

POST-CONVENTION REPORT

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



AMERICAN UNIVERSITY IN DUBAI SCHOOL OF BUSINESS ADMINISTRATION

10th Eduniversal World Convention

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

November 8-12, 2017

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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. Your involvement and contribution made the 10th edition of the Eduniversal World Convention a memorable event. Your input and motivation has pushed us further to achieve new goals and higher standards.

We would like to thank this year's convention partner, American University in Dubai - School of Business Administration. A special thank you to our International Scientific Committee members, who encouraged and consulted us on various aspects.



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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)
- The Best 4000 Masters and MBA programs in 44 fields of study in 154 countries (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 & the Middle East, Far East Asia, Latin America, North America, Oceania, and Western Europe.



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EDUNIVERSAL WORLD CONVENTION

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The Eduniversal World Convention is the meeting point for important academic faculty and directory members from the best institutions around the world. Here, they network, connect and reconnect with schools from different geographical regions, exchange ideas, views, and learn the best practices in Higher Education. The Convention is the place where the delegates start and sign their partnership agreements and where they get new insights into the local business education trends and culture.

Here is an overview of our past conventions :



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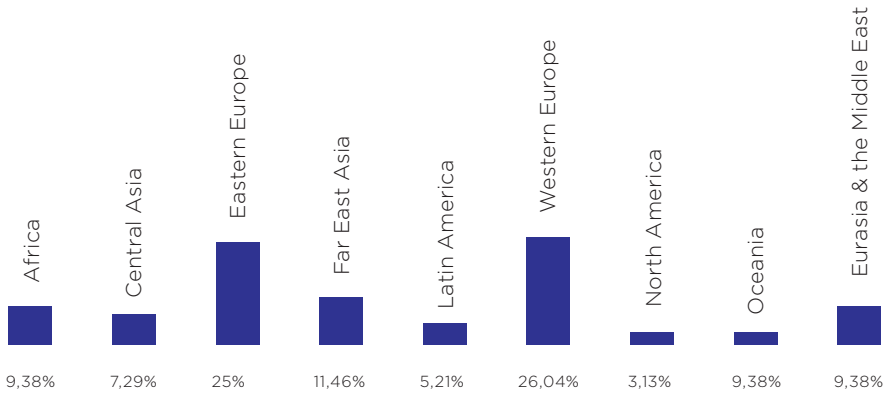
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For the special 10th Eduniversal World Convention, we gathered Deans, Directors and Professionals in the Higher Education field from: Yale School of Management, INSEAD, London Business School, ESADE Business School, University of Stellenbosch Business School, St. Petersburg University Graduate School of Management, The University of Melbourne - Melbourne Business School, emlyon Business School, Zhuomo Group, PwC Middle East, Campus France in the Middle East, Innoventures Education, Ministry of Education in the UAE and many more.

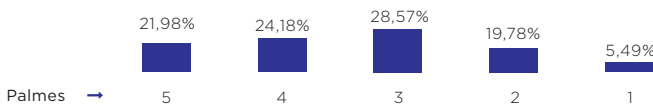
More than 120 institutions from 55 countries joined us at this special event. Below, you will find some statistics breakdown for your use.

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SCHOOL REPRESENTATION FROM THE 9 GEOGRAPHICAL ZONES



SCHOOL REPRESENTATION BY PALMES OF EXCELLENCE LEVEL



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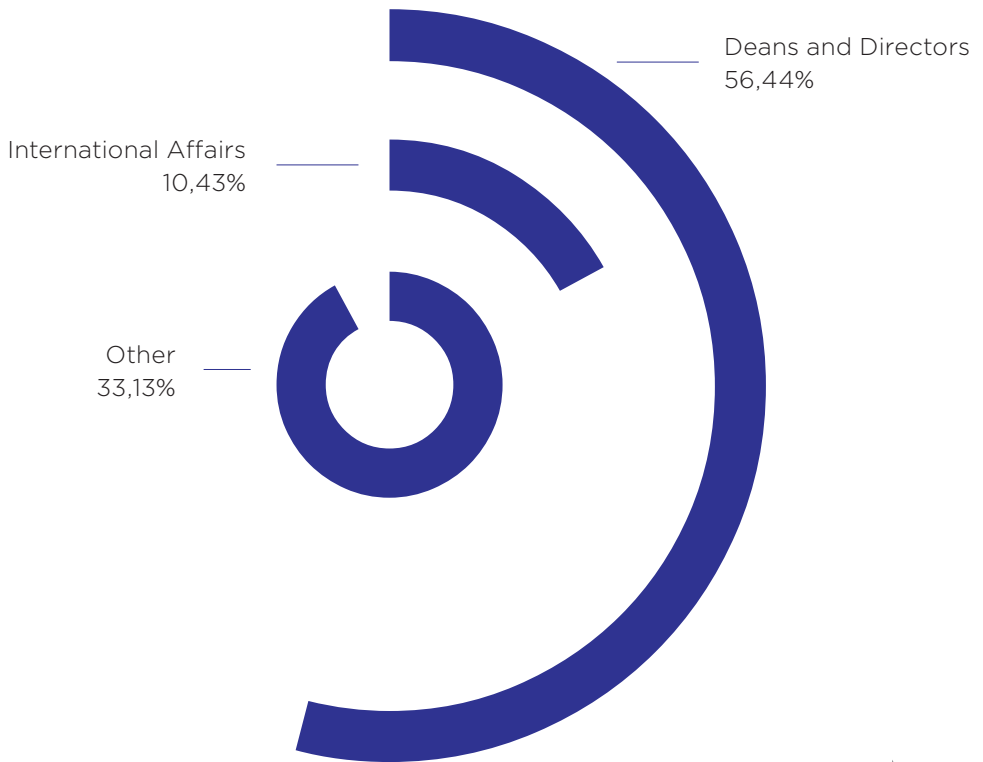
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PARTICIPANTS REPRESENTATION BY FUNCTION

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Every year during the Convention, we announce the Top 27 Best Business Schools in 9 geographical zones (Top 3 per geographical zone) according to the Deans' recommendations. The 2017 Dean's vote campaign (<http://www.eduniversal-deans-vote.com/>) reached the rate of 71.35%. This year, we had the honour to acknowledge 40 best institutions.

The convention is also the event where we award the Palmes of Excellence trophies that indicates which Palmes league the institutions have been ranked in (Eduniversal Official Selection).

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WELCOME COCKTAIL

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This year, the Convention officially started on the evening of November 8th, 2017 with a Welcome Cocktail by the Poolside of the Grand Hyatt Hotel. The guests registered and received their badges and welcome pack from our team, got acquainted with the Event App and had to choose between a selection of souvenirs. As the convention is hosted in Dubai, UAE, we offered to the delegates the opportunity to have their names written in Arabic calligraphy.



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PLENARY SESSION, WORKSHOPS AND LIGHTNING TALKS

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On November 9th, we travelled to the American University in Dubai, our host institution, to officially open the 10th Eduniversal World Convention.

Mr. Martial Guiette, CEO & Founder of Eduniversal; Prof. Nehme Azoury, Eduniversal International Scientific

Committee member for Eurasia and the Middle East; and Dr. Imad Haballah, Provost, American University of Dubai welcomed the delegates to this special 10th edition of the Eduniversal World Convention in UAE. Mr. Martial Guiette and **Prof. Nehme Azoury** confined to the delegates their hopes and wishes that this convention will be a success for all participating parties.

Dr. Imad Haballah talked about the impact of the AI on the education and he also mentioned the benefits of our international convention as the participants “will have real opportunities to expand their global network and colleagues”.



The opening speeches were followed by a presentation by **His Excellency Dr. Mohamed Al Mualla**, Secretary General, Ministry of Education, UAE on the “*Strategy and Future visions for the Education in the UAE*”. His Excellency confirmed that “in UAE, education is a

top priority”, with a total of “20% of the UAE budget” dedicated to education and that “Dubai Higher Education aspires to be the best in the world and give graduates a global perspective”. He mentioned that UAE’s higher education priorities are the following: “quality, research, innovation and efficiency”.

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Speaking about the **“Finding on the future of Management education in the Middle East and North Africa”**, we had :

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- **Prof. Nehme Azoury**, Eduniversal International Scientific Committee member for Eurasia and the Middle East; Deputy President for Research, Holy Spirit University of Kaslik, Lebanon
- **Dr. Sherif Kamel**, Eduniversal International Scientific Committee member for Africa
- **Dr. Mohamed Abu Ali**, Dean, School of Business Administration, American University in Dubai, UAE
- **Mr. Ross Neilson**, Director of EMBA Programme Dubai, London Business School, UK

Prof. Nehme Azoury and Dr. Sherif Kamel talked about the emerging trends in the respective regions in the Higher Education sector. Dr. Mohamed Abu Ali explained the importance of research, while Mr. Ross Neilson shared a case study on London Business School Dubai’s campus expertise in the region.



During the 2nd part of the day, we had the opportunity to hear about the **“Consolidation of the higher education in the UAE”** from **Mr. Roland Hancock**, Education Manager, PwC Middle East, UAE. He presented the key facts and figures about the education in the UAE, the challenges that the universities are facing, the successful mergers of higher education institutions, and the fact that it is necessary to “think about the moments that matter” all the way through the whole process when recruiting students.

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The presentation was followed by **Prof. Michel de Wolf**, Dean, Université Catholique de Louvain - UCL Louvain School of Management, Belgium who spoke on the topic of **“How to levy additional funds to fully subsidized Business Schools?”**. He presented to delegates why they should look for

additional funds, what they could do with them and the positive impact it can have on their institutions.

The 2nd day of Convention’s plenary sessions started with a Panel discussion on the topics of **“The start-up model as a key element for the programmes”**. The speakers were :



- **Dr. Virjinius Kundrotas**, Eduniversal International Scientific Committee member for Eastern Europe; President of BMDA (Baltic Management Development Association); Dean of Adizes Graduate School, USA
- **Dr. Irina Sennikova**, Rector, RISEBA University of Business, Arts and Technology, Latvia
- **Dr. Assylbek Kozhakhmetov**, President, Almaty Management University, Kazakhstan



The speakers debated on how to keep entrepreneurial and innovative spirit within Business Schools, creating new programs, and how to assure that they choose the “right” programs to be created for the Institution. Dr. Irina Sennikova talked about the generational differences, the importance of

integrating incubation activities in the study process and creating an entrepreneurship culture in the Business School.

Dr. Assylbek Kozhakhmetov shared the case study of Almaty Management University and their 2025 strategy to cope with the

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changes in the society and better reply to the future graduates' needs. He reminded delegates of the words of Confucius: "Man of worth won't follow other's path" to inspire them to be creative and think from a start-up point of view.

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The follow up panel discussion focused on the **"Student recruitment: how to find the perfect match?"** The panellists were:

- **Mr. Mathieu Cherubin**, Project Manager, HeadHunterSourcing, France
- **Mr. Martial Guiette, CEO & Founder, Eduniversal, France**
- **Ms. Camila Muñoz-Jiménez**, Project Manager Booking Solutions, MastersBooking.com
- **Prof. Benoit Anger**, Development and Admissions Marketing Director France & International, Skema Business School, France

The speakers talked about the MastersBooking solution for Higher Education worldwide and how/why it has a significant increase of students' applications since its launch in 2015. Mr. Benoit Anger presented the benefits for his intuition to use this innovative recruitment solution, mentioning that as of 2017 "5% of Skema recruitments in France" come from MastersBooking.

An important topic has been raised at the 10th Eduniversal World Convention: **"Closing gender gap through entrepreneurship: women in business"**. The panellists were:

- **Prof. Aneeta Madhok**, Eduniversal Scientific Committee member for Central Asia; Managing Director, Open Space Consulting, India
- **Ms. Poonam Bhojani**, CEO, Innoventure Education, UAE
- **Dr. Dima Jamali**, Associate Dean - Research, American University of Beirut - Suliman S. Olayan School of Business (OSB), Lebanon

Prof. Aneeta Madhok provided the real data about the gender gap: according to World Economic Forum, statistical progression says that economic disparities between men and women will be

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closed in another 118 years (2133 AD), number of women CEOs on Fortune 500 list dropped 4% in 2016 and only 1/3 entrepreneurs in the world are women. She talked about the causes and what is possible to do to close this gap. Ms. Poonam Bhojani talked how she started her entrepreneurial journey, how her obsession become a passion, her key learnings and also reminded us with the words of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, "In the race to excellence, there is no finish line". Dr. Dima Jamali focused on the relevant data around the female entrepreneurship in the MENA region, the entrepreneurship characteristics and how women fund their businesses.

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The next panel session was concentrated on the ***“New world map of student mobility: the challenges ahead”***. **Mr. Romain Payre**, Head of Campus France in the UAE – French Embassy, UAE talked about the concept of Campus France and how this institution helps students, be it French going abroad or international students coming to study in France. **Dr. Francois Xavier Romanacce**, Deputy -Vice Chancellor to the Academic Affairs, University Paris-Sorbonne Abu Dhabi, UAE presented the Sorbonne Abu Dhabi campus case study, and explained in detail the new concept, providing a French degree in a foreign country, in this case UAE.

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November 11th started with a panel session on the topic of **“School branding: building an identity in competitive environments”** moderated by **Dr. Edson Luiz Riccio**, Eduniversal International Scientific Committee member

for Latin America; Senior Professor at the School of Economics, Business and Accountancy, University of Sao Paulo (UPS), Brazil.

Dr. Josep Franch, Dean, ESADE Business School, Spain presented his school case study and their journey toward creating the school of today and tomorrow. He told delegates that “vision defines where you want to go” and that “as a dean you have to fight for building your school identity”. **Dr. Loik Roche**, Dean and General Director, Grenoble Ecole de Management, France talked with delegates that “as any other brand, school brand must last. The difference is that you can change car brand, but you keep your diploma your whole career life” and that “inspiring your team, your students... the most important is to share your values and be authentic, humble”.

The following panel discussion focused on **“How to train responsible managers?”**. Moderator **Prof. Michael Wood**, Eduniversal International Scientific Committee member for Oceania; Adjunct Professor, University of Notre Dame, Australia exchanged with **Prof.**



Metka Tekačič, Dean, University of Ljubljana Faculty of Economics, Slovenia and Dr. Tim London, Director of International Relations, University of Cape Town - UCT Graduate School of Business on this subject. Prof. Metka Tekačič mentioned that “business schools have responsibilities to train responsible managers, to build responsible personalities”. **Dr. Tim London** told delegates that “leadership is not about [them], it’s also about other people” and that “unlearning is as important as learning”.

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We followed with a panel discussion by **Mr. Peng Xia**, Co-founder of Zhuomo Cultural Media, English Learning and Testing Influencer, China on the topic of ***“Edutainment: interactive online business education”***. He presented to

delegates his business case study and how art and entertainment can be linked to the online teaching and have a positive result for students and the company.

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The 2nd part of the day started with a panel session on the topic ***“How to develop your alumni network and why does this matter?”***.

The panellist: **Mr. Mathieu Cherubin**, Project Manager, HeadHunterSourcing, France and **Dr. Sanjay Sharma**, Dean, University of Vermont School of Business Administration, USA talked about alumni engagement and that “alumni need to know that school is still involved”.



Dr. Sanjay Sharma mentioned that his institution’s “alumni have become ambassadors, influencers, connectors, fundraisers and mentors. You can improve your programs and reduce efforts of looking for fundraising when your Alumni are engaged.”

Later on this day, we offered parallel Workshops and Lightning-talks. For 45 minutes moderator **Ms. Camila Muñoz-Jimenez**, Project Manager Booking Solutions, MastersBooking.com



debated with delegates about ***“Business Schools in the “post-global” world: the role of social media”***. She talked about the challenges of rapid digitalization and the technologic revolutions in the job market and education; how schools could tackle these

challenges with social media, data analytics and so on. Ms. Camila Muñoz-Jimenez mentioned that “many jobs in business nowadays

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are being digitalised and many are disappearing” and debated with delegates how can they anticipate this and provide their future graduates with a realistic perspective of the future.

Prof. José Paulo Esperança, Dean, ISCTE Business School –

Instituto Universitário de Lisboa, Portugal discussed about the **“Smart cities”** and how they impact the education.

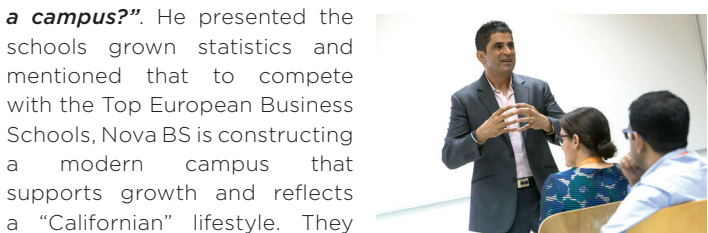
Dr. Carlos Moslares, Dean, IQS School of Management – Ramos Llull University, Spain talked **“How to recruit the best candidates by diversifying programmes”** and presented his university case study and their new programs.

Prof. Raj Kapoor, Assistant Dean, School of Business Administration and **Prof. Mahvish Gul**, Adjunct professor of Economics and Business at the American University in Dubai had a workshop on **“How to do business in the UAE?”**, with real business cases studies.



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Prof. Milton de Sousa, Associate professor, Associate Dean Institutional Relations and International Development, Universidade Nova de Lisboa – Nova School of Business and Economics, Portugal talked about **“The role of campus, what is a campus?”**. He presented the schools grown statistics and mentioned that to compete with the Top European Business Schools, Nova BS is constructing a modern campus that supports growth and reflects a “Californian” lifestyle. They also plan to use the location (Portugal) to their advantage and try to create an educational hub there.



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PEER TO PEER MEETING & EXHIBITION

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Peer to Peer meetings are one of the main reasons the delegates join us at the Eduniversal World Convention. To satisfy their thirst for networking, we offered peer to peer meetings every day. Since the first day of the Convention, delegates had the opportunity to discuss and exchange information and grow their network. The peer to peer platform available on our website helped the delegates to find their interested parties beforehand. The Event App helped the delegates create spontaneous relations and keep in touch easily, via the chat feature.

The exhibition is an important attribute for our delegates. Here they can showcase their institution, promote the business school and programs, while building the foundations to new collaborations and partnerships.



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CAMPUS VISIT

On November 10th, delegates were invited for a Campus Visit of American University in Dubai, a multi-complex facility situated near the Dubai Internet City. Delegates had the opportunity to discover the Trading Room, Library, the School of Architecture, Art and Design and its sport facilities.

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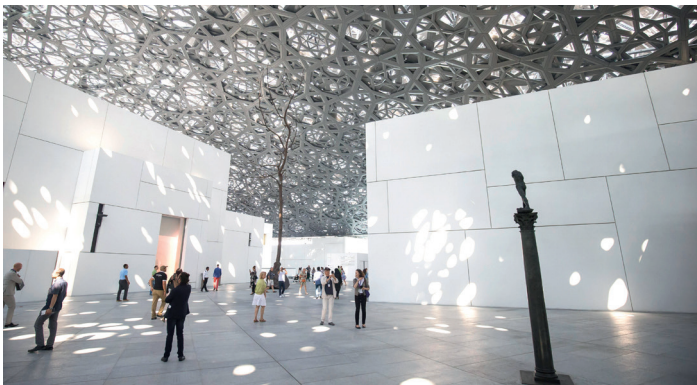


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CULTURAL DAY

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To close the event with a big “WOW”, we prepared a surprise for our guests and brought them to Abu Dhabi to be one of the first to experience the new Louvre Abu Dhabi, an architectural masterpiece by Jean Nouvel. The delegates were able to admire this universal museum of the 21st century with its unique collections and representations while enjoying the architecture’s hypnotic “Rain of Light”. After this visit, we went to discover the UAE Heritage Village and got accented with the UAE life and culture, how Emiratis used to live in the past, their historic crafts, etc. To finish off the day, we passed by the beautiful Sheikh Zayed Grand Mosque.



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GALA DINNER AND EDUNIVERSAL AWARDS DINNER

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The Gala Dinner and Eduniversal Awards Dinner is a special event that always takes place during the Eduniversal Awards Convention. This year, the event took place on November 9th, 2017 in the Event Lawn of Grand Hyatt Dubai Hotel. During this event, we reveal and release the Ranking of the Best 1000 Business School worldwide and award the Top 27 Business Schools in 9 geographical zones according to Deans' Vote and the 2017 Best Business School Worldwide, Copenhagen Business School - CBS, Denmark.



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Awards 2017 DUBAI	FAR EAST ASIA
<p>AFRICA</p> <ol style="list-style-type: none"> 1. The American University in Cairo School of Business – Egypt 2. University of Stellenbosch Business School – South Africa 3. University of Cape Town – UCT Graduate School of Business – South Africa <p>CENTRAL ASIA</p> <ol style="list-style-type: none"> 1. Indian Institute of Management Bangalore (IIM-B) – India 2. Indian Institute of Management Ahmedabad (IIM-A) – India 3. Almaty Management University – Kazakhstan 3. Indian Institute of Management Calcutta (IIM-C) – India <p>EASTERN EUROPE</p> <ol style="list-style-type: none"> 1. The University of Economics Prague (VSE) – Czech Republic 2. Corvinus University of Budapest – Corvinus Business School – Hungary 2. University of Ljubljana Faculty of Economics – Slovenia 3. St Petersburg University Graduate School of Management – Russia 3. University of Warsaw Faculty of Management – Poland 3. Zagreb School of Economics and Management – Croatia <p>EURASIA & MIDDLE EAST</p> <ol style="list-style-type: none"> 1. Tel Aviv University – Coller School of Management – Israel 2. Koc University Graduate School of Business – Turkey 3. The Hebrew University of Jerusalem – The Jerusalem School of Business Administration – Israel 3. Istanbul University School of Business – Turkey 	<p>LATIN AMERICA</p> <ol style="list-style-type: none"> 1. EGADE Business School – Tecnológico de Monterrey – Mexico 2. FGV-EAESP São Paulo School of Business Administration – Brazil 3. IAE Business School – Universidad Austral – Argentina 3. Universidad de los Andes School of Management – Colombia 3. University of Chile – School of Business and Economics – Chile 3. Universidad de Monterrey – UDEM Business School – Mexico <p>NORTH AMERICA</p> <ol style="list-style-type: none"> 1. Harvard Business School – USA 2. McGill University – Desautels Faculty of Management – Canada 3. MIT Sloan School of Management – USA 3. Yale School of Management – USA <p>OCEANIA</p> <ol style="list-style-type: none"> 1. The University of Melbourne – Melbourne Business School – Australia 2. The University of Sydney Business School – Australia 3. Monash University – Monash Business School – Australia <p>WESTERN EUROPE</p> <ol style="list-style-type: none"> 1. Copenhagen Business School – CBS – Denmark 2. INSEAD – France 3. ESADE Business School – Spain 3. HEC PARIS – France 3. London Business School – United Kingdom

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YALE SCHOOL OF MANAGEMENT



USA

ESADE BUSINESS SCHOOL



SPAIN

INSEAD



FRANCE

ALMATY MANAGEMENT UNIVERSITY



KAZAKHSTAN

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD



INDIA

CORVINUS UNIVERSITY OF BUDAPEST - CORVINUS BUSINESS SCHOOL



HUNGARY

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During the Gala Dinner, we announced the entrance of new business schools in our ranking :

- Ajman University - College of Business Administration (CBA), UAE: 2 Palmes of Excellence
- University of Minho School of Economics and Management, Portugal: 1 Palme of Excellence
- Universidade Catolica Portuguesa - Catolica Porto Business School: 3 Palmes of Excellence

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The Gala Dinner was also where we announced the upgrade of business schools in our ranking:

- Mongolian University of Science and Technology (MUST) School of Business Administration and Humanities, Mongolia going up from 1 Palme of Excellence to 2 Palmes of Excellence in 2017 Ranking
- Grenoble Ecole de Management, France going up from 4 Palmes of Excellence to 5 Palmes of Excellence
- Pontifica Universidad Católica de Perú - CENTRUM Graduate School of Business, Peru, going up from 4 Palmes of Excellence to 5 Palmes of Excellence
- Xavier University Bhubaneswar - Xavier Institute of Management Bhubaneswar (XIMB) going up from 3 Palmes of Excellence to 4 Palmes of Excellence



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PALMES OF EXCELLENCE AWARDS CEREMONY

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The Palmes of Excellence Awards Ceremony took place on November 11th, 2017 at Bab Al Shams resort, a gem hidden in the middle of Dubai desert. We acknowledged the Top Business Schools for their academic achievements and performances, and awarded them with Palmes of Excellence Awards indicating their Palmes League level for this year.





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