



POST-CONVENTION REPORT

**CONNECT, SHARE EXPERTISE, AND DISCUSS GLOBAL
TRENDS WITH THE BEST 1000 BUSINESS SCHOOLS
WORLDWIDE**

**HARVARD UNIVERSITY
BOSTON, USA**

8th Eduniversal World Convention

ANNUAL CONFERENCE FOR DEANS AND DIRECTORS FROM THE
BEST BUSINESS SCHOOLS IN THE WORLD

**OCTOBER
12-15, 2015**



eduniversal

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I. ACKNOWLEDGMENTS

Eduniversal Team would like to thank all the participants, speakers and partners for their contribution to the success of this wonderful event. You constantly inspire us to collaborate and work hard in order to achieve higher grounds and make the convention a special and valuable event for everyone involved in it.

We would like to thank our International Scientific Committee members for their devotion to the project and constant guidance in making us always do our best.

As in most events, organizing the 8th Eduniversal World Convention would not have been possible without a venue, so we would like to thank Harvard University for welcoming us on their campus and for their support and help organizing this event.



What Is Inside

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Briefly about Eduniversal

Headquartered in Paris, Eduniversal is a global ranking and rating agency specialized in higher education. The company has established a strong expertise in evaluating academic institutions and programs in France since 1994, and internationally since 2007.



“ *The Eduniversal World Convention is like the United Nations of the Educational World.* ”

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

Eduniversal produces two annual global rankings:

- The Best 1000 Business Schools in 154 countries (www.eduniversal-ranking.com)
- The Best 4000 Masters and MBA programs in 30 fields of study in 154 countries (www.best-masters.com)

These rankings are designed to provide information to prospective graduate students in order to help them with their search for their future studies in the following 9 geographical zones: Africa, Central Asia, Eastern Europe, Eurasia & Middle East, Far East Asia, Latin America, North America, Oceania, and Western Europe.

The Eduniversal ranking is published once a year and announced at Eduniversal's annual World Convention.

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EDUCATING THE WORLD ...

In an ever-changing and 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, all the while remaining 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 for business education. The second aspect is to take this practical advice and continue to innovate, while remaining true to the heritage of the institution.

KEY OBJECTIVES

Advance Goals Objectives Institution Discovering Success Models
Best Practices Business Education Understanding
Current Topics Deans Directors Academic Personnel Explore
Business School Interact Leaders Educational Development Academia
Conference Sessions Exhibitions Informal Gatherings
Sustainable Strategic Partnerships Peers
Internationalization Promote International
Network Best Business Schools 154 different Countries
9 Geographical Zones

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WHAT IS THE EDUNIVERSAL WORLD CONVENTION?

This global conference is organized once a year with the aim of gathering important academic faculty and directory members from the best institutions in the world. Therefore, giving all the attendees a unique opportunity to network and connect with schools from different geographical parts of the globe and the opportunity to exchange their views and ideas on Global Higher Education.

It also enables them to discover the local culture and the latest trends of business education in the geographical zone where the Convention is organized. This year's Convention dedicated its focus on the development of higher education in North America, by organizing the event in the city of Boston, Massachusetts, USA.

The Convention features Plenary Sessions and Conferences, a Gala Dinner & Awards Ceremony for the Top 31 Business Schools Worldwide, a Palmes of Excellence Awards Ceremony for all Top 1000 Business Schools present at the convention, Campus visits and Industry Tours and unlimited amounts of networking opportunities throughout the event.

PAST CONVENTIONS

For the past 8 years the Convention has welcomed the most prestigious professionals in the Higher Education industry, giving them the opportunity to interact with their international counterparts and meet potential partners. Each year, the Eduniversal World Convention takes place in a new geographical zone in order to highlight the richness and diversity of higher education around the world.



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II. EDUNIVERSAL WORLD CONVENTION 2015

A. INTRODUCTION

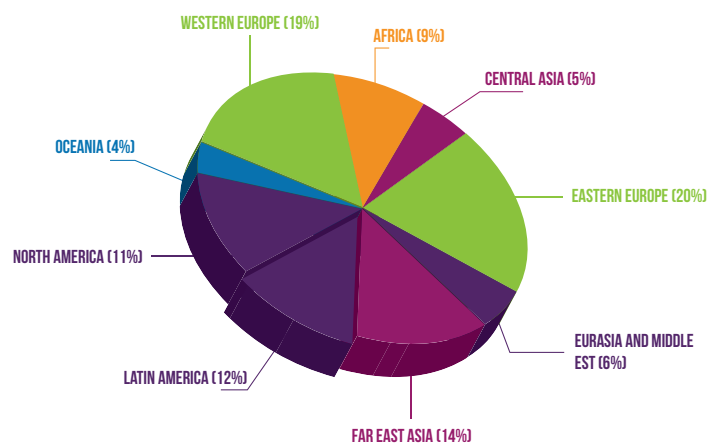
For its 8th edition, the Eduniversal World Convention gathered 250 Deans and Directors from the Best Business Schools in the World such as Yale School of Management, INSEAD, McGill University - Desautels Faculty of Management, London Business School, Copenhagen Business School, etc.

More than 120 Schools from about 50 countries participated in this one-off event to promote the internationalization of Higher Education & student mobility.

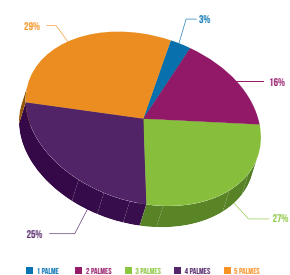
Another goal of the Convention is to announce the Rankings of the Best 1000 Business Schools in 154 countries and to reward the Top 31 Business Schools in 9 geographical zones (Top 3 per geographical zone) according to the Deans' recommendations. The 2015 Deans' vote campaign (<http://www.eduniversal-deans-vote.com>) has registered a considerable evolution with a participation rate of 67.3%.



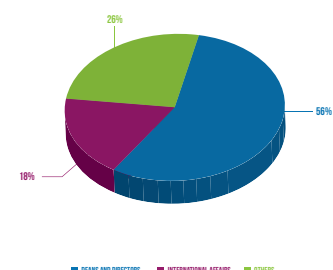
SCHOOL REPRESENTATION FROM THE 9 GEOGRAPHICAL ZONES



SCHOOL REPRESENTATION BY PALMES OF EXCELLENCE LEVEL



PARTICIPANTS REPRESENTATION BY FUNCTION



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LIST OF ATTENDEES



SCHOOL	COUNTRY
Universidade Agostinho Neto - Faculdade de Economia	Angola
Buenos Aires University (UBA) Buenos Aires Business School	Argentina
The School of Business at Notre Dame	Australia
Monash University - Monash Business School	Australia
The University of Sydney Business School	Australia
Université Catholique de Louvain UCL Louvain School of Management	Belgium
FEA-USP - Universidade de São Paulo - Faculdade de Economia Administração e Contabilidade	Brazil
Pontifícia Universidade Católica do Paraná PUCPR - Escola de Negócio	Brazil
Universidade Federal do Paraná DAGA Escola de Administração	Brazil
FGV - EAESP São Paulo Business Administration School	Brazil
Consulate General of Brazil	Brazil
Concordia University John Molson School Of Business	Canada
McGill University Desautels Faculty of Management	Canada
Universidad de Chile School of Business and Economics	Chile
Tongji University School of Economics and Management	China
Hohai University Business School	China
Beijing Jiaotong University School of Economics and Management	China
Fudan University School Of Management	China
Universidad Externado de Colombia School of Management	Colombia
Universidad de los Andes School of Management	Colombia
Ecole Supérieure de Gestion et d'Administration des Entreprises (ESGAE)	Congo
Zagreb School of Economics and Management	Croatia
The University of Economics Prague (VŠE)	Czech Republic
Copenhagen Business School - CBS	Denmark
Universidad del Pacífico Escuela de Negocios	Ecuador
The American University in Cairo School of Business	Egypt
INTEGRATED THEBES ACADEMY HIGHER INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY	Egypt
The University of the South Pacific (USP) Faculty of Business and Economics	Fiji Islands
The University of the South Pacific (USP) Graduate School of Business	Fiji Islands
EBS Universität für Wirtschaft und Rech EBS Business School	Germany
Hong Kong University of Science and Technology - HKUST Business School	Hong Kong SAR, China
NEOMA Business School	France
Toulouse Business School	France
Universite Paris Dauphine	France
Paris ESLSCA Business School	France
Audencia Nantes School of Management	France
Aix-Marseille Graduate School of Management IAE - Aix-Marseille Université	France
Magellan Institute	France
Financia Business School	France
IDRAC	France
INSEAD	France
TILD	France

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SCHOOL	COUNTRY
Xavier Institute of Management Bhubaneswar	India
Indian Institute of Management Bangalore (IIM-B)	India
Amity International Business School	India
Indian Institute Of Foreign Trade (IIFT Delhi)	India
Open Spaces Consulting	India
University of Limerick Kemmy Business School	Ireland
Dublin Institute of Technology College of Business	Ireland
Trinity College Dublin Trinity School of Business	Ireland
Tel Aviv University's Faculty of Management The Leon Recanati Graduate School of Business Administration	Israel
Nagoya University of Commerce & Business (NUCB)	Japan
Keio University Keio Business School (KBS)	Japan
Almaty Management University (former International Academy of Business)	Kazakhstan
BA School of Business and Finance	Latvia
Riga Technical University - Faculty of Engineering Economics and Management (FEEM) and Riga Business School	Latvia
American University of Beirut Suliman S. Olayan School of Business (OSB)	Lebanon
Holy Spirit University of Kaslik - USEK Faculty of Business and Commercial Sciences	Lebanon
BMDA (Baltic Management Development Association)	Lithuania
Vytautas Magnus University Faculty of Economics and Management	Lithuania
ISM University of Management & Economics	Lithuania
Universiti Teknologi Malaysia International Business School (IBS)	Malaysia
EGADE Business School Tecnológico de Monterrey	Mexico
Universidad Autonoma de San Luis Potosí Facultad de Contaduría y Administración	Mexico
Universidad de Monterrey UDEM Business School	Mexico
Mongolian University of Science and Technology (MUST) - School of Business Administration and Humanities	Mongolia
University of Montenegro Faculty of Economics Podgorica	Montenegro
HEM Business School	Morocco
Groupe ISCAE	Morocco
Maastricht School of Management (MSM)	Netherlands
Institute of Business Management (IoBM)	Pakistan
Pontificia Universidad Catolica del Peru CENTRUM Católica	Peru
Universidad del Pacífico Business School	Peru
De La Salle University Ramon V. del Rosario College of Business	Philippines
Gdansk Foundation for Management Development	Poland
University of Warsaw School of Management	Poland
SGH - Warsaw School of Economics	Poland
Pozna University of Economics and Business	Poland
Universidade Nova de Lisboa Nova School of Business and Economics	Portugal
ISCTE Business School University Institute of Lisbon	Portugal
Expresso Newspaper	Portugal
Universidade Catolica Portuguesa CATÓLICA-LISBON School of Business & Economics	Portugal
Lomonosov Moscow State University Business School	Russia
Business School of Ural Federal University named after the first President of Russia B.N.Yeltsin	Russia

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SCHOOL	COUNTRY
St. Petersburg University Graduate School of Management	Russia
Plekhanov Russian University of Economics - International Business School Faculty (IBS Plekhanov)	Russia
South University IMB	Russia
Moscow International Higher Business School MIRBIS	Russia
IBS Moscow, Institute of Business Studies, the Russian Presidential Academy of National Economy and Public Administration	Russia
Graduate School of Corporate Management, RANEPa	Russia
Faculty of Management, National Research University Higher School of Economics	Russia
Groupe ISM	Senegal
Groupe IAM Institut Africain de Management	Senegal
University of Ljubljana Faculty of Economics	Slovenia
University of Cape Town UCT Graduate School of Business	South Africa
Management College of Southern Africa - Mancosa - Durban	South Africa
Regent Business School	South Africa
University of Stellenbosch Business School	South Africa
Chung-Ang University Business School	South Korea
Korea Advanced Institute of Science and Technology (KAIST) Business School	South Korea
National University of Singapore - NUS Business School	Singapore
EAE Business School	Spain
Asian Institute Of Technology (AIT) School of Management	Thailand
Prince of Songkla University Faculty of Management Sciences	Thailand
Khon Kaen University College of Graduate Study In Management (CGSM)	Thailand
Istanbul University School of Business	Turkey
Girne American University (GAU) Faculty of Business & Economics	Turkey
Sabancı Universitesi Sabancı School of Management	Turkey
Koç University Graduate School of Business	Turkey
London Business School	United Kingdom
Yale School Of Management	USA
MIT Sloan School of Management	USA
Harvard University	USA
The George Washington University	USA
College of Management University of Massachusetts Boston	USA
Auburn University College of Business	USA
California State University Long Beach	USA
Indiana University Bloomington Kelley School Of Business	USA
University of Toledo College of Business and Innovation	USA
Learn Launch	USA
QuadWrangle	USA
Cram Fighter	USA
International Management Institute MIM Kyiv	Ukraine
Kyiv Mohyla Business School	Ukraine
International Institute of Business	Ukraine
FPT School of Business (FSB) FPT University	Vietnam
Silkwires	Vietnam

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B. PLENARY SESSIONS

Plenary sessions are one of the busiest times in the life of Eduniversal World Convention. Experienced and valuable professionals in the field of education present their work, the challenges and opportunities that they have encountered, the current and future issues of higher education, etc. During the 8th Eduniversal World Convention, participants benefited from a wide range of plenary sessions, as well as workshops.

OPENING PLENARY

On October 12, the 8th Eduniversal World Convention was officially opened at Knafel Gymnasium, Harvard University campus.

The opening ceremony began with a welcome speech of Mr. Martial Guiette, CEO & Founder of Eduniversal Group.

Prof. George M. JABBOUR, our Eduniversal Scientific Committee member for North America, also welcomed all the participants and announced the official opening of the conference.



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PLENARY SESSIONS

Business education trends from around the world. The future of Business School: challenges and opportunities

The chairperson of the opening session was Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America, Associate Dean for executive education, George Washington University School of Business, USA.

The first speaker was Prof. Sherif KAMEL, former Dean of the American University in Cairo School of Business, Egypt who underlined the fact that the world changes very fast, especially Africa, which has become the world's fastest growing continent. This presentation was followed by Dr. Aneeta MADHOK, Managing director at Open Space Consulting and former Dean (Center for Human Resources) of S.P. Jain Center of Management, Dubai and Singapore and (School of Business) NMIMS Deemed University in India.



Dr. Virginijus KUNDROTAS, Dean of Adizes Graduate School, USA and President of Baltic Management Development Association, focused on the challenges and opportunities and business education trends in Central and Eastern Europe. His presentation was followed by Prof. Nehme AZOURY, Dean of the Holy Spirit University of Kaslik, Faculty of Business and Commercial Science from Lebanon. He focused on these trends around Eurasia and Middle East.



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After Eurasia and Middle East we moved to the trends in Far East Asia. This topic was discussed by Prof. Sung Joo PARK, Professor at KAIST Business School, South Korea, and Eduniversal International Scientific Committee member for Far East Asia. Through his presentation he showed how Asia is moving toward regional collaboration and also the barriers the region is facing in term of business education.

The next presentation was delivered by Prof. Edson Luiz RICCIO, President of the International Cooperation Office of the Faculty of Economics and management (FEA-USP). His presentation focused on the trends in Latin America. This topic was followed by Mr. Axel SCHUMACHER, Associate Dean for International Relations at Business and Law Schools of the EBS Universität für Wirtschaft und Recht (EBS University of Business and Law) in Oestrich-Winkel and Wiesbaden (Germany). His focus was on Western Europe and the 8 biggest trends that change and reshape business education, such as more courses taught in English in non-English speaking countries, growing internationalization of the student body and mergers in European Universities.

The plenary session was closed by the presentation of Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America, Associate Dean for executive education, George Washington University School of Business, USA on the business education trends in North America, the current situation and how this influences the current business education and also what opportunities arise.

Prof. Michael Wood, our Scientific Committee member for Oceania was not able to be present this year, however he sent his video presentation. In his speech to to audience, Prof. Wood focused on the general overview of Australian and New Zealand educational sector, the trends in this region such as creation in partnerships characterized by staff exchange, students exchange and collaborative research.

He also explained the challenges the business schools face such as the uncertainties about funding, the decreasing graduate unemployable, industry relevant teaching, etc.



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North American Business Schools as success models: What can we learn?

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This topic was addressed by Prof. Scott SMART, Whirpool Finance Faculty Fellow, Kelley School of Business, Indiana University, USA where he explained which distinguished factors can bring success to a business school, the investments paying dividends for school and society and continuous improvement in the face of the changing market dynamics. The subject was continued by Prof. Jorge HADDOCK, Dean, College of Management, University of Massachusetts, Boston, USA. The talking points were the effective business models: historical perspective, trends, metrics, today's reality and the future. The plenary session was closed by the presentation of Prof. George M. JABBOUR, our Eduniversal Scientific Committee member for North America where he emphasized that the recipe for success was quality not the customer mentality.



Changing student population: How to respond to their needs?



This plenary session had as Chairperson Prof. Sergey MYASOEDOV, Vice-Rector of the Russian Academy of National Economy and Public Administration (RANEPA), President of RABE (Russian Association on Business Education), Moscow, Russia.

Eduniversal's CEO & Founder, Mr. Martial GUIETTE, presented how Eduniversal is responding to the changing needs of the students, by presenting "Eduniversal Booking" a new revolutionary online application tool that helps students to manage and improve their applications, and schools to recruit easily and efficiently qualified candidates from all over the world..

The subject was continued by Prof. Md Nazrul ISLAM, Professor and Acting Dean, Asian Institute of Technology (AIT) School of Management, Thailand. He focused on the students need for double degrees, specialized degrees, flexible delivery and international exposure and online delivery of courses.

On this topic, Dr. Elena PEREVERZEVA, Dean, Moscow International Higher Business School MIRBIS, Russia focused on the new demands for MBA programs, the opportunities that arise and the involvement that results from these actions.



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Workshop 1: International Alumni networks and their role in reshaping the world of business

At this workshop Mr. Nick ZECKETS, CEO & Co-founder of QuadWrangle, USA and Dr Rosalinda DUNLAP, Director of Graduate Programs, University of Toledo College of Business and Innovation, USA presented examples how Alumni and the network change the world of business with their ideas, collaborations and international mind set.



Workshop 2: Developing Joint degrees: models, issues and best practices

Dr. Ahmed HASSANEIN, Associate Dean, UG Studies & Administration the American University in Cairo School of Business, Egypt and Dr. Daniya ASSANOVA, President, Almaty Management University, Kazakhstan, presented this topic. They both presented their universities case study, the paths their universities took, their visions and missions, the trials they have to endure and the benefits.



The workshop was closed by Prof. Gurinder SINGH, Additional Group Vice Chancellor, Amity International Business School, India. He presented a small overview of the Amity Education Group and the models they used: articulation arrangements, top-up programs, virtual/e-learning/MOOCs, franchise arrangements, study abroad program with degrees, 3 continent programs, the issues they faced and the best practices they applied to reach success.



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Workshop 3: How to efficiently recruit the best students in the world? Eduniversal MASTERSBOOKING - new online application tool & recruitment service

This workshop was animated by the specialists from TILD, France: Mr. Antoine BAYLE, General Director, Mr. Benoît GEBHART, Project Director and Mr. Julien PAVAN, Web PMO. They presented and talked about the functionality of the platform "Master Booking", the new project of Eduniversal, which was presented during the plenary session by Eduniversal's CEO & Founder, Mr. Martial Guiette.



Plenary Session 3: Global collaborations and alliances in business education. Bringing added value to Business School-to-Business

The Plenary session #3 was held at Memorial Church, Harvard University campus. This session was orchestrated by Dr. Claudia QUINTANILLA, Accreditation and Ranking Director, EGADE Business School, Mexico who served as Chairperson.

The first speaker of this session was Ms. Katalin KOVACS, Associate Dean Global Education Programs, Maastricht School of Management (MSM), Netherlands. Her presentation was focused on global partnerships and alliances in the business education landscape, the opportunities and the trends of global partnerships, and how to guarantee the success of a global partnership in (risky) new markets.



The discussion was followed by the presentation of Prof. Dr. Fr. Paul FERNANDES, S.J., Vice-Chancellor, Xavier Institute of Management - Bhubaneswar, India. He addressed the topic of collaboration conversations, the new trends in education like whether Asia is the next higher education superpower, the opportunities and challenges of collaborations, how to change taking in consideration new education providers like Google, Wikipedia, etc.



Prof. Ruben GUEVARA, Director of MBA and DBA, - CENTRUM Católica, Pontificia Universidad Católica del Peru, Peru ended this plenary session with a presentation dedicated to the topic of business schools and business: creating sustained value for people, society and planet Earth.

Keynote presentation: Rebranding a business school in five (very) emotional stages

The third plenary session was followed by a keynote presentation from Mr. Ron DUERKSEN, Chief Strategy & Marketing Officer, Desautels Faculty of Management, McGill University, Canada on the topic of rebranding a business school in five (very) emotional stages. He shared with us the ups and downs of the ongoing journey of the McGill's Faculty of Management in becoming the Desautels Faculty of Management.



Plenary session 4: Development & improvement of learning and teaching

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Plenary session #4 took place at Loeb House, Harvard University campus. The Chairperson of the plenary session was Dr. Ahmed HASSANEIN, Associate Dean, The American University in Cairo School of Business, Egypt.

The session was started by Dr. Steve HARVEY, Dean, Concordia University John Molson School of Business, Canada. He focused his presentation on extracurricular activities as a method of enhancing learning for students and the experiential learning opportunities. He also unveiled that the secret of their success is the involvement of their faculty and their offer of electives for their students.



The next speaker was Mr. Eric WISCH, COO and VP of Business Development, Cram Fighter, USA. He presented his company and their activity of selling web and mobile apps that help students create personalized study plans for high-stakes exams so that they know exactly what to do next.



Dr. Salim CHAHINE, Professor and Acting Dean, American University of Beirut - Suliman S. Olayan School of Business (OSB), Lebanon continued the plenary session with his presentation on the role of business schools in emerging countries and challenging environments. He mentioned that the greatest challenges are a clear vision, an aligned mission, the programs, the community and the faculty.

The conversation continued with Mr. Volodymyr PAVELKO, MBA Program Director, Kyiv Mohyla Business School, Ukraine presentation on how his school organizes the learning process, the government level projects, regional and international projects, how to support lifelong learning and also about them as an art cluster player.



Prof. Pedro HIDALGO, Director Global MBA, Universidad de Chile – School of Business and Economics, Chile shared his thoughts and Experience in the process of developing a research oriented business school. He presented the mission of business schools, the business strategies they use and the process toward the change. Also he mentioned the benefits of being a research school such as a good reputation and the fact that students are exposed to new knowledge, but the challenges for continuing doing the research.

The plenary session was closed by Prof. Daniel TRAÇA, Dean, Universidade Nova de Lisboa - Nova School of Business and Economics, Portugal. He presented the new value proposition: from student to professional and how schools can achieve it through diversity, building memories for a global network and scale for service.



III. MAIN EVENTS

A. EDUNIVERSAL GALA AWARDS CEREMONY



The Gala Awards Ceremony was a distinct event during the 8th Eduniversal World Convention held on October 12 at Fairmont Copley Plaza. On this special evening, we revealed and released the Rankings of the Best 1000 Business Schools in 154 countries and rewarded the Top 31 Business Schools in 9 geographical zones according to the Deans' recommendations and the Eduniversal Evaluation System.

As in each edition, the gala ceremony was accompanied with a refined dinner complemented by an entertainment show.

Like each year, a special reward was given to the n°1 school in the world. This year the school who was rewarded with the Master Title of the Best School in the World is The London Business School (United Kingdom).



During the Awards ceremony we have given special mentions to Upgrades in the Palmes League of Excellence to:

- Brazil : Pontificia Universidad Catolica do Parana – Escola de Negocios – 2 Palmes of Excellence
- Brazil: Universidade Federal do Parana – DAGA Escola de Administracao - 3 Palmes of Excellence
- Mexico: Universidad de Monterrey Business School - 4 Palmes of Excellence
- China; Beijing Jiao Tong University School of Economics and Management – 3 Palmes of Excellence
- Lithuania: Vytautas Magnus University Faculty of Business and Economics - 3 Palmes of Excellence
- Poland: Poznan University of Economics - 4 Palmes of Excellence
- Russia: Graduate School of Corporate management, RANEPa - 3 Palmes of Excellence
- Russia: National Research University Higher School of Economics, Faculty of Business Management - 3 Palmes of Excellence

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THE EDUNIVERSAL EVALUATION SYSTEM

“ The Eduniversal Evaluation System (EES) is based on a 3 step process that helps establish the Eduniversal Business School Ratings and Rankings. This system is supervised by an International Scientific Committee composed of 9 independent expert members in each of the 9 geographical zones. The Dean’s Vote is one of the major elements of the EES, where the Deans and Directors of the best 1000 business schools in the world give their recommendations for each school from the 154 countries. The number of recommendations gathered will determine the ranking of the schools within each country and Palme league ”

For more info visit: (<http://eduniversal-ranking.com/methodology/>)

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TOP 31 BUSINESS SCHOOLS IN 9 GEOGRAPHICAL ZONES

Each year, during the Gala Dinner, the Top 3 Business Schools selected from each of 9 geographical zones receive Awards from the Eduniversal Scientific Committee members.

This year the Awards Ceremony highlighted the Top 31 Business Schools. These schools received the highest recommendation rates from Deans and Directors around the world who participated in the Eduniversal Deans Vote in 2015. As a reference of academic excellence and successful internationalization, the winners were honored and invited to share their latest innovations and achievements. During the ceremony, the rankings were announced by zone and by position. Then each school representative was invited on stage to make a small speech and to be presented with the reward for his institution.



The list of the top 31 business schools in the world in 2015 are the following:



NORTH AMERICA

No°1 - Harvard Business School, USA

No°2 - McGill University Desautels Faculty of Management, Canada

Representative: Mr. Ron DUERKSEN, Chief Strategy and Marketing Officer

No°3 - Yale School of Management, USA

Representative: Mr. Edward SNYDER, Dean



LATIN AMERICA

No°1 - EGADE Business School - Tecnológico de Monterrey, Mexico

Representative: Dr. Claudia QUINTANILLA, Accreditations and Rankings Director

No°2 - FGV - EAESP São Paulo Business Administration School, Brazil

Representative: Prof. João AMARO DE MATOS and Ms. Glivania DE OLIVEIRA, General Consul of Brazil in Boston

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No°3 – Pontificia Universidad Catolica de Chile - Escuela de Administracion, Chile

No°3 – Universidad de los Andes School of Management – Colombia

Representative: Ms. Carolina DAVILA, International Relations Director

No°3 – Universidad de Chile School of Business and Economics, Chile

Representative: Prof. Pedro HIDALGO, Director of Global MBA and Prof. Sergio OLAVARRIETA, Vice Dean



CENTRAL ASIA

No°1 - Indian Institute of Management Bangalore (IIM-B), India

Representative: Dr. Chetan SUBRAMANIAN, Chairperson of IIMB's Office of International Affairs and Prof. Abhoy K. OJHA, Chairperson, Post Graduate Program in Enterprise Management

No°2 - Indian Institute of Management Ahmedabad (IIM-A), India

No°3 - Indian Institute of Management Calcutta (IIM-C), India



EURASIA & MIDDLE EAST

No°1 - Koç University - Graduate School of Business, Turkey

No°1 - Tel Aviv University's Faculty of Management - The Leon Recanati Graduate School of Business Administration, Israel

Representative: Prof. Moshe ZVIRAN, Dean

No°2 - Istanbul University School of Business, Turkey

Representative: Prof. Yaqup SELVI, Institute Director and Prof. Kamil Ahmet KOSE, Associate Dean

No°3 – Sabancı Üniversitesi - Sabanci School of Management, Turkey

Representative: Ms. Dilek Cetindamar, Faculty member



WESTERN EUROPE

No°1 – London Business School, UK

Representative: Ms. Gretchen EFFGEN, Alumnae

No° 2 - INSEAD, France (no representative)

Representative: Mrs. Lisa GRALNEK, Alumnae

No° 3 – Copenhagen Business School – CBS, Denmark

Representative: Ms. Mia CUDRIO THOMSEN, Accreditation Manager

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FAR EAST ASIA

No°1 - National University of Singapore - NUS Business School, Singapore

No°2 - Hong Kong University of Science and Technology - HKUST Business School, China

No°3 – Fudan University School of Management, China

Representative: Prof. Youzhen ZHAO, Associate Professor



AFRICA

No°1 – University of Cape Town - UCT Graduate School of Business, South Africa

Representative: Mr. Brandon MAVLEOS

No°2 - The American University in Cairo School of Business

Representative: Dr. Ahmed HASSANEIN, Associate Dean

No°3 - University of Stellenbosch Business School, South Africa

Representative: Mr. Jan-Paul ROODBOL



EASTERN EUROPE

No°1 - The University of Economics Prague (VSE), Czech Republic

Representative: Dr. Jakub FISCHER, Vice President

No° 2 - St. Petersburg University Graduate School of Management, Russia

Representative: Ms. Anastasia ZARETSKAYA, Deputy Director for Executive Education

No° 3 - University of Ljubljana Faculty of Economics, Slovenia

Representative: Ms. Metka TEKAVCIC, Dean

No° 3 – University of Warsaw School of Management, Poland

Representative: Mr. Jan TURZYNA, Dean



OCEANIA

No°1 - The University of Melbourne - Melbourne Business School, Australia

No°2 - The University of Sydney Business School, Australia

No°3 - Monash University – Monash Business School, Australia



FOR THE COMPLETE RANKING OF THE 1000 BEST BUSINESS SCHOOLS, VISIT:
WWW.EDUNIVERSAL-RANKING.COM

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B. Palmes of Excellence Awards Ceremony



The 2015 Eduniversal Palmes of Excellence Ceremony took place on October 13, In Memorial Church, Harvard University Campus. Like each year, Eduniversal rewarded all the Top 1000 Business Schools present at the Convention for their academic achievement, and presented them the Official Eduniversal Palme of Excellence Award indicating their Palme League reached for this year (Eduniversal Official Selection)..



A Palme level is awarded to each school based on a set of internationalization criteria developed by the International Scientific Committee. These schools are then ranked within each Palme level according to the assessment made by peers: The Deans vote.



FOR MORE INFORMATION, PLEASE VISIT THIS LINK:
[HTTP://WWW.EDUNIVERSAL-RANKING.COM/METHODOLOGY/PALMS](http://www.eduniversal-ranking.com/methodology/palms)



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C. Networking Dinner

One of the best opportunities to network during the 8th Eduniversal World Convention took place on the evening of October 13, during our Networking Dinner on the 52nd floor of the Top of the Hub & Skywalk Observatory. Participants had the opportunity to network, exchange and discuss while enjoying a wonderful evening view on the city of Boston.

The evening ended with a lovely concert from the local band Red Velvet where participants had the opportunity to listen to American music and dance on it beats.



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D. PEER TO PEER MEETINGS

The Peer to Peer meetings were an important part of the 8th Eduniversal World Convention and this service is one of the most praised by the schools participating to it each year. A special online platform is put in place on the Eduniversal Convention Website, allowing the participant schools to set up and book one to one meetings with the school of their choice, along with a variety of informal meetings throughout the convention. The online platform allows them to set up their meeting agenda according to their needs and preferences.



This year we offered numerous networking opportunities, including one afternoon on October 12 and a morning on October 14, where participants had the unique opportunity to meet with Deans, Directors and Academic Members from the top ranked business schools to discuss business opportunities, develop partnerships, exchange ideas and debate.

Each year, these meetings are a great success and many partnerships are signed or decided on the spot.

KEY OBJECTIVES

- *Implement exchanges and dialogue between professors and students*
- *Increase students' and faculty's mobility*
- *Find new research partners*
- *Create innovative new programs*
- *Open new campuses*

“

Before, I knew a lot of universities by name, but at the convention I was able to connect with specific people at some of those universities... it is very important that we keep connecting with each other.

*Prof. Kenji YOKOYAMA,
Dean - Ritsumeikan Asia Pacific University*

”

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E. CAMPUS VISITS

On October 13, a campus visit was hosted at Harvard University. The campus visit was a walking tour and allowed participants to get to know better the university, its history and general information about the campus, faculty and students.



Harvard University is the oldest institution of higher education in the United States, established in 1636 by vote of the Great and General Court of the Massachusetts Bay Colony. It was named after the College's first benefactor, the young minister John Harvard of Charlestown, who upon his death in 1638 left his library and half his estate to the institution.

Harvard University has 12 degree-granting Schools in addition to the Radcliffe Institute for Advanced Study. The University has grown from nine students with a single master to an enrollment of more than 20,000 degree candidates including undergraduate, graduate, and professional students. There are more than 360,000 living alumni in the U.S. and over 190 other countries.

Harvard's reach stretches far beyond the traditional classroom. Harvard faculty, students, and staff hold global leadership roles in a wide variety of disciplines, with some garnering national and international recognition. Faculty of Harvard's Schools have won a wide selection of prizes like Nobel and Pulitzer.



MORE INFO:
[HTTP://WWW.HARVARD.EDU/HISTORY](http://www.harvard.edu/history)



5 PALMES OF EXCELLENCE
UNIVERSAL BUSINESS SCHOOL WITH STRONG GLOBAL INFLUENCE

RANKED NO°1 MBA North America	RANKED NO°1 PHD in Business Economics North America
RANKED NO°3 MBA Finance North America	

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On October 15th a campus visit was hosted at MIT. The campus visit included a walking tour of the university and also a presentation from MIT and MIT Sloan School of Management. The visit helped the participants to get insight into the campus life, to discover more about MIT and its international activities and MIT Sloan School of Management Executive Education.



Massachusetts Institute of Technology (MIT)

Founded in 1861 in response to the increasing industrialization of the United States, the Massachusetts Institute of Technology (MIT) is a private research university in Cambridge, MA. With five schools and one college which contain a total of 32 departments, MIT is traditionally known for its research and education in the physical sciences and engineering, and more recently in biology, economics, linguistics, and management as well. MIT is often cited as among the world's top universities. As of 2014, 81 Nobel laureates, have

been affiliated with MIT like William Bradford Shockley, inventor of the transistor, and Kofi Annan, the former United Nations' Secretary. Today, it counts over 1000 teachers for 10,000 students.



MIT - Sloan School of Management

Management education has been part of MIT since 1914, when the Institute first offered a course in engineering administration, Course XV. Over time, that course grew to become the MIT Sloan School in 1964 renamed after its benefactor, Alfred P. Sloan, Jr., a graduate of MIT and then-chairman of General Motors. Its mission is to develop principled, innovative leaders who improve the world and to generate ideas that advance management practices worldwide. MIT Sloan is located in Cambridge, Massachusetts, across the

Charles River from Boston in the dynamic innovation hub that is Kendall Square where it is surrounded by biotech companies, tech giants, startups, and research labs like Amazon, Google, Microsoft, Pfizer and Yahoo.

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MIT Sloan is a diverse and engaged community. With students, faculty, and staff from around the world, the School prides itself on welcoming people with a wide range of backgrounds, experience, and interests. The community is marked by its passion for solving problems and tackling big challenges, its respect for varied viewpoints, and its entrepreneurial spirit. The school also has Action Labs for students to tackle real problems in existing companies in the United States, China and India.

The school counts approximately 1,300 students and 120,000 alumni in more than 90 countries. MIT Sloan students have access to a wealth of resources at MIT and often work closely with their peers at the Institute to bring new ideas from the laboratory to the marketplace.

The MIT Sloan network is one of the most important in the world: more than 650 companies were founded by MIT Sloan alumni including HubSpot, InVivo and Zipcar.



FOR MORE INFORMATION, PLEASE VISIT :
[HTTP://MITSLOAN.MIT.EDU/ABOUT-MIT-SLOAN/](http://mitsloan.mit.edu/about-mit-sloan/)

5 PALMES OF EXCELLENCE
UNIVERSAL BUSINESS SCHOOL WITH STRONG GLOBAL INFLUENCE



5 PALMES
UNIVERSAL
BUSINESS SCHOOL

RANKED NO°1 Master in Finance North America	RANKED NO°1 Master in Engineering & Management Worldwide
RANKED NO°3 MBA Entrepreneurship & Innovation Worldwide	RANKED NO°3 MBA North America
RANKED NO°2 Master of Science in Management North America	RANKED NO°4 Master in Managerial Economics North America



F. LEARNLAUNCH COMPANY VISIT

Company visits offer a unique opportunity for Higher Education leaders to meet with company representatives and discuss and understand the companies' needs and issues.

LearnLaunch welcomed us on October 15th on their premises and the participants had the opportunity to discover the company, its mission to connect, support and grow the ecosystem to drive innovation and transform learning. They learned about education events, accelerator programs and collaborative co-working space all which make LearnLaunch a vibrant community.

The presentation were made by Mr. Liam Pisano, Managing Director of LearnLaunch.

LearnLaunch



LearnLaunch is dedicated to connecting, supporting, and growing the education technology ecosystem to drive innovation and transform learning. We are a vibrant community, delivering educational events, a selective accelerator program and a collaborative co-working space. We are based in Boston, a world education hub.

LEARNLAUNCH ACCELERATOR

LearnLaunch Accelerator is a leading edtech startup program, personalized for each entrepreneur. After a highly selective application process, LearnLaunch accelerator provides the most promising edtech startups worldwide with seed funding, an unmatched team of mentors, intensive coaching and all the tools needed to grow a successful edtech startup. LearnLaunch Accelerator fund provides a diversified platform for early stage edtech investors.

LEARNLAUNCH CAMPUS

LearnLaunch Campus is Boston's leading co-working space dedicated to edtech startups. LearnLaunch Campus helps promising entrepreneurs and businesses by delivering exceptional networking opportunities, flexible office solutions, and a collaborative community with expertise in technology and education. LearnLaunch Campus is home to more than 35 edtech companies and 100 edtech entrepreneurs.

LEARNLAUNCH INSTITUTE

LearnLaunch Institute is a non-profit dedicated to increasing student achievement through the adoption of digital technologies. LearnLaunch Institute connects educators, entrepreneurs, learners, investors, and industry affiliates in the education innovation ecosystem. We offer support services, including conferences and more than 35 meetups and classes each year to our 6000 person edtech community. For more information, visit www.learnlaunch.org.

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G. SIGHTSEEING TOUR

After a week of intense conference and networking activities, Eduniversal world Conventions always offers to its participants the opportunity to rest and informal network while enjoying a touristic activity specific to the host city.

This year, we organized a boat trip in the Boston Harbor on October 14, right after our intense morning of Peer to Peer meetings. The participants had the occasion to feel the Atlantic Ocean wind while on the boat, to admire the skyline of Boston and also the chance to spot and take pictures of the magnificent whales that inhabit the oceans.



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I. AGENDA

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SUNDAY, 11 OCTOBER 2015		
Time	Location	Session/ Activity
19:00 - 21:00	Fairmont Copley Plaza Hotel, Boston St . James room	Welcome cocktail & registration
MONDAY, 12 OCTOBER 2015		
Time	Location	Session/ Activity
08:30 - 08:45	Fairmont Copley, Plaza Hotel, Boston	Departure by bus to Harvard University campus
09:15 - 09:30	Harvard University campus	Registration
09:30 - 11:00	Harvard University campus Knafel Gymnasium	<p>Opening of the 8th Eduniversal World Convention</p> <p>Welcome by</p> <ul style="list-style-type: none"> • Mr. Martial Guiette, CEO & Founder, Eduniversal Group, France • Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America <p>Business education trends from around the world. The future of Business School: challenges and opportunities</p> <p>Chair: Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America, Associate Dean for executive education, George Washington University School of Business</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Prof. Sherif KAMEL, Eduniversal Scientific Committee member for Africa • Prof.Dr. Aneeta MADHOK, Eduniversal Scientific Committee member for Central Asia • Dr. Virginijus KUNDROTAS, Eduniversal Scientific Committee member for Eastern Europe • Prof. Nehme AZOURY, Eduniversal Scientific Committee member for Eurasia & Middle East • Prof. Sung Joo PARK, Eduniversal Scientific Committee member for Far East Asia • Prof. Edson Luiz RICCIO, Eduniversal Scientific Committee member for Latin America • Prof. Michael WOOD, Eduniversal Scientific Committee member for Oceania • Mr. Axel SCHUMACHER, Eduniversal Scientific Committee member for Western Europe • Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America
11:00 - 11:15		Break

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11:15 - 12:15	Harvard University campus Knafel Gymnasium	<p>Plenary Session 1: American Business Schools as success models: What can we learn?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Prof. Scott SMART, Whirpool Finance Faculty Fellow, Kelley School of Business, Indiana University, USA • Prof. Jorge HADDOCK, Dean, College of Management, University of Massachusetts Boston, USA • Prof. George M. JABBOUR, Eduniversal Scientific Committee member for North America, Associate Dean for executive education, George Washington University School of Business 		
12:15 - 12:30		Break		
12:30 - 13:30	Harvard University campus Knafel Gymnasium	<p>Plenary Session 2: Changing student population: How to respond to their needs?</p> <p>Chair: Prof. Sergey MYASOEDOV, Vice-Rector of the Russian Academy of National Economy and Public Administration (RANEPA), President of RABE (Russian Association on Business Education), Moscow, Russia</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Martial GUIETTE, CEO & Founder of Eduniversal • Prof. Md Nazrul ISLAM, Professor and Acting Dean, Asian Institute of Technology (AIT) School of Management, Thailand • Dr. Elena PEREVERZEVA, Dean, Moscow International Higher Business School MIRBIS, Russia 		
13:30 - 14:30		Lunch		
14:30 - 15:30	<p>Knafel Center – Fay House – Sheer Room (Workshop 1)</p> <p>Knafel Center – Byerly Hall - Byerly classroom (Workshop 2)</p> <p>Knafel Center – Room 112 (Peer to Peer meetings)</p>	<p>Workshop 1: International Alumni networks and their role in reshaping the world of business</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Nick ZECKETS, CEO & Co-founder of QuadWrangle, USA • Dr Rosalinda UNLAP, Director of Graduate Programs, University of Toledo College of Business and Innovation, USA 	<p>Workshop 2: Developing Joint degrees: models, issues and best practices</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr. Ahmed HASSANEIN, Associate Dean, UG Studies & Administration the American University in Cairo School of Business, Egypt • Prof. Gurinder SINGH, Additional Group Vice Chancellor, Amity International Business School, India 	Peer to Peer meetings

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15:30 - 15:45		Break
15:45 - 16:45	Knafel Center – Fay House – Sheer Room (Workshop 3) Knafel Center – Room 112 (Peer to Peer meetings)	<p>Workshop 3: How efficiently recruit the best students in the world? Eduniversal MASTERSBOOKING – new online application tool & recruitment service</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Antoine BAYLE, General Director, TILD, France • Mr. Benoît GEBHART, Project Director, TILD, France • Mr. Julien PAVAN, Web PMO, Tild, France • Eduniversal team, France <p>Peer to Peer meetings</p>
19:30 - 00:00	Fairmont Copley Plaza Hotel, Boston Grand Ballroom	Cocktail, Gala Dinner & Awards Ceremony
TUESDAY, 13 OCTOBER 2015		
09:00	Fairmont Copley Plaza Hotel, Boston	Departure by bus to Harvard University campus, Memorial Church - Sanctuary
09:30 - 10:20	Harvard University campus Memorial Church - Sanctuary	<p>Plenary Session 3: Global collaborations and alliances in business education. Bringing added value to Business School-to-Business.</p> <p>Chair: Dr. Claudia QUINTANILLA, Accreditation and Ranking Director, EGADE Business School, Mexico</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Ms. Katalin KOVACS, Associate Dean Global Education Programs, Maastricht School of Management (MSM), Netherlands • Prof. Dr. Fr. Paul FERNANDES, S.J., Vice-Chancellor, Xavier Institute of Management - Bhubaneswar, India • Prof. Ruben GUEVARA, Director of MBA and DBA, - CENTRUM Católica, Pontificia Universidad Católica del Peru, Peru • Mr. Liam PISANO, Managing Director, LearnLaunch, USA
10:30 - 11:10	Harvard University campus Memorial Church - Sanctuary	<p>Keynote presentation: Rebranding a business school in five (very) emotional stages Mr. Ron DUERKSEN, Chief Strategy & Marketing Officer, Desautels Faculty of Management, McGill University, Canada</p>
11:20 - 13:00	Harvard University campus Memorial Church - Sanctuary	2015 Eduniversal "Palms of Excellence" Awards Ceremony

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13:00 - 14:00	Harvard University campus	Lunch & Peer to Peer meetings
14:10 - 15:30	Harvard University campus Loeb House	<p>Plenary Session 4: Development & improvement of learning and teaching.</p> <p>Chair: Dr. Ahmed HASSANEIN, Associate Dean, The American University in Cairo School of Business, Egypt</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Dr. Steve HARVEY, Dean, Concordia University John Molson School of Business, Canada • Mr. Eric WISCH, COO and VP of Business Development, Cram Fighter, USA • Dr. Salim CHAHINE, Professor and Acting Dean, American University of Beirut - Suliman S. Olayan School of Business (OSB), Lebanon • Mr. Volodymyr PAVELKO, MBA Program Director, Kyiv Mohyla Business School, Ukraine • Prof. Pedro HIDALGO, Director Global MBA, Universidad de Chile – School of Business and Economics, Chile • Prof. Daniel TRAÇA, Dean, Universidade Nova de Lisboa - Nova School of Business and Economics, Portugal
15:45 - 16:45	Harvard University campus	Campus Visit: Harvard University
19:30 - 23:30	Top of the Hub & Skywalk Observatory, Boston	Networking dinner
WEDNESDAY, 14 OCTOBER 2015		
08:30 - 11:00	Fairmont Copley Plaza Hotel, Boston St. James room	Peer to Peer meetings & Buffet Brunch
11:20 - 11:45	Fairmont Copley Plaza Hotel, Boston	Departure by bus to New England Aquarium Whale Watch
12:00 - 16:00		New England Aquarium Whale Watch
THURSDAY, 15 OCTOBER 2015		
10:00 - 12:00		Company visit: LearnLaunch (optional) number of places is limited
13:00	Fairmont Copley Plaza Hotel, Boston	Departure by bus to MIT-Sloan School of Management
13:30 - 14:30	MIT-Sloan School of Management	Historical campus visit MIT-Sloan School of Management
15:00 – 17:00	MIT-Sloan School of Management	MIT-Sloan School of Management campus presentation

IV. WANT TO GET INVOLVED?

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Eduuniversal invites you to join us as a Host, Media Partner or Sponsor. The 9th edition of the Eduuniversal World Convention will be organized next year in Oceania. And once more we will do our best to gather the best Schools, Universities, Companies, Medias and the area, in order to once more help develop the field of Business Education.

If you want to Host and Co-organize the event, want to be a Sponsor, Media Partner and Communicate about your Institution or Company ... Applications are still open, all you have to do is contact us.

Questions? Comments?

Any questions or comments regarding the Eduuniversal World Convention should be addressed to the Eduuniversal Convention Team



convention@eduniversal.com



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