

# POST-CONVENTION REPORT

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

## **CURTIN UNIVERSITY – CURTIN BUSINESS SCHOOL PERTH, AUSTRALIA**

**9th Eduniversal World Convention**

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

**NOVEMBER 28 | 20  
01 DECEMBER | 16**

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## I. ACKNOWLEDGMENTS

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The Eduniversal Team would like to thank you all for your participation and contribution, be it as a delegate, speaker or partner. We value your involvement in the delivery and the success of this wonderful event. Your input has been greatly appreciated and has further motivated us to achieve our new goals.

We would like to thank this year's convention partner, Curtin University – Curtin Business School. With their devotion, assistance and guidance, they played a key role in organising the convention. We would also like to thank everyone else involved: the administration, the liaisons and event teams, as they did a great job in supporting and advising us throughout the year.

A special thank you to our International Scientific Committee members, who encouraged and consulted us on various aspects.



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## II. BRIEFLY ABOUT EDUNIVERSAL

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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.

Eduniversal produces two annual global rankings:

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

The rankings are designed to provide information to prospective graduate students, helping 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.



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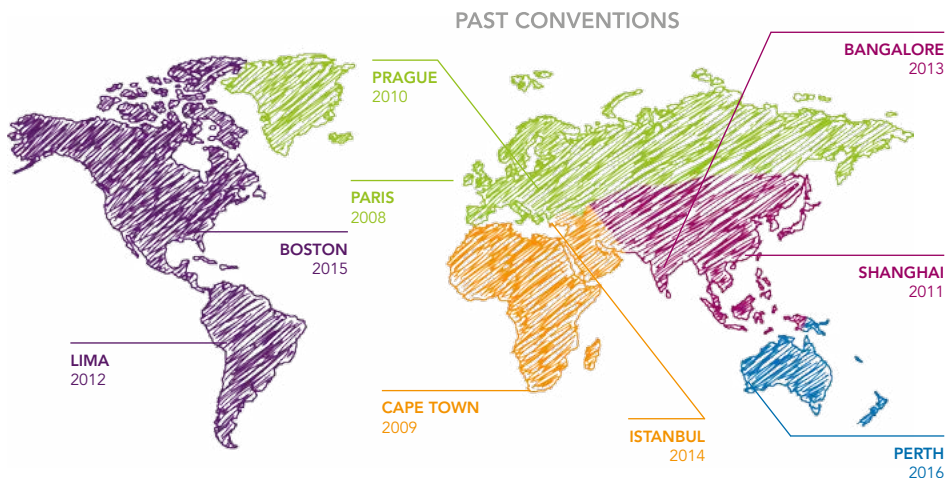
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## III. EDUNIVERSAL WORLD CONVENTION

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The Eduniversal World Convention aims to gather important academic faculty and directory members from the best institutions around the world.

Giving the attendees a unique opportunity to network and connect with schools from different geographical regions and the opportunity to exchange their views and ideas on Global Higher Education. The convention also allowed new insights into the latest trends of business education in the geographical zone where the Convention is organized, as well as the local culture.



This year, the convention focused on the **INTERNATIONALIZATION AND INNOVATION IN HIGHER EDUCATION**. For the 9th edition, we gathered Deans and Directors from the Best Business Schools around the world: Curtin Business School, Monash Business School, INSEAD, Melbourne Business School, London Business School, Harvard Business School and more.

More than 120 Schools from about 50 countries participated in this one-off event, focusing on innovation in higher education, working with private providers, student recruitment and the challenges that the higher education sector faces.

Another goal of the Convention is to announce the Rankings of the Best 1000 Business Schools in 154 countries and to reward the Top 34 Business Schools in 9 geographical zones (Top 3 per geographical zone) according to the Deans' recommendations. The 2016 Deans' vote campaign (<http://www.eduniversal-deans-vote.com>) also saw a record participation rate of 70.85%.

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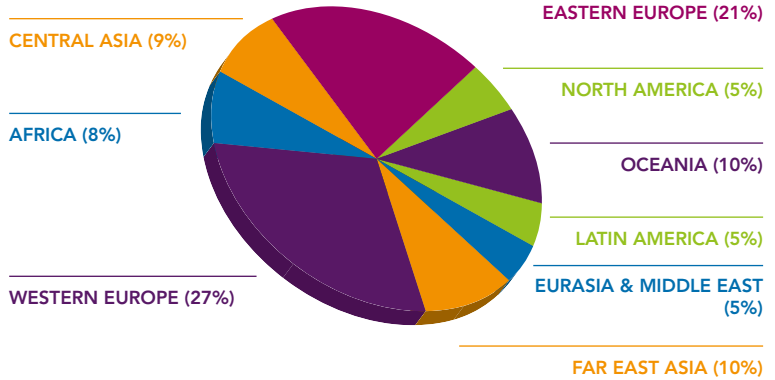
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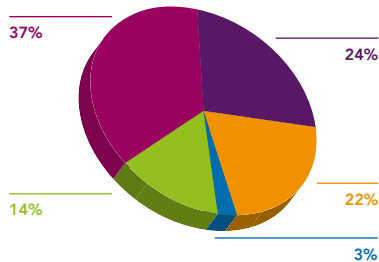
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## SCHOOL REPRESENTATION FROM THE 9 GEOGRAPHICAL ZONES

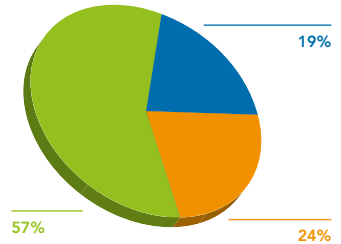
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## SCHOOL REPRESENTATION BY PALMES OF EXCELLENCE LEVEL



## PARTICIPANTS REPRESENTATION BY FUNCTION



- 1 PALME
- 2 PALMES
- 3 PALMES

- 4 PALMES
- 5 PALMES

- DEAN & DIRECTORS
- INTERNATIONAL AFFAIRS
- OTHERS

Experience, valuable professional knowledge and information in the field of higher education were passed from speakers to participants, from delegate to delegate. Keynote, plenary sessions and workshops challenged the delegates to look at the world from a new perspective and offered the trends for the years to come.

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## IV. THE INTERNATIONALIZATION AND INNOVATION IN HIGHER EDUCATION

The guests were all greeted at the **Welcome Cocktail** on November 27, at Perth Town Hall by **The Right Hon. Lisa SCAFFIDI**, Perth Lord Mayor, **Prof. Deborah TERRY AO**, Vice-Chancellor, Curtin University, **Prof. Tony TRAVAGLIONE**, Pro Vice-Chancellor, Curtin Business School and **Mr. Martial GUIETTE**, CEO & Founder of Eduniversal.



**The 1st day of the Convention** was dedicated to a round table, with discussions about Innovation in Business Education, Innovations in Delivery and Working with Private Providers, Innovation and Change in International Education: marketing, partnering and recruitment, Innovation and Best Practices in Private Provider & University collaborations and The Internationalisation of Education: The Export of Education and its Value to National and Regional Economies.

The speakers at these discussions were :

- **Prof. Paolo BOCCARDELLI**, *Dean, LUISS Business School, Italy*
- **Mr. Martial GUIETTE**, *Founder & CEO, Eduniversal Group, MASTERSBOOKING, France*
- **Mr. Tim PRAILL**, *GM Strategy and Transformation, NAVITAS, Australia*
- **Mr. Romain SIRIGNANO**, *Agency Partner, FACEBOOK & INSTAGRAM, France*
- **Ms. Katalin KOVACS**, *Associate Dean Global Education Programs, Maastricht School of Management, The Netherlands*
- **Prof. Simon RIDINGS**, *Deputy Vice-Chancellor, Edith Cowan University, Australia*
- **Prof. Seth KUNIN**, *Deputy Vice-Chancellor, International, Curtin University, Australia*
- **Prof. Michael FLYNN**, *Trinity Business School, Director of MBA, Trinity College Dublin*
- **Prof. Sergey MYASOEDOV**, *Vice Rector, The Russian Academy of National Economy and Public Administration (RANEPA)*
- **Prof. Dr Fernando D'ALESSIO**, *Director General, Pontificia Universidad Catolica del Peru CENTRUM Catolica*
- **Prof. Leonids RIBICKIS**, *Rector, Riga Technical University, Latvia*

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- Prof. Alan DUNCAN, Director, Bankwest Curtin Economics Centre, Curtin University
- Prof. Raj KAPOOR, Associate Dean, Operations & Administration, School of Business Administration American University in Dubai, UAE

Moderators :

- Dr. Michael WOOD, Eduniversal Scientific Committee member for Oceania
- Dr. Irina SENNIKOVA, Rector, RISEBA - Riga International School of Economics and Business Administration, Latvia

In his keynote speech, Prof. Paolo Boccardelli, dean of LUISS Business School, drew to a series of sharp contrasts between education in the past and today: «We used to think of leaders as authoritative figures. The new leader is an inspirational leader, someone who fosters risk-taking.» According to Prof. Boccardelli, consequently, we are now moving towards a problem-based curricula, as opposed to case studies curricula. This new approach has implications for faculty recruitment: higher education institutions are taking a more active role in society that they used to, and professors who maintain a career outside of teaching are in high demand.

Speakers also focused on how to attract millennials in a globalized world. Romain Sirignano from Facebook stressed the importance of communicating with students through all channels, including offline. As he put it, «You need to have good online, good social and good face-to-face». He also offered examples of institutions taking advantage of new technologies such as virtual reality: some universities have already started offering virtual experiences of their campus(es).

Attracting international students proved to be a priority for many participants. Prof. Seth Kunin of Curtin University urged institutions to think more globally: «Universities will need to become global brands, not national brands.» And Australian institutions appear to be paving the way: As Prof. Alan Duncan pointed out, education is a huge part of Australia's export revenue.



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**Day 2nd day of the Convention** kicked off with a discussion on future learning and teaching challenges. Prof. Sourav Mukherji set an ambitious goal, explaining that education is about changing mindsets and mental models. Speakers shared their own experience with innovative teaching methods and curricula.

Participants were also invited to discover innovation in action at Curtin University visit. The Curtin campus offers cutting-edge facilities, such as a Trading Room that simulates a real-life business environment. The visit also included the Agency, the library, the HIVE/Curtin Gallery and the Centre for Aboriginal Studies.

After the visit, Prof. Dr. Aneeta Madhok offered best practices on global student recruitment. One key takeaway from the workshop was that institutions need to promote their town/region as well as their range of programs.

International education was also discussed during the afternoon panel. Chris Gartner from the Australia Trade and Investment Commission detailed Australia's strategy for attracting global students. He made the case for «borderless learning» via online courses and transnational education.

Speakers also addressed some of the challenges posed by international education. Prof. Michaela Rankin noted that young people who study abroad risk losing the networks they built in their home countries. On a more practical level, visas were mentioned as a recurring concern for institutions trying to attract international students.

After the workshops, the delegates had the opportunity to participate to the Exhibition, network with other specialist in the Higher Education field, showcase their institution to the other delegates and of course to promote international collaborations and networking.

The subjects discussed during the sessions and workshops were:

- **Innovating to Meet Tomorrow's Learning and Teaching Challenges**
- **Recruiting Globally: What works in different regions? Attracting & Selecting the Best Students**
- **Key Issues and Lessons for other Countries: Spotlight on National Strategy for International Education released by Australian Government**





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The speakers :

- **Prof. Sourav MUKHERJI**, *Dean of Academic Programmes, Indian Institute of Management Bangalore (IIM-B), India*
- **Prof. Jill DOWNIE**, *Deputy Vice-Chancellor, Academic, Curtin University*
- **Prof. François BONVALET**, *Dean & Director, Toulouse Business School, France*
- **Prof. Novak ALOJZY**, *Dean, University of Warsaw - School of Management, Poland*
- **Prof. George M. JABBOUR**, *PhD, Professor of Finance, Associate Dean for Executive Programs, School of Business The George Washington University, USA*
- **Prof. Jeffrey S. PETTY**, *Academic Director Executive MBA, Université de Lausanne - HEC Lausanne, Switzerland*
- **Mr. Chris Gartner**, *Manager of Client Engagement and Insights, Austrade*
- **Hon. Phil HONEYWOOD**, *CEO, IEAA (International Education Association of Australia)*
- **Prof Michaela RANKIN**, *Deputy Dean International, Monash University - Monash Business School, Australia*
- **Prof. Dr. Aneeta MADHOK**, *Eduniversal Scientific Committee member for Central Asia*

Moderators :

- **Dr. Virginijus KUNDROTAS**, *Eduniversal Scientific Committee member for Eastern Europe*
- **Prof. Grant O'NEILL**, *Dean, International and Accreditation, Curtin Business School*



**The 3rd day of the Convention** was dedicated to workshops and open learning spaces.

Topics talked were : **Ranking, International Collaborations, PR & Media relations, Student recruitment, Marketing digital solutions, Alumni and career solutions.**

Matthieu Duzan from Eduniversal offered some insights on digital marketing for business schools. Romain Sirignano from Facebook pointed out that messenger apps are about to become a major marketing opportunity for institutions.

Erika Beazley from Curtin University Alumni and Mathieu Cherubin from Eduniversal shared best practices on developing an international alumni network. They stressed the importance of recruiting new volunteers on a regular basis in order to maintain an active and motivated alumni team.



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The convention wrapped up in the afternoon with a series of key takeaways.

Dr. Mike Wood noted that not all innovation is digital. He encouraged participants to assess which technology trends (if any) will transform their institutions. Then, in keeping with Eduniversal's tradition of awarding palmes of excellence, Dr. Wood handed out some palmes of his own to the Curtin & Eduniversal staff as well as the participants !

The day' speakers were:

- **Dr. Sanjay SHARMA**, *Dean, University of Vermont School of Business Administration*
- **Mr. Jose Maria AULOTTE**, *Director of MBA program, Institute Magellan, France*
- **Prof. Snigdha PATTNAIK**, *Dean of at Xavier School of HRM, India*
- **Mr. Volodymyr PAVELKO**, *Deputy Dean, International Development, Kyiv Mohyla Business School, Ukraine*
- **Mr. Mathew JACOBSON**, *Founder, Plato Alumni Loyalty & Ducere Global Business School, Australia*



The **Peer to Peer meetings**, as always proved to be a must for the event. The delegates had the opportunity to discuss business opportunities, exchange and growth. The bonus of this edition of the Eduniversal World Convention was the event app, which helped the delegates easily to connect, interact and schedule Peer to Peer meetings at any given moment of the day. This busted the exchanges and the dialogs and 1000+ meetings and exchanges have been organized.



**The final day of the convention** was dedicated to an informal meeting with institutions, getting to know the other participants and of course discovering the unique Australian culture and fauna. We had an opportunity to play with the wallabies, koala and wombats and to try to play the digeridoo.

## V. GALA DINNER AND EDUNIVERSAL AWARDS CEREMONY

The Gala Awards Ceremony is a special event and this year was held on November 28, at Perth Government House. Our special guest was **Her Excellency the Honorable Kerry SANDERSON AC**, Governor of Western Australia.

We revealed and released the Rankings of the Best 1000 Business Schools in 154 countries and rewarded the Top 34 Business Schools in 9 geographical zones according to the Deans' recommendations and the Eduniversal Evaluation System. We also awarded the 2016 Best Business School Worldwide to Copenhagen Business School – CBS – Denmark.

### TOP BUSINESS SCHOOL IN 9 GEOGRAPHICAL ZONES - 2016 AWARDS

#### AFRICA

1	University Of Cape Town - UCT Graduate School of Business – <i>South Africa</i>
2	University of Stellenbosch Business School – <i>South Africa</i>
3	The American University in Cairo School of Business – <i>Egypt</i>

#### CENTRAL ASIA

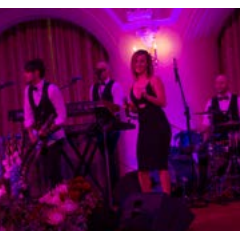
1	Indian Institute of Management Bangalore (IIM-B) - <i>India</i>
2	Indian Institute of Management Ahmedabad (IIM-A) - <i>India</i>
3	Indian Institute of Management Calcutta (IIM-C) - <i>India</i>

#### EASTERN EUROPE

1	Graduate School of Management - St. Petersburg University - <i>Russia</i>
2	The University of Economics Prague (VŠE) – <i>Czech Republic</i>
3	Corvinus University of Budapest Faculty of Business Administration - <i>Hungary</i>
3	University of Warsaw - School of Management - <i>Poland</i>

#### EURASIA & MIDDLE EAST

1	Tel Aviv University's Coller School of Management - <i>Israel</i>
2	Koç University - Graduate School of Business - <i>Turkey</i>
3	Istanbul University School of Business - <i>Turkey</i>
3	The Hebrew University of Jerusalem – The Jerusalem School of Business Administration - <i>Israel</i>



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## FAR EAST ASIA

1	National University of Singapore - NUS Business School - <i>Singapore</i>
2	Hong Kong University of Science and Technology - HKUST Business School - <i>Hong Kong (S.A.R., China)</i>
3	Fudan University School of Management - <i>China</i>
3	Peking University - Guanghua School of Management - <i>China</i>

## LATIN AMERICA

1	EGADE Business School - Tecnológico de Monterrey - <i>Mexico</i>
2	FGV - EAESP - The Business Administration School of São Paulo - <i>Brazil</i>
3	Pontificia Universidad Católica de Chile Escuela de Administración - <i>Chile</i>
3	Universidad de Monterrey - UDEM Business School - <i>Mexico</i>
3	University of Chile - School of Business and Economics - <i>Chile</i>

## NORTH AMERICA

1	Harvard Business School - <i>USA</i>
2	Yale School of Management - <i>USA</i>
3	McGill University - Desautels Faculty of Management - <i>Canada</i>
3	MIT Sloan School of Management - <i>USA</i>

## OCEANIA

1	The University of Melbourne - Melbourne Business School - <i>Australia</i>
2	The University of Sydney Business School - <i>Australia</i>
3	Monash University - Monash Business School - <i>Australia</i>

## WESTERN EUROPE

1	Copenhagen Business School - CBS - <i>Denmark</i>
2	INSEAD - <i>France</i>
3	London Business School - <i>United Kingdom</i>
3	SDA Bocconi School of Management - <i>Italy</i>

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## V. PALMES OF EXCELLENCE AWARDS CEREMONY

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The 2016 Palmes of Excellence Awards Ceremony took place on November 29 at Sandalford Wines. We awarded the Top 1000 Business Schools 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.



[convention@eduniversal.com](mailto:convention@eduniversal.com)



20 Ter rue de Bezons, 92400 Courbevoie, France



+(33)1.48.57.97.44

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