

11th EDUNIVERSAL World Convention

16-19 of October 2018, Dubrovnik, Croatia
(University of Dubrovnik, Branitelja Dubrovnika 29, 20000 Dubrovnik)

THE RESPONSE OF BUSINESS SCHOOLS TO THE 4TH INDUSTRIAL REVOLUTION

Why does the 4th industrial revolution matter so much?

It urges us to think creatively & strategically to deliver future generations with the right set of skills and knowledge.

Education is being connected to mobile devices through applications in the cloud and physical boundaries are no longer barriers to education. However, the developing countries & more than 4 billion people have no access to an affordable education.

It's time to stop doing things the old way or ignoring the changes; innovation and accepting change are now prerequisite for survival.

During the 11th Eduniversal World Convention, the participants will get involved in the different discussions at hand by offering their expertise and knowledge during the Combo sessions and group discussions.

We are excited to have both academic and business sectors represented in Dubrovnik this year; and we will be focusing on the expansion of education through technological advances occurring in the 4th industrial revolution as well as these four following imperative themes which we believe will aid the expansion and transformation of education worldwide:

CURRICULUM TRANSFORMATION

SELECTION, RECRUITMENT AND DEVELOPMENT OF PEOPLE IN BUSINESS SCHOOLS

NEW FORMATS, METHODS, APPROACHES & FORMS OF LEARNING

TRANSFORMATION & NURTURING OF BUSINESS SCHOOL'S ORGANIZATIONAL CULTURE

PROGRAM

Tuesday 16 October 2018

Time	Location	Session/Activity
15:00-15:30	Valamar Argosy Hotel; Dubrovnik Palace Hotel	Departure by bus to Dubrovnik University
15:30-18:00	Dubrovnik University	Registration Ice-breaking activities. Networking villages & peer to peer meetings
18:00-20:00	Dubrovnik University, Garden	Welcome Wine & Cheese reception
19:30-20:30		Departure by bus to Valamar Argosy Hotel; Dubrovnik Palace Hotel

Wednesday 17 October 2018

Time	Location	Session/Activity
8:45-9:00	Valamar Argosy Hotel; Dubrovnik Palace Hotel	Departure by bus to Dubrovnik University
9:45	Dubrovnik University	Group picture
10:00-10:30	Auditorium	Opening session Dr. Virginijus KUNDROTAS , Eduniversal Scientific Committee member for Eastern Europe, Lithuania Mr. Martial GUIETTE , CEO & Founder of Eduniversal, France Prof. Đuro NJAVRO , Dean of Zagreb School of Economics and Management, Croatia
10:30-11:00	Auditorium	Challenges in higher education today Keynote: Dr. Zeliko REINER , Member of Parliament from the Croatian Democratic Union, the Deputy Speaker of Croatian Parliament
11:00-11:20	Auditorium & Main hall	Energy break
11:20-12:10	Auditorium	Combo session I: New format of learning for Business Schools (methods, approaches, forms) Chairperson: Dr. George M. JABBOUR , Dean for Executive Education, George Washington University School of Business, USA, Scientific Committee member for North America Speakers: - Dr. Sherif KAMEL , Dean, American University in Cairo School of Business, Egypt, Eduniversal Scientific Committee member for Africa - Dr. Laura ZAPATA CANTU , Associate Dean of Academics Affairs, EGADE Business School Tecnológico de Monterrey, Mexico - Prof. Sergey FILONOVICH , Dean of the Graduate Management School, National Research University Higher School of Economics, Russia
12:10-13:00		Parallel discussions in groups 1.Are the learning methods used by Business schools today efficient enough? Should we add/invent the new ones? Leader: Mr Sergey KALENDZHAN, Dean, Graduate School of Corporate Management, Russian Presidential Academy of National Economy and Public Administration, Russia 2.Should we have a combination of learning methods (variety of approaches) in one program? Are the methods used really satisfy the needs of all students? Leader: Prof (Dr) Gurinder SINGH, Group Vice Chancellor, Amity Universities, India 3.How the geographical location, continent influences the methods of learning used? Leader: Dr Carlos E ATOCHE-KONG, Dean, Universidad de Monterrey - UDEM Business School, Mexico 4.Should methods of learning vary depending on the generation (different learning methods for X, Y, Z generations)? Leader: Mr. Andrey Kolyada, Rector of Eurasian Management & Administration School (EMAS Business School), Russia 5.What learning methods the Business schools in developing economies should focus on? Leader: Prof Sasmit PATRA, Associate Dean- International Programs, Xavier University Bhubaneswar (XUB) - Xavier Institute of Management Bhubaneswar (XIMB), India
13:00-14:30	Main hall	Networking lunch

14:30-15:00	Auditorium	<p>VUCA and Industry 4.0: Opportunities for Partnerships amongst Businesses, Government, and Academia</p> <p>Keynote: Prof. Jikyeong KANG, President and Dean, Asian Institute of Management, Philippines</p>
15:00-15:45	Auditorium	<p>Combo session II: “The right” programs of Business Schools for today and tomorrow (curriculum transformation)</p> <p>Chairperson: Prof. Sung Joo PARK, Professor emeritus at KAIST Business School, South Korea, Eduniversal Scientific Committee member for Far East Asia</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Mrs Celia YANG, Associate Director of International Affairs/Global MBA, National Taiwan University College of Management, Taiwan - Dr.sc. Goran OBLAKOVIĆ, Associate Dean for Undergraduate studies, ZSEM, Croatia - Mrs. Katalin KOVACS, Dean a.i., Maastricht School of Management, Netherlands
15:45-16:30		<p style="text-align: center;">Parallel discussions in groups</p> <p>1.The right balance in the curriculum between current needs and future needs of the students/customers. Leader: Mr. Dmitry Epifanov, Head of International Department, IBS-Plekhanov, Russia</p> <p>2.Should we focus on the curriculum for being more competitive or more collaborative? Leader: Ms Tatjana MAVRENKO, Program Director, BA School of Business and Finance, Latvia</p> <p>3.Are pure business subjects in the curriculum enough for the future (and probably today’s) manager? Leader: Dr. Yasmine BENAMOUR, General Director, HEM Business School, Morocco</p> <p>4.Should the curriculum of the Business programs be universal or focusing on the needs of the region? Leader: Mrs. Katalin KOVACS, Dean a.i., Maastricht School of Management, Netherlands</p> <p>5.What curriculum should be developed to have decent student exchange internationally? Leader: Prof Rita CUNHA, Deputy Dean, Pre-Experience Studies, Academic Director, Nova School of Business & Economics, Portugal</p> <p>6.How can students might influence the content of the program? Should they? Leader: Prof. Nehme Azoury, Deputy-President for research, Holy Spirit University of Kaslik, Lebanon, Eduniversal Scientific Committee member for Eurasia & Middle East.</p>
16:45-17:00		Departure by bus to Valamar Argosy Hotel; Dubrovnik Palace Hotel
19:15-22:00	Valamar Dubrovnik President Hotel Terrace	Palmes of Excellence Awards Ceremony

Thursday 18 October 2018

Time	Location	Session/Activity
8:45-9:00	Valamar Argosy Hotel; Dubrovnik Palace Hotel	Departure by bus to Dubrovnik University
9:30-10:00	Dubrovnik University, Main hall	Fruity good morning
10:00-10:45	Auditorium	<p>Combo session III: The right faculty and staff to respond to the challenges of the 4th industrial revolution effectively (selection, recruitment and development of people in Business schools)</p> <p>Chairperson: Prof. Dr. Aneeta MADHOK, Managing Director at Open Spaces Consulting, India, Eduniversal Scientific Committee member for Central Asia</p>

10:45-11:30		<p>Speakers:</p> <ul style="list-style-type: none"> - Dr.sc. Maja MARTINOVIC, Associate Dean for Graduate studies, ZSEM, Croatia - Mr Hassan HASSABELNABY, Interim Dean, University of Toledo College of Business and Innovation, USA - Dr. Isabela BALEEIRO CURADO, Office of International Programs Director, FGV-EAESP São Paulo School of Business Administration, Brazil <p style="text-align: center;">Parallel discussions in groups</p> <p>1.Are current faculty members efficient for the very dynamic changes that demand competences in high tech and modern learning methods? Leader: Dr.sc. Kristina Soric, Director of Business Mathematics and Economics undergraduate program, Zagreb School of Economics and Management, Croatia</p> <p>2.Does different geographies and zones create specific requirements for the faculty and staff? Leader: Dr Frank LONGO, Associate Dean for Global Programs, EAE Business School, Spain</p> <p>3.Should faculty of Business schools have experiences in business themselves? Leader: Prof Iryna TYKHOMYROVA, President, International Management Institute - MIM Kyiv, Ukraine</p> <p>4.How Business schools can compete with business for best administrative staff? Is it realistic? Leader: Mrs Anna MOROZOVA, Chief of Corporate programs Department and Center, IBS Moscow, The Russian Presidential Academy of National Economy and Public Administration, Russia</p>
11:30-11:50	Main Hall	Cultural break
11:50-12:35 12:35-13:20	Auditorium	<p style="text-align: center;">Combo session IV: How to assure continuous innovations & change within Business schools (transformation & nurturing of Business Scholl's organizational culture)?</p> <p>Chairperson: Dr. Virginijus KUNDROTAS, Dean of Adizes Graduate School, USA, Eduniversal Scientific Committee member for Eastern Europe.</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Prof. Metka TEKAVCIC, Dean, University of Ljubljana Faculty of Economics, Slovenia - Dr.sc. Zoran BARAC, Managing Director, ZSEM, Croatia - Dr. Christian KAHL, Vice rector for research and international development, Alma Management University, Kazakhstan <p style="text-align: center;">Parallel discussions in groups</p> <p>1.What needs to be done and what methods/methodologies should be used to create and maintain the culture within Business school, which enables innovations and continuous changes? Leader: Prof Igor POSTUŃA Vice-Dean, University of Warsaw - Faculty of Management, Poland</p> <p>2.What leadership skills are needed for the dean to create the culture within Business school, which enables innovations and continuous changes? Leader: Dr. Virginijus KUNDROTAS, Dean of Adizes Graduate School, USA, Eduniversal Scientific Committee member for Eastern Europe.</p> <p>3.Is it easy to assure the continuous innovations climate in multicultural teams? What needs to be done to make it successful? Leader: Mr. Axel Schumacher, Eduniversal Scientific Committee member for Western Europe</p> <p>4.Do the Business schools have the right organizational structure to nurture continuous change and innovations? If yes, what kind? Leader: Prof. Dr. Edson Luiz Riccio, Senior Advisor on International Affairs, School of Economics, Business and Accountancy-FEA/USP, Brazil, Eduniversal Scientific Committee Member for Latin America</p>

13:30-15:30		Networking lunch & peer to peer meetings
15:30-15:45	Auditorium	Group picture
15:45-16:15	Auditorium	Closing comments
16:15-16:30	Garden	Snowball session
16:30	Main entrance	Departure by bus to Valamar Argosy Hotel; Dubrovnik Palace Hotel
19:00-19:15	Valamar Argosy Hotel; Dubrovnik Palace	Departure by bus to Revelin Fortress for the Gala Dinner & Awards Ceremony
20:00-00:00	Revelin Fortress	Gala Dinner & Awards Ceremony

Friday 19 October 2018

Time	Location	Session/Activity
10:00	Valamar Argosy Hotel; Dubrovnik Palace Hotel	Departure by bus for the Cultural Activities
10:30-14:00	Dubrovnik	Networking Cultural Day
14:00	Dubrovnik	Departure by bus to Valamar Argosy Hotel; Dubrovnik Palace Hotel