prasad was also awarded the prestigious Indian Council for Cultural Relations International Scholars Fellowship and spent three months at the Jawaharlal Nehru University in India earlier this year.

Prof. John POWELL

Director

Prof John Powell is the director of the University of Stellenbosch Business School. John started his studies in engineering at Cambridge University and received his PhD at Cranfield Royal Military College of Science. At both institutions he received various excellence awards. He started his working career in the Royal Navy and then joined British Aerospace (BAe) as a systems engineer. After being awarded a fellowship, John decided to pursue an academic career.

He gained lecturerships at Cranfield and Bath University and in due course assumed the chair of strategic analysis. He subsequently held similar posts at Southampton and Cardiff Universities. John’s research programme is highly applied in nature and can be divided into three main streams, viz the use of scenario methods for the identification of corporate strategic; systems based methods for strategic management; and semi-formal and formal approaches to knowledge strategy. John has published his research in numerous academic articles and in books, and has applied it in consultancy contracts with various high-profile organisations.

Dr. Dorte SALSKOV-IVERSEN

Vice President, International

Dorte Salskov-Iversen, PhD, Associate Professor, is CBS’ Vice President for International Affairs, which involves, with the CBS Senior Management Team, to oversee and develop CBS’ international engagement.

She is also Head of CBS Department of Intercultural Communication and Management an interdisciplinary research unit focusing on how processes of globalization change and challenge (the conditions of) managing, organizing and governing.

Her research has been internationally published and is located at the interface between management and organizational studies and international political economy.

Indian Institute of Management Bangalore (IIM-B)

Academic Dean

Dean, Indian Institute of Management, Bangalore. Has been a Visiting Professor or scholar at various Universities abroad including MIT, Hong Kong University of Science and Technology, International University of Japan.

Member of the Bretton Woods Committee, Washington (has several Heads of State as members)

Young Global Leader, 2008 awarded by the World Economic Forum.

Member of sub committee on Governance in the National Advisory Council (NAC)

Member of the Board, IIM Bangalore since 2006.

Best Young Teacher award for 1999 from the Association of Indian Management School,

Outstanding Contribution to National Development Award from IIT Delhi in 2005.

Founder Secretary and CEO of Centre for Collective Development (CCD) which promotes cooperatives in dry land areas for small and marginal farmers, resulting in substantial increase in income without subsidy. Also Chairman and founder of Association for Democratic Reforms (ADR).

Prof. Trilochan SASTRY

Indian Institute of Management Bangalore (IIM-B)

Academic Dean

Dean, Indian Institute of Management, Bangalore. Has been a Visiting Professor or scholar at various Universities abroad including MIT, Hong Kong University of Science and Technology, International University of Japan.

Member of the Bretton Woods Committee, Washington (has several Heads of State as members)

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Mr. Axel SCHUMACHER

Eduniversal International Scientific Committee Member - Western Europe

Mr. Axel Schumacher is Associate Dean for International Relations at the EBS Business and Law Schools of the EBS Universität für Wirtschaft und Recht i. G. (EBS University for Economics and Law) in Oestrich-Winkel and Wiesbaden (Germany). Before joining the EBS team he held the position of Director International Programmes at WHU, Otto Beisheim School of Management (Germany).

For more than 20 years he has been working in the field of International Relations. Over this period he initiated more than 200 university cooperations with more than 45 countries around the globe, including at least 40 dual degree agreements at both undergraduate and graduate levels.

Mr. Axel Schumacher published several research papers focusing on the concept of private institutions of higher education in Germany. Furthermore internationalization strategies for business and law schools comprise his research interest.
Prof. Eon SMIT  
*Eduniversal International Scientific Committee Member - Africa*

Prof. Eon SMIT is the former director of the University of Stellenbosch business school (South Africa). He is also the former president of SABSA (South African Business School Association), founding member of AABS (Association of African Business Schools). He is Chairman of the Bureau for Economic Research as well as the Institute for Futures Research at the University of Stellenbosch and is member of the Board of USB-ED. He is an Advisory Board member of the University of Hull Business School in the UK and a member of the EQUIS Quality Committee in Brussels. He has chaired more than twenty international audit teams for accreditation agencies such as EQUIS, AMBA and the CHE.

University of Stellenbosch Business School

Prof. Longbao WEI  
*Associate Dean*

Longbao Wei is currently deputy dean and professor of School of Management, Zhejiang University. He has held several other positions at Zhejiang University, including director, Institute of Small & Medium Enterprise (SME) Development and Urbanization; and deputy director, National Key Research Base for Humanities and Social Science, Center for Agricultural and Rural Development(CARD). He has also been a fellow at the Weatherhead Center for International Affairs, Harvard University; adjunct professor at the University of Guelph in Canada. Dr. Wei was educated at Zhejiang University, from which he received his doctorate, master’s, and bachelor’s degrees. His areas of interest include managerial economics/macro-economics analysis and policy, agribusiness. He has written widely on Chinese economy development and policy; industrial cluster and urbanization policy; agricultural and food policy; and international agri-food trade, marketing, and policy.

Zhejiang University School of Management

Prof. Michael WOOD  
*Eduniversal International Scientific Committee Member - Oceania*

Prof. Michael Wood is currently Professor of Management in the School of Business at Notre Dame and the director of Mike Wood Consulting. He retired as Executive Dean of the Curtin Business School in May 2007, after nearly 8 years in the position. He has had extensive experience in the public and private sectors: he has worked in four Australian universities, held the most senior position in the public sector and profitably conducted his own business. Professor Wood was formerly chair of the Wood Consulting Group and he has held leading positions in the Western Australian Public Sector. He was Public Service Commissioner from June 1990 to August 1993, Secretary for Local Government from 1984 to 1990, and Chairman of the Local Government Grants Commission from 1983 to 1985.

The School of Business at Notre Dame

Ms. Xiubao (Vicky) YU  
*Associate professor /Assistant Dean*

Education Background: Doctor Degree
Overseas Experience: Ph.D student, University of Reading, UK
Research Field: Knowledge Management; Management of Technology Innovation; Political Strategy; Assessment Approach of Corporate Strategy.

Tongji University - School of Economics and Management

Prof. Yin ZHIWEN  
*AssociateDean*

Prof. Zhiwen Yin is currently the associate dean and the associate professor of the Department of Management Science of the School of Management, Fudan University. He has been a visiting scholar at Sloan School of Management, MIT from January to June 1998 and from February to March 2001.

Fudan University School of Management

Ms. Yu LIU  
*Student Representative, Member of Student Union, Tongji University – SEM China*

Tongji University - School of Economics and Management

Prof. Yuanzhuang SHAN  
*President*

Xi’an Zhaohua Administration-Education-Institute-Business-School.html

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## Participants

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
<th>Institution</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luis PEREZ VAKUMOLEGAN</td>
<td>Visiting Dean</td>
<td><a href="mailto:lori@becon.edu.ar">lori@becon.edu.ar</a></td>
<td>BUENOS AIRES UNIVERSITY (UBA) - BUSINESS SCHOOL</td>
<td>ARGENTINA</td>
</tr>
<tr>
<td>Horacio SEQUEA</td>
<td>Conference Director</td>
<td><a href="mailto:cbst009@gmail.com">cbst009@gmail.com</a></td>
<td>BUENOS AIRES UNIVERSITY (UBA) - BUSINESS SCHOOL</td>
<td>ARGENTINA</td>
</tr>
<tr>
<td>Nigel DE BUSSY</td>
<td>Director, School of Marketing</td>
<td><a href="mailto:n.t.baidu@curtin.edu.au">n.t.baidu@curtin.edu.au</a></td>
<td>CURTIN UNIVERSITY - CURTIN BUSINESS SCHOOL</td>
<td>AUSTRALIA</td>
</tr>
<tr>
<td>David HATSON</td>
<td>Director, Bachelor of Business</td>
<td><a href="mailto:david.hatson@monash.edu">david.hatson@monash.edu</a></td>
<td>MONASH UNIVERSITY FACULTY OF BUSINESS AND ECONOMICS</td>
<td>AUSTRALIA</td>
</tr>
<tr>
<td>Alain VAS</td>
<td>Dean</td>
<td><a href="mailto:alain.vas@ucosta.be">alain.vas@ucosta.be</a></td>
<td>UNIVERSITÉ CATHOLIQUE DE LOUHAN (UCL) - LOUHAN SCHOOL OF MANAGEMENT</td>
<td>BELGIUM</td>
</tr>
<tr>
<td>Frank JANSSON</td>
<td>Dean</td>
<td><a href="mailto:frank.jansson@ucosta.be">frank.jansson@ucosta.be</a></td>
<td>UNIVERSITÉ CATHOLIQUE DE LOUHAN (UCL) - LOUHAN SCHOOL OF MANAGEMENT</td>
<td>BELGIUM</td>
</tr>
<tr>
<td>Andrea ASPILING</td>
<td>Secretary-General and Senior</td>
<td><a href="mailto:andrea@aspiling.net">andrea@aspiling.net</a></td>
<td>GRIL FOUNDATION EPDM</td>
<td>BELGIUM</td>
</tr>
<tr>
<td>Kaisha TSHERING</td>
<td>Director</td>
<td><a href="mailto:kaisha_tshering@inr.edu.bt">kaisha_tshering@inr.edu.bt</a></td>
<td>BHUTAN</td>
<td></td>
</tr>
<tr>
<td>Romualt ROSSLER TELMA</td>
<td>Dean</td>
<td><a href="mailto:rjbol@balletianet.com.br">rjbol@balletianet.com.br</a></td>
<td>PONTIFICIA UNIVERSIDAD CATOLICA DO PARANA - FCUP DE LA ESCOLAS DE NEGOCIOS</td>
<td>BRAZIL</td>
</tr>
<tr>
<td>Anaisa Cesar CAMARZO</td>
<td>Dean</td>
<td><a href="mailto:c.camargo@uscpr.br">c.camargo@uscpr.br</a></td>
<td>PONTIFICIA UNIVERSIDAD CATOLICA DO PARANA - FCUP DE LA ESCOLAS DE NEGOCIOS</td>
<td>BRAZIL</td>
</tr>
<tr>
<td>Husam HARRIZAH</td>
<td>Deputy Dean</td>
<td><a href="mailto:harrizah.husain@put.edu.bw">harrizah.husain@put.edu.bw</a></td>
<td>FACILITY OF BUSINESS, ECONOMICS AND POLICY STUDIES (FIEP) - UNIVERSITÉ BRUNEI SARASLAM</td>
<td>BRUNEI</td>
</tr>
<tr>
<td>Hajj AI EML ZAHIRIN</td>
<td>Lecturer</td>
<td><a href="mailto:eml.al@put.edu.bw">eml.al@put.edu.bw</a></td>
<td>FACILITY OF BUSINESS, ECONOMICS AND POLICY STUDIES (FIEP) - UNIVERSITÉ BRUNEI SARASLAM</td>
<td>BRUNEI</td>
</tr>
<tr>
<td>Stephen RENAUD</td>
<td>President, MGI Alumni Association of Shanghai</td>
<td><a href="mailto:stephane.renaud@mail.mcgill.ca">stephane.renaud@mail.mcgill.ca</a></td>
<td>MCGILL UNIVERSITY DESAILES FACULTY OF MANAGEMENT</td>
<td>CANADA</td>
</tr>
<tr>
<td>Matthew MA</td>
<td>Director of Management Program</td>
<td><a href="mailto:matthew.ma@keipingpoint.com">matthew.ma@keipingpoint.com</a></td>
<td>MCGILL UNIVERSITY DESAILES FACULTY OF MANAGEMENT</td>
<td>CANADA</td>
</tr>
<tr>
<td>Alex CHUNG</td>
<td>Director, Special Project and Development Asia</td>
<td><a href="mailto:alex.chung@mail.mcgill.ca">alex.chung@mail.mcgill.ca</a></td>
<td>MCGILL UNIVERSITY DESAILES FACULTY OF MANAGEMENT</td>
<td>CANADA</td>
</tr>
<tr>
<td>Juan Pablo VINEAUX</td>
<td>General Manager, Facultad China</td>
<td><a href="mailto:jpvineaux@taleoedu.com">jpvineaux@taleoedu.com</a></td>
<td>PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE ESCOLAS DE ADMINISTRACION</td>
<td>CHILE</td>
</tr>
<tr>
<td>Christine QUAN DE KESSLER</td>
<td>Managing Partner - Mikado China</td>
<td><a href="mailto:christquann@mikadogroup.com">christquann@mikadogroup.com</a></td>
<td>PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE ESCOLAS DE ADMINISTRACION</td>
<td>CHILE</td>
</tr>
<tr>
<td>Xinjing LEI</td>
<td>Executive Vice Dean</td>
<td></td>
<td>GRADUATE SCHOOL OF TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Bo YU</td>
<td>Dean</td>
<td><a href="mailto:yub@hit.edu.cn">yub@hit.edu.cn</a></td>
<td>HARBIN INSTITUTE OF TECHNOLOGY, SCHOOL OF MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>Dapeng LIANG</td>
<td>Vice Dean in School of Management</td>
<td><a href="mailto:dip0050@gmail.com">dip0050@gmail.com</a></td>
<td>HARBIN INSTITUTE OF TECHNOLOGY, SCHOOL OF MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>Li ZHANG</td>
<td>Director of department of business administration</td>
<td><a href="mailto:zhanglei@hit.edu.cn">zhanglei@hit.edu.cn</a></td>
<td>HARBIN INSTITUTE OF TECHNOLOGY, SCHOOL OF MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>Yang ZHANG</td>
<td>Dean</td>
<td><a href="mailto:yzhang@hit.edu.cn">yzhang@hit.edu.cn</a></td>
<td>HARBIN INSTITUTE OF TECHNOLOGY, SCHOOL OF MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>Dachun HUANG</td>
<td>Assistant Dean, Chair of Department of Economics and International Trade</td>
<td><a href="mailto:huangdechun@hhu.edu.cn">huangdechun@hhu.edu.cn</a></td>
<td>HUAN UNIVERSITY BUSINESS SCHOOL</td>
<td>CHINA</td>
</tr>
<tr>
<td>Song CHEN</td>
<td>Deputy Dean</td>
<td><a href="mailto:chen@tongji.edu.cn">chen@tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Jia-zhen HUO</td>
<td>Dean</td>
<td><a href="mailto:huojia_zhen@163.com">huojia_zhen@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Jie WU</td>
<td>Associate Dean, Director of Advisory Committee</td>
<td><a href="mailto:jiewu2@gmail.com">jiewu2@gmail.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Xiang HUANG</td>
<td>Associate Dean</td>
<td><a href="mailto:houxiang@tongji.edu.cn">houxiang@tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Xiujuan YU</td>
<td>Associate Dean</td>
<td><a href="mailto:yu@mail.tongji.edu.cn">yu@mail.tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Yu LI</td>
<td>Master in Management Science and Engineering</td>
<td><a href="mailto:liuyu_yingxi@tongji.edu.cn">liuyu_yingxi@tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Yuxiu CHEN</td>
<td>Accreditation Coordinator</td>
<td><a href="mailto:yuxiu@tongji.edu.cn">yuxiu@tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Xin CHEN</td>
<td>Director of the Students Affairs Office</td>
<td><a href="mailto:weixing@tongji.edu.cn">weixing@tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Wei CHEN</td>
<td>Vice-President</td>
<td><a href="mailto:weike@tongji.edu.cn">weike@tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Zhongyi LI</td>
<td>Vice Director of the International Exchange and Cooperation Office</td>
<td><a href="mailto:lianzongli@tongji.edu.cn">lianzongli@tongji.edu.cn</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Wei LI</td>
<td>Assistant Dean</td>
<td><a href="mailto:weili@360d.cn">weili@360d.cn</a></td>
<td>SCHOOL OF MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Dingtai ZHANG</td>
<td>Associate Dean</td>
<td><a href="mailto:dtingtai@ustc.edu.cn">dtingtai@ustc.edu.cn</a></td>
<td>SCHOOL OF MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Liang LIANG</td>
<td>Executive Dean</td>
<td><a href="mailto:liang@ustc.edu.cn">liang@ustc.edu.cn</a></td>
<td>SCHOOL OF MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Xiangyu XU</td>
<td>Dean of the School</td>
<td><a href="mailto:xxy@ustc.edu.cn">xxy@ustc.edu.cn</a></td>
<td>SHANDONG UNIVERSITY-SCHOOL OF BUSINESS AND MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>Lai MA</td>
<td>Associate professor</td>
<td><a href="mailto:maile@ustc.edu.cn">maile@ustc.edu.cn</a></td>
<td>SHANDONG UNIVERSITY-SCHOOL OF BUSINESS &amp; MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>He ZHEN</td>
<td>Vice Dean</td>
<td><a href="mailto:zheng@ustc.edu.cn">zheng@ustc.edu.cn</a></td>
<td>TIANDIAN UNIVERSITY - SCHOOL OF MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>Yanzhongshan SHAN</td>
<td>President</td>
<td><a href="mailto:zhanyan@ustc.edu.cn">zhanyan@ustc.edu.cn</a></td>
<td>XIANY ZHUA UNIVERSITY MANAGEMENT EDUCATION INSTITUTE</td>
<td>CHINA</td>
</tr>
<tr>
<td>Wenjuan QUAN</td>
<td>Assistant</td>
<td><a href="mailto:quanwenjuan@ustc.edu.cn">quanwenjuan@ustc.edu.cn</a></td>
<td>XIANY ZHUA UNIVERSITY MANAGEMENT EDUCATION INSTITUTE</td>
<td>CHINA</td>
</tr>
<tr>
<td>Tiepeng GENG</td>
<td>Vice President</td>
<td><a href="mailto:huangdechun@hhu.edu.cn">huangdechun@hhu.edu.cn</a></td>
<td>ZHEJIA UNIVERSITY MANAGEMENT SCHOOL OF BUSINESS</td>
<td>CHINA</td>
</tr>
<tr>
<td>Longjian WEI</td>
<td>Associate Dean</td>
<td><a href="mailto:weilongjian@ustc.edu.cn">weilongjian@ustc.edu.cn</a></td>
<td>ZHEJIA UNIVERSITY MANAGEMENT SCHOOL OF BUSINESS</td>
<td>CHINA</td>
</tr>
<tr>
<td>Yongli SHOU</td>
<td>Director, MBA Program Office</td>
<td><a href="mailto:yoshu@ustc.edu.cn">yoshu@ustc.edu.cn</a></td>
<td>ZHEJIA UNIVERSITY MANAGEMENT SCHOOL OF BUSINESS</td>
<td>CHINA</td>
</tr>
<tr>
<td>Yu ZHIREN</td>
<td>Associate Dean</td>
<td><a href="mailto:zhenyuanli@ustc.edu.cn">zhenyuanli@ustc.edu.cn</a></td>
<td>FUJIAN UNIVERSITY SCHOOL OF MANAGEMENT</td>
<td>CHINA</td>
</tr>
<tr>
<td>Li Xiaodong ELSIN</td>
<td>Director of EDBA Program</td>
<td><a href="mailto:edba@acm.unizar.edu.co">edba@acm.unizar.edu.co</a></td>
<td>UNIVERSIDAD DE LOS ANDES - SCHOOL OF MANAGEMENT</td>
<td>COLOMBIA</td>
</tr>
<tr>
<td>Jorge Iván BULA ESCOBAR</td>
<td>Dean</td>
<td><a href="mailto:ibula@ustar.edu.co">ibula@ustar.edu.co</a></td>
<td>UNIVERSIDAD DE LOS ANDES - SCHOOL OF MANAGEMENT</td>
<td>COLOMBIA</td>
</tr>
<tr>
<td>Claudia Zekila CASALLAS VANDO</td>
<td>International Affiliates Coordinator</td>
<td><a href="mailto:czvandoy@gmail.com">czvandoy@gmail.com</a></td>
<td>UNIVERSIDAD NACIONAL DE COLOMBIA FACULTAD DE CIENCIAS ECONOMICAS</td>
<td>COLOMBIA</td>
</tr>
<tr>
<td>Roger Amaan MAKANY</td>
<td>Dean</td>
<td><a href="mailto:makany@yahoo.fr">makany@yahoo.fr</a></td>
<td>ECOLE SUPERIEURE DE GESTION ET DADMINISTRATION DES ENTREPRISES - ESGAE</td>
<td>CONGO</td>
</tr>
<tr>
<td>Angelique MAKANY</td>
<td></td>
<td><a href="mailto:makanyangelique@yahoo.fr">makanyangelique@yahoo.fr</a></td>
<td>ECOLE SUPERIEURE DE GESTION ET DADMINISTRATION DES ENTREPRISES - ESGAE</td>
<td>CONGO</td>
</tr>
<tr>
<td>Jakob FISCHER</td>
<td>Vice President</td>
<td><a href="mailto:fischer@fbw.eu">fischer@fbw.eu</a></td>
<td>UNIVERSITY OF ECONOMICS, PRAGUE VIE</td>
<td>CZECH REPUBLIC</td>
</tr>
<tr>
<td>Ole STEIN NIELSON</td>
<td>Director of Accreditation and Quality Assurance</td>
<td><a href="mailto:stein@dtu.dk">stein@dtu.dk</a></td>
<td>COPENHAGEN BUSINESS SCHOOL (CBS)</td>
<td>DENMARK</td>
</tr>
<tr>
<td>Doris SALONIVSSEN</td>
<td>Vice-President, International Project Director</td>
<td><a href="mailto:saloni@dtu.dk">saloni@dtu.dk</a></td>
<td>COPENHAGEN BUSINESS SCHOOL (CBS)</td>
<td>DENMARK</td>
</tr>
<tr>
<td>Robert HOGUER</td>
<td>International Project Director</td>
<td><a href="mailto:houseu@psfe.edu.ac">houseu@psfe.edu.ac</a></td>
<td>UNIVERSIDAD DEL PACIFICO ESCUELA DE POSTGRADO</td>
<td>ECUADOR</td>
</tr>
<tr>
<td>Milian RAMIREZ</td>
<td>Professor</td>
<td><a href="mailto:ramires@psfe.edu.ac">ramires@psfe.edu.ac</a></td>
<td>UNIVERSIDAD DEL PACIFICO ESCUELA DE POSTGRADO</td>
<td>ECUADOR</td>
</tr>
<tr>
<td>Harmel SHAMMA</td>
<td>Assistant Professor of Marketing</td>
<td><a href="mailto:shammam@lausca.edu.ac">shammam@lausca.edu.ac</a></td>
<td>THE AMERICAN UNIVERSITY IN CARO - SCHOOL OF BUSINESS</td>
<td>EGYPT</td>
</tr>
<tr>
<td>Khlaieh DANAWY</td>
<td>MBA Director</td>
<td><a href="mailto:danawy@lausca.edu.ac">danawy@lausca.edu.ac</a></td>
<td>THE AMERICAN UNIVERSITY IN CARO - SCHOOL OF BUSINESS</td>
<td>EGYPT</td>
</tr>
<tr>
<td>Gurmeet SINGH</td>
<td>Associate Dean Research</td>
<td><a href="mailto:singh_g@ipu.ac.edu">singh_g@ipu.ac.edu</a></td>
<td>THE UNIVERSITY OF THE SOUTH PACIFIC (UPS) FACULTY OF BUSINESS AND ECONOMICS</td>
<td>FIJI ISLANDS</td>
</tr>
<tr>
<td>Name</td>
<td>Position</td>
<td>Email</td>
<td>Institution</td>
<td>Country</td>
</tr>
<tr>
<td>-------------------</td>
<td>---------------------------------</td>
<td>--------------------</td>
<td>-------------------------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Prof. Mahmoud EL-JAFARI</td>
<td>Director, Institute for Business and Economics</td>
<td><a href="mailto:mjalaf@adm.vari.edu.qa">mjalaf@adm.vari.edu.qa</a></td>
<td>AL-Quds University - FACULTY OF BUSINESS &amp; ECONOMICS</td>
<td>PALESTINIAN AUTHORITY</td>
</tr>
<tr>
<td>Dr. Romolo LINIO</td>
<td>Dean, Faculty of Business Administration</td>
<td><a href="mailto:rlinio@bs.uac.pgp">rlinio@bs.uac.pgp</a></td>
<td>Divine Word University (DKU) - FACULTY OF BUSINESS AND MANAGEMENT</td>
<td>PAPUA NEW GUINEA</td>
</tr>
<tr>
<td>Dr. Nancy MATOS</td>
<td>Chair of the Doctoral Consortium of ATPAEAD</td>
<td><a href="mailto:nmmeada@anau.edu.pw">nmmeada@anau.edu.pw</a></td>
<td>Ateneo Professional Schools Registrar</td>
<td>PERU</td>
</tr>
<tr>
<td>Dr. Cesar MANSIBANG</td>
<td>Dean, Faculty of Business Administration</td>
<td><a href="mailto:cmansibang@as.ataeneo.edu">cmansibang@as.ataeneo.edu</a></td>
<td>Ateneo University of Technology - FACULTY OF MANAGEMENT AND ECONOMICS</td>
<td>PHILIPPINES</td>
</tr>
<tr>
<td>Dr. Magdalena POPOWSKA</td>
<td>Associate Dean for International Affairs</td>
<td><a href="mailto:mpopowska@aggi.edu.pl">mpopowska@aggi.edu.pl</a></td>
<td>Ateneo University of Technology - FACULTY OF MANAGEMENT AND ECONOMICS</td>
<td>POLAND</td>
</tr>
<tr>
<td>Prof. Antonio RODAL</td>
<td>Associate Dean</td>
<td><a href="mailto:anratal@uam.edu.pl">anratal@uam.edu.pl</a></td>
<td>Ateneo Business School - LISBON UNIVERSITY INSTITUTE</td>
<td>PORTUGAL</td>
</tr>
<tr>
<td>Ms. Diana MALYSZEK OLIVERIA</td>
<td>Executive Coordinator</td>
<td><a href="mailto:dinol@uam.edu.pl">dinol@uam.edu.pl</a></td>
<td>Ateneo Business School - LISBON UNIVERSITY INSTITUTE</td>
<td>PORTUGAL</td>
</tr>
<tr>
<td>Prof. Florin FOLTEAN</td>
<td>Vice Rector</td>
<td><a href="mailto:costfoltean@yahoo.fr">costfoltean@yahoo.fr</a></td>
<td>West University of Timisoara - FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION</td>
<td>ROMANIA</td>
</tr>
<tr>
<td>Dr. Costel ODRE</td>
<td>Dean</td>
<td><a href="mailto:costodre@yahoo.fr">costodre@yahoo.fr</a></td>
<td>West University of Timisoara - FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION</td>
<td>ROMANIA</td>
</tr>
<tr>
<td>Ms. Natalia BURHUTZBERG</td>
<td>Head of the Quality Assurance Department</td>
<td><a href="mailto:buhrhuber@mgubs.ru">buhrhuber@mgubs.ru</a></td>
<td>Graduate School of Business Administration Moscow State University</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Ms. Anna VINNIK</td>
<td>Senior Expert of the International Office</td>
<td><a href="mailto:annavin@mgubs.ru">annavin@mgubs.ru</a></td>
<td>Graduate School of Business Administration Moscow State University</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Prof. Olga VYHANOSHOV</td>
<td>Dean</td>
<td><a href="mailto:sanvyhanosho@ua.ac.ru">sanvyhanosho@ua.ac.ru</a></td>
<td>Graduate School of Business Administration Moscow State University</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Ms. Svidlena AGEEVA</td>
<td>International projects coordinator</td>
<td><a href="mailto:agieva@ntu.edu.tw">agieva@ntu.edu.tw</a></td>
<td>Graduate School of Business Administration Moscow State University</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Prof. Tatyana PENIC-KOVSKOVA</td>
<td>Dean of Master programmes Department</td>
<td><a href="mailto:tappp@ktmu.edu.ru">tappp@ktmu.edu.ru</a></td>
<td>ST Petersburg State University - Graduate School of Management</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Prof. Sergey KOUCHTCH</td>
<td>Dean of the faculty</td>
<td><a href="mailto:kouchtch@qpm.ru">kouchtch@qpm.ru</a></td>
<td>ST Petersburg State University - Graduate School of Management</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Prof. Yuri MEDIDEV</td>
<td>International Development Manager</td>
<td><a href="mailto:miededev@psu.ru">miededev@psu.ru</a></td>
<td>ST Petersburg State University - Graduate School of Management</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Prof. Shariq VAJLO</td>
<td>Rector</td>
<td><a href="mailto:alau@karu.edu.pk">alau@karu.edu.pk</a></td>
<td>Karachi State Finance and Economics Institute</td>
<td>RUSSIA (NW AND CENTRAL)</td>
</tr>
<tr>
<td>Ms. Maria POTAPINA</td>
<td>Dean</td>
<td><a href="mailto:mpotapina@gmail.com">mpotapina@gmail.com</a></td>
<td>Samal International Business School - Kurukshetra University</td>
<td>RUSSIA (SIBERIA AND TS)</td>
</tr>
<tr>
<td>Dr. Marco ALHADAD</td>
<td>Vice Dean</td>
<td><a href="mailto:mhalhadad@ctal.ca.aa">mhalhadad@ctal.ca.aa</a></td>
<td>Centre of Business Administration</td>
<td>SAUDI ARABIA</td>
</tr>
<tr>
<td>Prof. Yuan WANG</td>
<td>Director, International Relations</td>
<td><a href="mailto:zhejiang@nau.edu.cn">zhejiang@nau.edu.cn</a></td>
<td>National University of Singapore - NUS Business School</td>
<td>SINGAPORE</td>
</tr>
<tr>
<td>Prof. Michal GREGUS</td>
<td>Professor, vice-dean for Foreign relations</td>
<td><a href="mailto:micheal@uniba.sk">micheal@uniba.sk</a></td>
<td>Comenius University - FACULTY OF MANAGEMENT</td>
<td>SLOVAKIA</td>
</tr>
<tr>
<td>Ms. Criag Peterson</td>
<td>Deputy Director, Marketing and Communications</td>
<td><a href="mailto:c.peterson@unisa.ac.za">c.peterson@unisa.ac.za</a></td>
<td>University of Stellenbosch - Graduate School of Business Leadership (SSB)</td>
<td>SOUTH AFRICA</td>
</tr>
<tr>
<td>Prof. David ABDULLAH</td>
<td>CEO and Executive Director</td>
<td><a href="mailto:abdullah@unisa.ac.za">abdullah@unisa.ac.za</a></td>
<td>University of Stellenbosch - Graduate School of Business Leadership (SSB)</td>
<td>SOUTH AFRICA</td>
</tr>
<tr>
<td>Prof. Iain HUGHES</td>
<td>Director</td>
<td><a href="mailto:i.hughes@ucl.ac.uk">i.hughes@ucl.ac.uk</a></td>
<td>University of Stellenbosch - Graduate School of Business Leadership (SSB)</td>
<td>SOUTH AFRICA</td>
</tr>
<tr>
<td>Prof. Thomas POWELL</td>
<td>Director</td>
<td><a href="mailto:john.powell@ucl.ac.uk">john.powell@ucl.ac.uk</a></td>
<td>University of Stellenbosch - Graduate School of Business Leadership (SSB)</td>
<td>SOUTH AFRICA</td>
</tr>
<tr>
<td>Prof. Grant HORSFIELD</td>
<td>Director, UCT GSB Alumni</td>
<td><a href="mailto:grant@rae.nhistmit.ac.cn">grant@rae.nhistmit.ac.cn</a></td>
<td>University of Cape Town - Graduate School of Business Administration</td>
<td>SOUTH AFRICA</td>
</tr>
<tr>
<td>Prof. Antonio-alonso Sanchez</td>
<td>CEO</td>
<td><a href="mailto:alonso@uea.es">alonso@uea.es</a></td>
<td>IES - ESCUELA EUROPEA DE NEGOCIOS</td>
<td>SPAIN</td>
</tr>
<tr>
<td>Prof. Alberto DIEZ FUENTES</td>
<td>Associate Director</td>
<td><a href="mailto:adf@ueo.undp.org">adf@ueo.undp.org</a></td>
<td>IES - ESCUELA EUROPEA DE NEGOCIOS</td>
<td>SPAIN</td>
</tr>
<tr>
<td>Prof. Jose Luis DE CEA NAHARRO</td>
<td>Director of Development</td>
<td><a href="mailto:jcesa@unav.es">jcesa@unav.es</a></td>
<td>Universidad de Navarra - FACULTAD DE CIENCIAS ECONOMICAS Y EMPRESARIALES</td>
<td>SPAIN</td>
</tr>
<tr>
<td>Prof. Abinath ABDulgad</td>
<td>Dean</td>
<td><a href="mailto:abidalgad@jlf.edu.au">abidalgad@jlf.edu.au</a></td>
<td>University of Khartoum - School of Management Studies</td>
<td>SUDAN</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
<th>Institution</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prof Michael WOOD</td>
<td>Eduniversal International</td>
<td><a href="mailto:michael.wood@eduniversal.com">michael.wood@eduniversal.com</a></td>
<td>THE SCHOOL OF BUSINESS AT NOTRE DAME</td>
<td>AUSTRALIA</td>
</tr>
<tr>
<td>Prof Edison Luiz RICCO</td>
<td>International Scientific</td>
<td><a href="mailto:edison.ricco@eduniversal.com">edison.ricco@eduniversal.com</a></td>
<td>FEAL - UNIVERSIDADE DE SÃO PAULO FACULDADE DE ECONOMIA, ADMINISTRAÇÃO E</td>
<td>BRAZIL</td>
</tr>
<tr>
<td>Prof Axel SCHUMACHER</td>
<td>Committee Member - Western Europe</td>
<td><a href="mailto:axel.schumacher@eduniversal.com">axel.schumacher@eduniversal.com</a></td>
<td>EBS UNIVERSITÉS FRIE WIRTSCHAFT UND RECHT, EBS BUSINESS SCHOOL</td>
<td>GERMANY</td>
</tr>
<tr>
<td>Prof Dr Anwara MADHOK</td>
<td>International Scientific</td>
<td><a href="mailto:anwara.madhok@eduniversal.com">anwara.madhok@eduniversal.com</a></td>
<td>OPEN SPACES CONSULTING, HOLY SPIRIT UNIVERSITY OF NASL - USEK - FACULTY OF</td>
<td>INDIA</td>
</tr>
<tr>
<td>Prof Naïma AZOURY</td>
<td>Committee Member - Europe</td>
<td>naï<a href="mailto:ma.array@eduniversal.com">ma.array@eduniversal.com</a></td>
<td>BUSINESS AND COMMERCIAL SCIENCES, BIMM (Relo Management Development</td>
<td>LEBANON</td>
</tr>
<tr>
<td>Dr Virgulina KUNDRITAS</td>
<td>International Scientific</td>
<td><a href="mailto:virgulina.kundritas@eduniversal.com">virgulina.kundritas@eduniversal.com</a></td>
<td>UNIVERSITY OF STELENBROCH BUSINESS SCHOOL</td>
<td>LITHUANIA</td>
</tr>
<tr>
<td>Prof Emil SMIT</td>
<td>International Scientific</td>
<td><a href="mailto:emil.smit@eduniversal.com">emil.smit@eduniversal.com</a></td>
<td>KOREA ADVANCED INSTITUTE OF SCIENCE AND TECHNOLOGY (KAIST), BUSINESS SCHOOL</td>
<td>SOUTHEAST AFRICA</td>
</tr>
<tr>
<td>Prof Sung Joo PARK</td>
<td>International Scientific</td>
<td><a href="mailto:sung.joo.park@eduniversal.com">sung.joo.park@eduniversal.com</a></td>
<td>COLLEGE OF BUSINESS, UNIVERSITY OF LOUISVILLE</td>
<td>SOUTH KOREA</td>
</tr>
<tr>
<td>Dr Charles MOYER</td>
<td>International Scientific</td>
<td><a href="mailto:charles.moyer@eduniversal.com">charles.moyer@eduniversal.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prof George M. JAMBOUR</td>
<td>International Scientific</td>
<td><a href="mailto:george.m.jambo@eduniversal.com">george.m.jambo@eduniversal.com</a></td>
<td>THE GEORGE WASHINGTON UNIVERSITY</td>
<td>USA</td>
</tr>
</tbody>
</table>

## Student Volunteers

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
<th>Institution</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Dong DAI</td>
<td>accounting - second-year</td>
<td><a href="mailto:daidong330@126.com">daidong330@126.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Jing TANG</td>
<td>Technology Economics and</td>
<td><a href="mailto:kaike.tangjian@126.com">kaike.tangjian@126.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Mr Xin CHEN</td>
<td>Management - second-year</td>
<td><a href="mailto:chenxin220412@163.com">chenxin220412@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Mr Wei YANG</td>
<td>Technology Economics and</td>
<td><a href="mailto:yangwei0602@163.com">yangwei0602@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Xi MENG</td>
<td>Management - second-year</td>
<td><a href="mailto:xiemeng0505@hotmail.com">xiemeng0505@hotmail.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Mr Xianpeng LV</td>
<td>Technology Economics and</td>
<td><a href="mailto:xiaoying.x1@163.com">xiaoying.x1@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Mr Yi RAN</td>
<td>accounting - second-year</td>
<td><a href="mailto:goddesheng@163.com">goddesheng@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Huanghui ZHANG</td>
<td>accounting - second-year</td>
<td><a href="mailto:jiht.zhang@163.com">jiht.zhang@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Weiyang HUANG</td>
<td>accounting - second-year</td>
<td><a href="mailto:huangweiyang2799@126.com">huangweiyang2799@126.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Yan ZHAN</td>
<td>Technology Economics and</td>
<td><a href="mailto:wenziyanzh@163.com">wenziyanzh@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Shuyi HUANG</td>
<td>Management - second-year</td>
<td><a href="mailto:157326239@163.com">157326239@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Huiwen ZHANG</td>
<td>Technology Economics and</td>
<td><a href="mailto:zhanghuiwen17@163.com">zhanghuiwen17@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Weiyang HUA</td>
<td>Management - second-year</td>
<td><a href="mailto:xiumin@163.com">xiumin@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Weiyang GAO</td>
<td>accounting - second-year</td>
<td><a href="mailto:lanevon0101@126.com">lanevon0101@126.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Qimei YOU</td>
<td>accounting - second-year</td>
<td><a href="mailto:zhejiahe60@126.com">zhejiahe60@126.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
<tr>
<td>Ms Xin SHAO</td>
<td>accounting - second-year</td>
<td><a href="mailto:shanexin03@163.com">shanexin03@163.com</a></td>
<td>SCHOOL OF ECONOMICS AND MANAGEMENT, TONGJI UNIVERSITY</td>
<td>CHINA</td>
</tr>
</tbody>
</table>

## Eduniversal Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Email</th>
<th>Institution</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr Martial GUETTE</td>
<td>CEO &amp; Founder</td>
<td><a href="mailto:martial.guette@eduniversal.com">martial.guette@eduniversal.com</a></td>
<td>EDUNIVERSAL</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Mr Navin CALEECHURN</td>
<td>IT Manager</td>
<td><a href="mailto:navin.caleechurn@eduniversal.com">navin.caleechurn@eduniversal.com</a></td>
<td>EDUNIVERSAL</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Mr Mathias ARBAWOYEZ</td>
<td>Eduniversal Consultant - Live</td>
<td><a href="mailto:mathias.arbawoyez@eduniversal.com">mathias.arbawoyez@eduniversal.com</a></td>
<td>EDUNIVERSAL</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Mr Wei WANG</td>
<td>Live from Campus Project Manager</td>
<td><a href="mailto:wei.wang@eduniversal.com">wei.wang@eduniversal.com</a></td>
<td>EDUNIVERSAL</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Ms Eléonore ESCAPE</td>
<td>Student Advisor - Company Lawyer</td>
<td><a href="mailto:elieonore.escape@eduniversal.com">elieonore.escape@eduniversal.com</a></td>
<td>EDUNIVERSAL</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Mr Olivier GIROUINCO</td>
<td>EDUNIVERSAL FRANCE</td>
<td><a href="mailto:olivier.girouinco@eduniversal.com">olivier.girouinco@eduniversal.com</a></td>
<td>EDUNIVERSAL</td>
<td>FRANCE</td>
</tr>
<tr>
<td>Mr Florian BERTA</td>
<td>Director Silkenes</td>
<td><a href="mailto:florien.berta@silkenes.com">florien.berta@silkenes.com</a></td>
<td>EDUNIVERSAL</td>
<td>FRANCE</td>
</tr>
</tbody>
</table>
Participants

Prof. Luis PEREZ VANMORLEGAN
Vice Dean
lpm@econ.uba.ar
Buenos Aires University (UBA) - Business School

Mr. Horacio SEOANE
Confucius Institute Director
icubahas@gmail.com
Buenos Aires University (UBA) - Business School

Prof. Nigel DE BUSSY
Associate Professor, School of Marketing
n.debussey@curtin.edu.au
Curtin University - Curtin Business School

Mr. David WATSON
Director, Bachelor of Business Programs and Accreditation
david.watson@monash.edu
Faculty of Business and Economics
Monash University

Prof. Alain VAS
Dean
alain.vas@ucouvain.be
Université Catholique de Louvain (UCL) - Louvain School of Management

Prof. Frank JANSSEN
Vice Dean International Affairs
frank.janssen@ucouvain.be
Université Catholique de Louvain (UCL) - Louvain School of Management

Prof. Anders ASPLJUNG
Secretary-General and Senior Advisor
anders.aspljung@grli-foundation.org
GRLI Foundation/EFMD

Mr. Karma TSHERING
Director
Karma_tshering@rim.edu.bt
Royal Institute of Management

Dr. Romeu ROSSLER TELMA
Dean
rl@datamaridnet.com.br
Universidade Federal do Paraná - Departamento de Administração Geral e Aplicada (DAGA)

Dr. Alvaro César CAMARGO DO AMARANTE
Director of External Relations
alvaro.amarante@pucpr.br
Pontifícia Universidade Católica do Paraná - PUCPR Escola de Negócios

Dr. Carlos Augusto Cardoso FONTANINI
Dean
c.fontanini@pucpr.br
Pontifícia Universidade Católica do Paraná - PUCPR Escola de Negócios

Mr. Driss HABRIZAH
Deputy Dean
habrizah.husain@ubd.edu.bn
Universiti Brunei Darussalam - Faculty of Business, Economics and Policies Studies

Mr. Haji Ali EMIL ZAHRIN
Lecturer
emili@ubd.edu.bn
Universiti Brunei Darussalam - Faculty of Business, Economics and Policies Studies

Mr. Stephan RENAUD
President,
McGill Alumni Association of Shanghai
stephan.renaud@mail.mcgill.ca
McGill University - Desautels Faculty of Management

Mr. Matthew MA
Director of Recruitment,
China, Master of Manufacturing Management Program
matthew.ma@leapingpoint.com
McGill University - Desautels Faculty of Management

Mr. Alvin CHUNG
Director
alvin.chung@mail.mcgill.ca
Desautels Faculty of Management

Mr. Dechen HUANG
Assistant Dean, Chair of Department of Economics and International Trade
huangdechun@hhu.edu.cn
Hohai University Business School

Prof. Xinrui LEI
Executive Vice Dean
Graduate School of Tongji University

Prof. Song CHEN
Deputy Dean
chensong@tongji.edu.cn
Tongji University - School of Economics and Management

Prof. Jia-zhen HUO
Dean
huojiazhen@163.com
Tongji University - School of Economics and Management
4th Eduniversal World Convention

Educating the world: Redefining excellence in the business education of the future

Mr. Robert Houser
International Project Director
houser@usacupecif.com
Universidad del Pacífico
Escuela de Negocios

Mrs. Miriam Ramírez
Professor
Universidad del Pacífico
Escuela de Negocios

Dr. Hamed Shamma
Assistant Professor of Marketing
shamma@aucegypt.edu
The American University in Cairo
School of Business

Dr. Khaled Dahawy
MBA Director
dahawy@aucegypt.edu
The American University in Cairo
School of Business

Dr. Geurt Singh
Associate Dean Research
singh.jp@usacif.com
The University of the South Pacific (USP)
Faculty of Business and Economics

Prof. Biman Prasad
Dean
prasad.bc@usacif.com
The University of the South Pacific (USP)
Faculty of Business and Economics

Mr. Mika Vaihekoski
Professor
mika.vaihekoski@tse.fi
Turku School of Economics TSE
University of Turku

Mrs. Kirsi Kostia
Director
kirs.kostia@tse.fi
Turku School of Economics TSE
University of Turku

Mrs. Le SLI
International Office
sln@inseec.com
INSEEC Business School

Mrs. Leena Henderson
Planning Officer
leena.henderson@tse.fi
Turku School of Economics TSE
University of Turku

Mr. Bernard Terrany
Director of development &
International Relations
b.terrany@paj.fr
PAG Business School

Mr. William Wang
Area Manager China
William-HUA.Wang@euromed-management.com
Euromed Management

Mr. Dawei Qi
Vice Director of International Programmes
of IC-RUC
GDUWEI@ruc-edu.cn
Euromed Management

Dr. Serena Royai
Director, Europe-Asia Centre for
Management and Innovation
serena.rovai@grenoble-em.com
Grenoble Ecole de Management

Dr. Chandra Alam syah
President
trilochans@iimb.ernet.in
Indian Institute of Management
Bangalore (IIM-B)

Prof. Panduranga Rao Dasari
Dean
director@xime.org
Xavier Institute of Management &
Entrepreneurship - Bangalore

Prof. Joseph Philip
President
president@xime.org
Xavier Institute of Management &
Entrepreneurship - Bangalore

Dr. Chandra Alamsyah
Head of Academic
Rinatana.yusuf@ipmi.ac.id
Indonesian Institute for Management
Development - IPMI Business School

Prof. Mikkel Dраebye
SDA Professor of Strategic and
Entrapreneurial Management
mikkel.draebye@sdabocconi.it
SDA Bocconi School of Management

Prof. Dr. Otmar Schneck
Dean
ottmar.schneck@reutlingen-university.de
EBS Business School
Reutlingen University

Mrs. Maria Ciborra
Bocconi International Relations Officer
marta.ciborra@unibocconi.it
SDA Bocconi School of Management
Mrs. Mari HAYAKAWA
Managing Director
h_kyoko@nucba.ac.jp
Nagoya University of Commerce & Business (NUCB)

Mr. Takayuki KURIMOTO
Director General
takayukikurimoto.frontier@gmail.com
Nagoya University of Commerce & Business (NUCB)

Mrs. Kyoko HAYAKAWA
Managing Director
h_kyoko@nucba.ac.jp
Nagoya University of Commerce & Business (NUCB)

Prof. Nobuya TAKEZAWA
Professor & Dept. Chair
takezawa@rikkyo.ac.jp
Rikkyo University - Graduate School of Business Administration

Prof. Kenji YOKOYAMA
Dean
yokoyama@apu.ac.jp
Ritsumeikan Asia Pacific University (APU) Graduate School of Management

Mr. Yuji SHINOZAKI
Manager, Office of the President
yuji528@apu.ac.jp
Ritsumeikan Asia Pacific University (APU) Graduate School of Management

Ms. Guimira BEKTENOVA
International Development Specialist
guimira.bektanova@gmail.com
IAB - International Academy of Business

Ms. Gulmira BEKTENOVA
International Relations Director
gulmirabektenova@gmail.com
Graduate School of Management, Ritsumeikan Asia Pacific University (APU)

 дов. Kyoko HAYAKAWA
Managing Director
h.kyoko@nucba.ac.jp
Nagoya University of Commerce & Business (NUCB)

Prof. Nobuya TAKEZAWA
Professor & Dept. Chair
takezawa@rikkyo.ac.jp
Rikkyo University - Graduate School of Business Administration

Prof. Kenji YOKOYAMA
Dean
yokoyama@apu.ac.jp
Ritsumeikan Asia Pacific University (APU) Graduate School of Management

Mr. Yuji SHINOZAKI
Manager, Office of the President
yuji528@apu.ac.jp
Ritsumeikan Asia Pacific University (APU) Graduate School of Management

Ms. Guimira BEKTENOVA
International Development Specialist
guimira.bektanova@gmail.com
IAB - International Academy of Business
Educating the world: Redefining excellence in the business education of the future

Dr. Munir ALHADDAD
Vice Dean
mmhaddad@cba.edu.sa
CBA
College of Business Administration

Mr. Yee Wen LIM
Director, International Relations
bszintz@nus.edu.sg
National University of Singapore
NUS Business School

Prof. Michal GREGUŠ
Professor, vice-dean for foreign relations
michal.gregus@fm.uniba.sk
Comenius University
Faculty of Management

Ms. Cristal PETERSON
Deputy Director, Marketing and Communications
cristal@psu.ac.th
UNISA - University of South Africa - Graduate School of Business Leadership (SBL)

Prof. David ABOULAI
CEO and Executive Director
aboulai@unisa.ac.za
UNISA - University of South Africa - Graduate School of Business Leadership (SBL)

Prof. John POWELL
Director
john.powell@usb.ac.za
University of Stellenbosch
Business School

Mr. Grant HORFIELD
UCT GSB Alumnus
grant@anandhshrestha.cn
University of Cape Town
Graduate School of Business

Mr. Antonio ALONSO SANCHEZ
CEO
alvaro@een.edu
EEN - Escuela Europea de Negocios

Mr. Alberto DIEZ FUERTES
Associate Director
sd@een.edu
EEN - Escuela Europea de Negocios

Mr. Jose Luis DE CEA-NAHARRO
Director of Development
jcea@navar.es
Universidad de Navarra - Facultad de Ciencias Economicas y Empresariales

Prof. Abdalla ABEELGADIR
Dean
abdelgadir@uofk.edu
University of Khartoum
School of Management Studies

Prof. Eric WILLUMSEN
President
ewillumsen@un.ch
International University in Geneva

Dr. Shikuan CHEN
Associate Dean
shikuan@management.ntu.edu.tw
National Taiwan University
College of Management

Dr. Marcellina Mvula CHIURIGA
Dean of the Business School
celina@ubus.utsm.ac.tz
University of Dar-Es-Salaam
Business School

Dr. Albino SHINBA
Deputy Coordinator Postgraduate Studies
shina@udbuts.utsm.ac.tz
University of Dar-Es-Salaam
Business School

Dr. Wen CHINSHUAN
Dean
mmhaddad@cba.edu.sa
Khon Kaen University
College of Graduate Study in Management

Dr. Rachit PATANATHABUTR
Assistant Dean for International Affairs
p.ruchi@hotmail.com
Khon Kaen University
College of Graduate Study in Management

Prof. Jongpil SIRRAT
Dean
jongpil.si@psu.ac.th
Prince of Songkla University
Faculty of Management Sciences

Prof. Yupawadee SOMBOONKUL
Deputy Dean in Academic Affairs
yupawadee.si@psu.ac.th
Prince of Songkla University
Faculty of Management Sciences

Prof. Eyup SARITAS
Assistant Professor
eyupartas1991@hotmail.com
Istanbul University
Faculty of Business Management

Mrs. Ms. Rui (Sally) LI
Director of China Office
rli@shu-china.cn
Sheffield Hallam University
Sheffield Business School

Prof. Eyup SARITAS
Assistant Professor
eyupartas1991@hotmail.com
Istanbul University
Faculty of Business Management

Mrs. Godrun MYERS
International Co-ordinator China
g.e.myers@shu.ac.uk
Sheffield Hallam University
Sheffield Business School

Prof. Michael LUGER
Dean
michael.luger@dom01.mbs.ac.uk
The University of Manchester
Manchester Business School
Participating in the 4th Eduniversal World Convention is a diverse group of participants, including:

- **Mrs. Susan STEGGLES**, Faculty Manager, University of Strathclyde, Strathclyde Business School
- **Ms. Nancy DAI**, Senior Researcher, Harvard Center Shanghai, Harvard Business School, U.S.A
- **Mr. Jonas HAERTLE**, Head, PRME Secretariat, UN GLOBAL COMPACT OFFICE, U.S.A
- **Ms. Alicia MACCULLOCH**, Associate Director for Asian Operations, Goldring Institute of International Business, Tulane University, U.S.A
- **Ms. Maria LEE**, Director of Operations, Tulane University, A.B. Freeman School of Business, U.S.A
- **Prof. Michael WOOD**, Eduniversal International Scientific Committee Member, Oceania, The School of Business at Notre Dame
- **Prof. Edson Luiz RICCIO**, Eduniversal International Scientific Committee Member, Latin America, FEA-USP - Universidade de São Paulo - Faculdade de Economia, Administração e Contabilidade
- **Mr. Axel SCHUMACHER**, Eduniversal International Scientific Committee Member, Western Europe, EBS Universität für Wirtschaft und Recht, EBS Business School
- **Prof. Dr. Aneeta MADHOK**, Eduniversal International Scientific Committee Member, Central Asia, Open Spaces Consulting
- **Prof. Nehme AZOURY**, Eduniversal International Scientific Committee Member, Eurasia & Middle-East, Holy Spirit University of Kaslik - USEK, Faculty of Business and Commercial Sciences
- **Prof. Naohi AZOURY**, Eduniversal International Scientific Committee Member, Eurasia & Middle-East, Holy Spirit University of Kaslik - USEK, Faculty of Business and Commercial Sciences
- **Mrs. Raisa UBAQUE SANDERSON**, International Office, Universidad Externado de Colombia
- **Mr. Zuofeng LI**, Euromed Management
- **Prof. Eon SMIT**, Eduniversal International Scientific Committee Member, Africa, University of Stellenbosch Business School
- **Prof. Sung Joo PARK**, Eduniversal International Scientific Committee Member, Far East Asia, Korea Advanced Institute of Science and Technology (KAIST) Business School
- **Dr. Charles MOYER**, Eduniversal International Scientific Committee Member, North America, College of Business, University of Louisville
- **Prof. George M. JABBOUR**, Eduniversal International Scientific Committee Member, Masters Ranking branch, The George Washington University
- **Prof. Virginijus KUNDROTAS**, Eduniversal International Scientific Committee Member, Eastern Europe, BMDA (Baltic Management Development Association)

The event aims to educate the world by redefining excellence in the business education of the future.
Students Volunteers

- Mr. Dong DAI
  Accounting
  Second-year postgraduate
daidong430@126.com
  Tongji University - School of Economics and Management

- Ms. Jing TANG
  Technology Economics and Management
  Second-year postgraduate
  kobetangjing@yahoo.com
  Tongji University - School of Economics and Management

- Mr. Xin CHEN
  Technology Economics and Management
  Second-year postgraduate
  chenxin666999@ sina.com
  Tongji University - School of Economics and Management

- Ms. Ms. Huanghui JIANG
  Accounting
  Second-year postgraduate
  huanghuijiang2012@sohu.com
  Tongji University - School of Economics and Management

- Ms. Wenyan HUANG
  Accounting
  Second-year postgraduate
  huangwenyan87129@sohu.com
  Tongji University - School of Economics and Management

- Mr. Wei YANG
  Technology Economics and Management
  Second-year postgraduate
  yangwei0602@163.com
  Tongji University - School of Economics and Management

- Ms. Xin MENG
  Technology Economics and Management
  Second-year postgraduate
  scarlett0925@hotmail.com
  Tongji University - School of Economics and Management

- Ms. Huifen ZHANG
  Technology Economics and Management
  Second-year postgraduate
  zhanghuifen713@126.com
  Tongji University - School of Economics and Management

- Ms. Huanghui JIANG
  Accounting
  Second-year postgraduate
  jhh_river@yahoo.com.cn
  Tongji University - School of Economics and Management

- Ms. Yan ZHAN
  Technology Economics and Management
  Second-year postgraduate
  wszx1989@yahoo.com.cn
  Tongji University - School of Economics and Management

- Ms. Ms. Shuyi HUANG
  Accounting
  Second-year postgraduate
  sem_jing@163.com
  Tongji University - School of Economics and Management

- Ms. Ms. Qimei YOU
  Accounting
  Second-year postgraduate
  zhaohzao55@126.com
  Tongji University - School of Economics and Management

- Ms. Ms. Xin SHAO
  Accounting
  Second-year postgraduate
  shaoxin306@163.com
  Tongji University - School of Economics and Management

- Mr. Dan DU
  Accounting
  Second-year postgraduate
  Alice19871231@126.com
  Tongji University - School of Economics and Management

- Ms. Lin ZHANG
  Accounting
  Second-year postgraduate
  linke2012@163.com
  Tongji University - School of Economics and Management

- Ms. Xinying DONG
  Technology Economics and Management
  Second-year postgraduate
  yyx198751@163.com
  Tongji University - School of Economics and Management

- Ms. Ms. Shuangfei GU
  Technology Economics and Management
  Second-year postgraduate
  gsfmclaren@gmail.com
  Tongji University - School of Economics and Management

- Ms. Ms. Xinying DONG
  Technology Economics and Management
  Second-year postgraduate
  yykx198751@163.com
  Tongji University - School of Economics and Management

- Ms. Ms. Lin ZHANG
  Technology Economics and Management
  Second-year postgraduate
  linke2012@163.com
  Tongji University - School of Economics and Management

- Ms. Ms. Xin SHAO
  Accounting
  Second-year postgraduate
  shaoxin306@163.com
  Tongji University - School of Economics and Management

- Ms. Ms. Shuangfei GU
  Technology Economics and Management
  Second-year postgraduate
  gsfmclaren@gmail.com
  Tongji University - School of Economics and Management

- Ms. Ms. Xinying DONG
  Technology Economics and Management
  Second-year postgraduate
  yykx198751@163.com
  Tongji University - School of Economics and Management

- Ms. Ms. Lin ZHANG
  Technology Economics and Management
  Second-year postgraduate
  linke2012@163.com
  Tongji University - School of Economics and Management

- Ms. Ms. Xin SHAO
  Accounting
  Second-year postgraduate
  shaoxin306@163.com
  Tongji University - School of Economics and Management
Eduniversal Team

Mr. Martial GUETTE
CEO & Founder
martial.guette@eduniversal.com
Eduniversal

Mrs. Cécile ESCAPE PEROCAIN
Executive director
cecile.escape@eduniversal.com
Eduniversal

Mrs. Véronique LANSOT-LOUSTEAU
Financial and Administrative Services Director
veronique.lansot-lousteau@eduniversal.com
Eduniversal

Ms. Marie-José SUEIRO
Partnership Director
marie-jose.sueiro@eduniversal.com
Eduniversal

Ms. Lyuba GANGULY
Partnership Director
lyuba.ganguly@eduniversal.com
Eduniversal

Mr. Thierry DRIVER
Project Manager
Communication and International Affairs
thierry.driver@eduniversal.com
Eduniversal

Ms. Susanne SPAHN
Partnership Manager
susanne.spaahn@eduniversal.com
Eduniversal

Mr. Bertrand PERRIN
Event Director
bertrand.perrin@eduniversal.com
Eduniversal

Mr. Navin CALEECHURN
IT Manager
navin.caleechurn@eduniversal.com
Eduniversal

Mr. Mathias ABRAMOVICZ
Eduniversal Consultant
Live from Campus Project Manager
mathias.abramovicz@eduniversal.com
Eduniversal

Mr. Wei WANG
Live from Campus Project Assistant
wei.wang@eduniversal.com
Eduniversal

Ms. Eléonore ESCAPE
Student Adviser
Company Lawyer
eleonore.escape@eduniversal.com
Eduniversal

Mr. Alfonso LOPEZ de CASTRO
Eduniversal Partner
Eduniversal

Mr. Olivier GUYONNEAU
Eduniversal Partner
Eduniversal

Mr. Florian BERTA
Director Silkwires
Eduniversal Web Consultancy
florian.berta@silkwires.com
Eduniversal

Mr. Florian BERTA
Director Silkwires
Eduniversal Web Consultancy
florian.berta@silkwires.com
Eduniversal
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4th Eduniversal World Convention

Educating the world: Redefining excellence in the business education of the future

❖ Importantes Dates to Remember

❖ Thursday, October 13th:
20:00 Gala Dinner and Awards Ceremony
Hyatt on the Bund
Address: 199 Huang Pu Road, Shanghai, People’s Republic of China 200080
Tel: + 86 21 6393 1234
Fax: + 86 21 6393 1313
Email: shanghai.bund@hyatt.com
Details:
20:00-21:00 Cocktail in the Lower Lobby
21:00-24:00 Dinner in the Grand Ballroom

❖ Friday, October 14th:
20:00 International Networking Dinner - Spotlight on the Best Master Programs.
Lost Heaven
Address: 17, Yan’an Dong Lu, Shanghai
Tel: + 86 21 6300 9967
Fax: + 86-21-63009979
Email: contact@lostheaven.com.cn

❖ Emergency Contacts

With Shanghai rapidly driving China’s economy forward, the skyline of the city is fast changing. The booming business is not only bringing Chinese people from various parts of China to Shanghai; rather many foreigners are increasingly stopping by for business and pleasure. It may be simple for a local to seek help during an emergency from appropriate people, however, it can be difficult for a foreigner to know whom to contact during the time of crisis. These Emergency Phone Numbers can certainly help to get help as quickly as possible from the right person.

❖ Police - 110
Although Shanghai is a fairly safe city, you might need help from local police in case of a burglary or petty theft. Dial 110 for police.

❖ Fire - 119
Fire is a nightmare in big cities. So to prevent the situation from going from bad to worse immediately call 119 in case you suspect a fire.

❖ First Aid and Emergency Ambulance - 120
Roads in Shanghai are over-crowded and thus often get congested and are prone to accidents. So a good number to keep in mind is 120 to reach an Emergency Ambulance that can provide First Aid or bring you to the nearest hospital.

❖ Dial-up Internet Access - 16300
If you need immediate internet access during your stay in Shanghai the easiest way is to use a dial-up service. You can just log on using 16300 as the user name and password and you will be connected within 10 seconds. The cost is approximately 3 RMB/hour.

❖ Consumer Complaints - 12315
If you are unhappy over a service, just dial the 12315 and you can make your complaint, although results are obviously not guaranteed.

❖ Legal Consultants - 12348
If you are a foreigner, it is most likely that you are not familiar with Chinese laws. You can dial 12348 to reach a legal consultant and to seek legal advice.

❖ Transportation - 96900
This number is very useful. The 96900 allows you to be instantly informed about the bus, taxi, train and metro services that will take you to your destination.

❖ Yellow Page - 114
Imagine you have lost the phone number of a client in Shanghai. Simply call 114 give the name or business you can trying to reach and they will look up the number and address for you.

❖ Shanghai Call Center-962288
A useful phone number to know is that of the Shanghai Call Center. You can call 962288 for pretty much any of your needs during your stay in Shanghai. Languages supported are English, French, Russian, German, Japanese, Italian and Korean.

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❖ Ms. Marie-José SUEIRO
International Partnership Director
Tel: + 33 6 74 34 17 20
marie-jose.sueiro@eduniversal.com

❖ Ms. Lyuba GANGULY
International Partnership Manager
Tel: +33  6 74 34 10 17
lyuba.ganguly@eduniversal.com

❖ Mr. Thierry DRIVER
Project Manager
Communication and International Affairs
Tel: +33 6 74 34 22 29
thierry.driver@eduniversal.com

❖ SEM – Tongji University Contacts

❖ School of Economics and Management
Tongji University
1239 Siping Road, Shanghai, China 200092
Tel: +86 21 6598 2200
Website: www.tongji.edu.cn

❖ Ms. Kendra CHEN
Accreditation Coordinator
School of Economics and Management
Tongji University
Tel: + 86 21 6598 2738
kendra@tongji.edu.cn

❖ Ms. Xiaoyan WANG
International Accreditation Office
School of Economics and Management
Tongji University
Tel: + 86 21 6598 5661
wangxiaoyanfirst@163.com

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Transportation in Shanghai

Shanghai, an important communications hub in China and therefore has the most advanced transportation system in the country, resulting in easy access by air, land, and sea. Taxis, city buses, and sightseeing buses are ready to bring you to any part of Shanghai with ease and convenience. For visitors who prefer to drive, rental cars are available. Here is some useful information about Shanghai transportation in Shanghai, including airport information and taxi service.

Airport Information
Shanghai has two modern international airports, with daily flights to most international and domestic destinations. Pudong International Airport now mainly handles international flights, while Hongqiao mainly handles domestic flights. Shuttle buses connect both airports to the city and beyond.

Taxi Service

- **Hours of Operation:**
  24 hours, 7 days a week

- **Costs:**
  During regular hours, the first 5 kilometers (or 3 miles) cost 10.80RMB. Beyond that, any additional kilometer (0.6 miles) costs 1.60RMB. After 11:00pm, prices are 12.60 RMB for the first 5 kilometers (or 3 miles), 10.80RMB. Beyond that, any additional kilometer (0.6 miles) costs 1.60RMB.

  Rush hour: 7:30 to 9:00AM, 16:45-18:30.

  Most drivers do not speak English, so take one of your hotel’s business cards with you and show it to the driver when necessary. It is also a good idea to always have the name and address of your destination written on a piece of paper. Ask the concierge of your hotel to write it down before getting into the taxi.

- **审议**
  - Taxi from Hongqiao International Airport to the Hyatt on the Bund: 45 km, 1 hour by car
  - Taxi from Pudong International Airport to the Hyatt on the Bund: 19 km, 25 min by car
  - From railway station to the Hyatt on the Bund: 5 km, 15 minutes by car
  - Transport from the Hyatt on the Bund to Tongji University: 20 minutes by car

Shanghai Currency & Banking Services

In Shanghai, there is an easy access to banking services and visitors should have no problem exchanging money. It is highly recommended that visitors to China use the Chinese Yuan (RMB) wherever they go to avoid any unnecessary problems.

- **ATM Services:**
  - There are a large number of ATM machines located throughout the city, and most major ATM cards are accepted.
  - A Citibank branch close to the Bund is open 24 hours for cash withdrawal.
  - ATMs at various branches of the Bank of China, the Industrial and Commercial Bank of China (ICBC) and the China Construction Bank accept most major credit cards.

Currency Exchange:
Visitors can exchange any amount of money at the Pudong Development Bank, the Pudong Airport, or at any of the Bank of China locations.

- Almost every major hotel in Shanghai will let you change money. Ask at the reception.

- **Credit Cards:**
  - Credit cards are more widely readily accepted in Shanghai than in other parts of China.
  - Most hotels will accept major credit cards such as Visa, American Express, and MasterCard.

- **Dress Code**
  The dress code for the Convention is business professional. For the Gala Dinner & Awards Ceremony and for the International Networking Dinner, the dress code is business professional, cocktail attire or national dress.

Shanghai Environment and Security

As the biggest city in China, the environment of Shanghai is always busy and very exciting. Streets are well organized and clean. Although the city is occupied by many high-rise buildings, there are still some unique and traditional houses in hidden parts of the city. The fact that Shanghai is a huge city makes it difficult to get around from point A to point B, and just like in any other big cities around the world, it is easy to get lost.

- **Environment:**
  Generally speaking, Shanghai is a very safe city. Some might even consider the security of Shanghai to be the best in China.
  - Usually, staying out late will not be a problem in the city center. But it would be wise not to go to the less well-lit back streets during the night.
  - Shanghai, like Putuo District, Hongkou District, and Yangpu District, during night time. However, the streets in the area of Nanjing Road, close to the Hyatt on the Bund are safe places to be at night if you are out.

- **Security:**
  - Local people recommend not going to the North part of Shanghai.
Shopping

Shanghai is China’s number one shopping destination. Known for its brand name boutiques, you can find anything in Shanghai. The city has some of the best department stores in China. Local supermarkets are in almost every residential area and often stock many Western food items.

Shopping in Shanghai is different from shopping in Hong Kong or New York, since not only famous brands name fashions are available, but also many local products that cannot be found anywhere else.

Here is some useful information about where to shop and what to buy in Shanghai.

Embroidered Silk

Silk is one of the oldest known textile fibers and, according to Chinese tradition, was used as long ago as the 27th century BC.

- The silkworm moth was originally a native of China, and for about 30 centuries the gathering and weaving of silk was a secret process, known only to the Chinese.
- Among the best buys in Shanghai, the most famous is Shanghai’s embroidered silk. Shanghai is one of China’s most important locations for silk production and export.
- China’s Odyssey recommends you to buy a tailor-made Qi-pao which is made of Silk in Shanghai. Frankly speaking, the best tailored Chinese Qi-pao always comes from Shanghai.

Shopping Streets in Shanghai:
Shanghai has numerous shopping streets, but four specific ones stand out from the rest because of their excellent merchandise.

- Nanjing Xi Road is the number 1 commercial street in China; 1200 kilometer long with century-old and specialized shops, as well as modern malls with brand name stores.
- Huaihai Road features famous fashion designer brands from all over the world.
- North Sichuan Road has good and inexpensive merchandise.
- The Middle Tibet Road is the place to buy local foods and local arts and crafts.

Shopping Areas in Shanghai:

- Yuyuan Shopping: The venue deals in specialized Chinese arts and crafts ranging from small articles, local crafts, jade wares and gold and silver jewelry.
- Xujiahui is a newly-established shopping and entertainment plaza which consists of large stores where you can obtain both costly and mid-range priced goods.
- New Shanghai Shopping Areas: Offers the best facilities and amenities. Located in the middle of Pudong Lujiazui Finance and Trade Area. Surrounded by a variety of retail outlets.
- Jiali Sleepless Areas: A flourishing commercial area. Facing the Shanghai Railway Station.

Language Tips

Chinese is the most spoken language in the world. With Chinese economy and culture on a blazing path, many people, inside and outside China are keen to learn Chinese.

How can you learn Chinese when each province, each city and even each village in China speak their own dialect? There are hundreds of Chinese dialects in China so much so that each dialect speaker is not likely to understand another dialect speaker from another village or city. Fortunately, Mandarin, the official dialect of China, is understood by almost all other dialect speakers. If you learn Mandarin, you will be practically able to communicate with almost everyone in China as it is the common dialect or language across China.

Mandarin is also common and popular with Chinese population around the world including Taiwan, Hong Kong, Macau, Singapore, Malaysia and the various Chinatowns around the world. Hence, the ability to speak Mandarin may help you to communicate in many parts of the world!

Let’s learn a few useful basic and common Chinese words and phrases that will help you break barriers with your Chinese friends.

- Hello! - Ni Hao
- How are you? - Ni Hao Ma
- Thank You - Xie Xie
- Very Good - Hen Hao

Examples:
- Q: Ni Hao Ma? (How are you?)
A: Hen Hao (Very Good)
- Not Good - Bu Hao

Examples:
- Q: Ni Hao Ma? (How are you?)
A: Bu Hao (Not Good)
- Very Expensive - Hen Piao Liang
- Taxi - De Shì
- Good Bye or See you soon - Zai Jian
- Excuse Me - Jie Guo
- Receipt - Fa Piao

Cultural Events

2011 JZ Music Festival in Shanghai

This Jazz festival will be held from the 15th to the 23rd of October in the Shanghai Center Theatre (Master Hall) and Shanghai Century Park (Green Note).

The 13th China Shanghai International Arts Festival

The China Shanghai International Arts Festival is an annual event where the city becomes a mosaic of world arts, with venues hosting an eclectic mix of events from Chinese opera to Russian ballet. There will be theatrical, musical and dance performances held in October.

Annual Osmanthus Festival

During autumn, the sweet-smelling Osmanthus flowers are in full bloom and Shanghai celebrates their beauty and fragrance with a special festival. You can also admire the flowers on strolls, or over tea, card games and activities like storytelling. Particularly scenic spots include Guilin Park in Xuhui district, as well as the «Man Long Rain of Sweet Osmanthus» - a road where it’s thought around 7000 osmanthus trees grow.
Chinese cuisine has a long history, and is one of the Chinese cultural treasures. It is as famous all over the world as French cuisine. Chinese cookery has developed and matured over the centuries, forming a rich cultural content. It is characterized by fine selection of ingredients, precise processing, particular care to the amount of fire, and substantial nourishment. Local flavours and snacks and special dishes have formed according to regions, local products, climate, historical factors, and eating habits.

Local cuisine is well-known for freshwater food, sea food and vegetables that are currently in season. The flavor of Shanghai's cuisine is mainly light and delicately seasoned. Here below you can find some quality restaurant nearby Hyatt.

- **Cui Ting Xuan**
  - Chinese name: 翠蜓轩 (cuì tíng xuān)
  - Average cost per person: CNY 200
  - Operating hours: 11:00 - 14:00, 17:30 - 22:00
  - Address: 2F, Haili Building, No. 88, Dapu Road, Huangpu District

- **Lu Bo Lang**
  - Chinese name: 绿波廊 (lǜ bō láng)
  - Average cost per person: CNY 100 - 150
  - Operating hours: 11:00 - 14:00, 17:00 - 22:00
  - Address: No. 10, Wenchang Road, Huangpu District

- **Lao Zheng Xing Restaurant**
  - Chinese name: 老正兴菜馆 (lǎo zhèng xīng cài guǎn)
  - Average cost per person: CNY 100 - 150
  - Operating hours: 11:00 - 14:00, 17:00 - 22:00
  - Address: No. 10, Wenchang Road, Huangpu District

- **Wang Bao He Restaurant**
  - Chinese name: 王宝和酒家 (wáng bǎo hé jiǔ jiā)
  - Average cost per person: CNY 200 - 350
  - Operating hours: 11:00 - 14:00, 17:00 - 22:00
  - Address: No. 603, Fuzhou Road, Huangpu District (near Middle Zhejiang Road)

- **Xiao Nan Guo**
  - Chinese name: 小南国 (xiǎo nán guó)
  - Average cost per person: CNY 150 - 200
  - Operating hours: 11:00 - 14:00, 17:00 - 23:00
  - Address: Huangpu Branch: Inside Ruijin Hotel, No. 118, Ruijin 2nd Road, Huangpu District

- **Morning Shanghai**
  - Chinese name: 上海早 晨 (shàng hǎi zǎo chén)
  - Average cost per person: CNY 150 - 200
  - Operating hours: 11:00 - 14:00, 17:30 - 22:00
  - Address: No. 1, Huangpu Road, Hongkou District (near Daming Road)

- **Whampoa Club**
  - Chinese name: 黄浦会 (huáng pǔ huì)
  - Average cost per person: CNY 500 - 600
  - Operating hours: 11:30 - 14:30, 17:30 - 22:00
  - Address: 3F, No. 3, the Bund, No. 3, East Zhongshan 1st Road, Huangpu District (near Guangdong Road)

- **Shanghai Classical Hotel**
  - Chinese name: 上海老饭店 (shàng hǎi lǎo fàn diàn)
  - Average cost per person: CNY 150 - 200
  - Operating hours: 11:30 - 14:00, 17:00 - 22:00
  - Address: No.242, Fuyou Road, Huangpu District

- **The Yongfoo Elite Restaurant**
  - Chinese name: 雍福会 (yōng fú huì)
  - Average cost per person: CNY 500 - 700
  - Operating hours: 11:00 - 24:00
  - Address: Former U.K. Consulate, No. 200, Yongfu Road, Xuhui District (near Middle Huaihai Road)

- **Yè Shanghai (The Night Shanghai Restaurant)**
  - Chinese name: 夜上海 (yè shàng hǎi)
  - Average cost per person: CNY 200 - 300
  - Operating hours: 11:00 - 14:30, 18:00 - 22:30
  - Address: Unit 1, House 6, North Block, Xin Tian Di, No. 338, South Huangpi Road, Huangpu District

- **Jade Garden**
  - Chinese name: 苏浙汇 (sū zhè huì)
  - Average cost per person: CNY 140 ––00
  - Operating hours: 11:00 - 23:00
  - Address: No. 127, South Maoming Road, Huangpu District
Logistics 4th Eduniversal World Convention

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Map of SEM - Tongji University

School of Economics and Management
Tongji University
1239 Siping Road, Shanghai,
China 200092
Tel: +86-21-65982200
Website: www.tongji.edu.cn

Map of SUFE

Shanghai University of Finance and Economics (SUFE)
777 Guoding Road,
Shanghai,
China 200433
Tel: +86-21-65903560
Website: http://www.shufe.edu.cn/structure/english/index
Map of Fudan University

Fudan University – School of Management

670, Guoshun Road,
Shanghai
China 200433
Tel: +86–21-65642413
Website: http://www.fdsm.fudan.edu.cn
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EDUNIVERSAL WORLD CONVENTION
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- **2008**: Creation of the Eduniversal ranking with an official selection of the Best 1,000 Business Schools worldwide
- **2008**: 1st Eduniversal World Convention – Paris (Western Europe)
- **2009**: 2nd Eduniversal World Convention – Cape Town (Africa)
- **2010**: 3rd Eduniversal World Convention – Prague (Eastern Europe)
- **2010**: Creation of the 1st Worldwide Ranking of the Best Masters and MBA Programs in 32 Majors.
- **2011**: 4th Eduniversal World Convention – Shanghai (Far East Asia)
- **2012**: 5th Eduniversal World Convention – ???

Interested in hosting or sponsoring an upcoming Eduniversal World Convention? We are now accepting applications.
Send inquiries to the Eduniversal International Coordinator at international.coordinator@eduniversal.com

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