

Agenda



eduniversal
WORLD CONVENTION

Transformation and creativity in a hyperconnected world

Creativity is the secret sauce of economic prosperity, social wellbeing, and cultural vitality. Creativity underpins the disruptions of today's exponential age. Yet creativity can all too often become an unintended casualty of education. The vital question for evolution of the business education system is simple: How can our educational programs maintain a focus on creativity in today's digitally networked world? Unfortunately, the answer is not as simple as the question!

It starts from the internal management of educational institutions; will demand upgraded teaching methods and materials; and likely an imaginative bridging of any education/business gaps. These will be core challenges to education's relevance and effectiveness.

Eduniversal World Convention 2019 at Sasn School of Management will spotlight techniques to overcome pedagogical and technological hurdles; strategies to foster creativity with real business focus; and procedures to scale innovation-based transformations within the education system.

Plenary Session I: Creativity through Transformation of Business Education

- In a world consumed with uncertainty and a growing sense of educational obsolescence, how can we ensure the success of our students as individuals, as communities, and as curators of the planet?
- Are there alternative futures for higher education, which focus primarily on development of imagination and creativity? Might such education facilitate the wellbeing and success of our students, our societies, and the planet? These outcomes will be achieved only through maximum inventiveness and creativity.
- Major disruption of our legacy education systems is long overdue. Passive, rote, and cookie-cutter routines do not model the creative and collaborative environments in which graduates will be working. Merely embedding digital tools at the heart of all processes is not enough. What forms should of educational disruption must we embrace ?

Plenary Session II: Creativity through Hyperconnected Practice

- Innovation is not about talking the talk but walking the walk! That walk cannot be undertaken by the education system alone. Job markets have never before contemplated the changes they see today. Institutions, and their leaders, face tremendous challenges as they seek new ways to produce professional, work-ready, graduates.
- Novel ways of partnering with business are imperative if we are to meet future job market needs. Integral to this, we must adapt to real-world business challenges to create a more robust education ecosystem.

Plenary Session III: Creativity through Action Learning

- Properly nurtured, creativity can move mountains. At the same time, an inappropriate educational approach can crush the creative instincts innate to most students.
- Innovative thinking needs an out-of-the-box workforce! Although creativity derives from an effective mix of personality, experience, and vision, it is the environment that serves as a vital catalyst. The educational setting has the potential to offer a framework which feeds the creative fire within students, through pedagogic leadership, research, and sound theory.

Plenary Session IV: Creativity through Global Collaboration

- Driven by the proven benefits of accessing and practicing creativity in the classroom, institutions around the world have introduced a number of educational reforms. However, there is an ongoing debate about the means and perspectives most appropriate to support local educational structures.
- Institutions have varying takes on how to inspire creativity. A few countries excel in finding educational paradigms that cultivate creativity and have become inspirations. However, replicating these methodologies across national boundaries and cultures has proven problematic.



Transformation and creativity in a hyper-connected world

The place to be for global education leaders to rethink the traditional models, create new contexts, ideas & dialogues.

The 12th edition of Eduniversal World Convention is an education-centered event designed to bring together education professionals from all over the world. Building on our previous conventions, we are coming back this year with a focus on actionable learning, cross-cultural interactivity, and tailored networking opportunities based on shared interests, expertise, and selected topics...all in a warm and convivial setting.



Saturday, 26 October

Time	Location	Session/Activity
8:30 - 9:00	Shangri-La Hotel	Pick-up at the Shangri-La Hotel
9:00	Sasin School of Management	Registration
10:30 - 11:00	Sasin Hall, 9th floor (flat, 300)	Opening Session / Welcome <ul style="list-style-type: none"> • Prof Sung Joo Park, Eduniversal Scientific Committee member for Far East Asia • Mr Martial Guiette, CEO & Founder, Eduniversal Group, France • Prof Ian Fenwick, Director of Sasin School of Management, Thailand
11:00 - 11:30	Sasin Hall, 9th floor (flat, 300)	Welcome session from Thailand <ul style="list-style-type: none"> • Dr Suvit Maesincee, Minister of Higher Education, Science, Research and Innovation, Thailand • Mr Chainarong Indharamesup, Director of Khon Kaen University College of Graduate Study in Management, Thailand • Dr Sutti Soampon, Deputy Dean of King Mongkut's Institute of Technology Ladkrabang, Faculty of Administration and Management, Thailand

Time	Location	Session/Activity
11:30 - 12:30	Sasin Hall, 9th floor (flat, 300)	Introduction: Transformation and creativity in a hyperconnected world <ul style="list-style-type: none"> • Prof Ian Fenwick, Director of Sasin School of Management, Thailand • Prof Sung Joo Park, Eduniversal Scientific Committee member for Far East Asia
12:30 - 13:30	8th floor foyer (200)	Networking Welcome lunch
13:30 - 15:00	8th floor foyer (200) 821 (90), 822 (90)	Networking & Ice-breaking sessions
15:00 - 16:30	CU Centenary Park	Outdoor session: Presentation of the Green campus - Chulalongkorn University (CU) Centenary Park Visit – “Urban Forest”
16:35		Departure to the Shangri-La Hotel
18:30		Pick-up at the Shangri-La Hotel
19:30	Sala Rim Naam	Palmes of Excellence Award Ceremony
22:30 - 23:00		Departure to the Shangri-La Hotel





Sunday,
27 October

Time	Location	Session/Activity
9:00 - 9:30	Shangri-La Hotel	Pick-up at the Shangri-La Hotel
10:00 - 11:00	Sasin Hall, 9th floor (flat, 300)	<p>Plenary Session I: Creativity through Transformation of Business Education</p> <p><i>Chairperson:</i></p> <ul style="list-style-type: none"> • Assoc. Prof Natcha Thawesaengskulthai, Vice President for Innovation & New Development of Chulalongkorn University, Thailand <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Dr Jikyeong Kang, President, Dean and MVP Chair in Marketing of Asian Institute of Management (AIM), Philippines • Assoc Prof Pasu Decharin, Former Dean of Chulalongkorn Business School, Thailand • Dr Virginijus Kundrotas, Dean of Adizes Graduate School (USA), Former President of ISM University of Economics and Management (Lithuania), Eduniversal Scientific Committee member for Eastern Europe • Dr Anne Balazs, Dean of University of Toledo College of Business and Innovation, USA

11:00 - 11:45	<p>PARALLEL COMBO SESSIONS</p> <p>What do we mean by creativity? How does it relate to imagination? To innovation?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Assoc Prof Krittinee Nuttavuthisit, Faculty of Sasin School of Management, Thailand <p>How might a business school model creativity in its internal management?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Mrs Supaporn Chanchamroen, Deputy Director of Sasin School of Management, Thailand <p>What does being creative mean to faculty and to staff?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Mr Nick Pisalyaput, Deputy Director of Sasin School of Management, Thailand <p>How do academics demonstrate creativity in learning and teaching practices?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Dr Pablo Cardona, Dean of Universidad Internacional de la Rioja (UNIR), Spain 	
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Time	Location	Session/Activity
		<p>How can we nurture innovative approaches in all aspects of education: in curriculum, policy, technology, administration, and institutional culture?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Assoc Prof Kritika Kongsompong, Faculty of Sasin School of Management, Thailand <p>What must we do differently from the past? More, or less, of what?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Ms Lidija Zajec, Head of Quality Assurance, University of Ljubljana, School of Economics and Business, Slovenia
11:45 - 12:30	Sasin Hall, 9th floor (flat, 300)	Conclusions of the Combo-Sessions drawn by each moderator of the Combo-Session
12:30 - 13:30	8th floor foyer (200)	Networking Lunch
13:30 - 15:00	703, 7th floor (flat, 200)	Creative Exhibition
15:00 - 16:00	Sasin Hall, 9th floor (flat, 300)	<p>Plenary Session II: Creativity through Hyperconnected Practice</p> <p><i>Chairperson:</i></p> <ul style="list-style-type: none"> • Distinguished Prof Ravi Aron, Bangkok Bank Chair in Digital Disruption and Machine Learning & Senior Vice Dean of Research of Sasin School of Management, Thailand <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Dr John Leslie Millar, Chief Strategic Development Officer of Ananda Development Public Company Limited, Thailand • Mr Aung Kyaw Moe, Founder & Group CEO of 2C2P and Founder & CEO of SinaptIQ, Singapore • Dr Janis Grevins, Director of Riga Technical University (RTU) - Riga Business School (RBS), Latvia • Mr Andrew Main Wilson, Chief Executive of the Association of MBAs (AMBA), United Kingdom
16:00 - 16:45	<p>PARALLEL COMBO SESSIONS</p> <p>How can the education sector and businesses work together to succeed in an increasingly competitive world market, contingent upon skilled personnel, changing markets, and mutating technologies?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Asst Prof Sabin Srivannaboon, Faculty of Sasin School of Management, Thailand 	

Time	Location	Session/Activity
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What can schools do to instill the importance of repeated unlearning and re-learning, so that participants can keep up with fast-changing technological needs?

- *Moderator:* **Asst Prof Yupin Patarapongsant**, Faculty of Sasin School of Management, Thailand

How might multi-sector collaboration better prepare participants for the challenges of the coming decades?

- *Moderator:* **Prof Dr Aneeta Madhok**, Eduniversal Scientific Committee member for Central Asia

How will a lifetime of re-skilling remake the education market?

- *Moderator:* **Prof Michael Baum**, Executive Director of the Lisbon Consortium, Universidade Católica Portuguesa, Portugal

16:45 - 17:15	Sasin Hall, 9th floor (flat, 300)	Conclusions of the Combo-Sessions drawn by each moderator of the Combo-Session
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17:30	River City	Departure for the Networking Dinner Cruise
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19:00 - 21:30	Chaophraya Cruise	Networking Dinner Cruise
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21:30		Departure to the Shangri La Hotel
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Monday,
28 October

Time	Location	Session/Activity
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8:30	Shangri-La Hotel	Pick-up at the Shangri-La Hotel
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09:30 - 10:30	Sasin Hall, 9th floor (flat, 300)	Plenary Session III: Creativity through Action Learning
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Chairperson:

- **Mr Nathasorn Boontanorm**, Program Manager of Sasin Management Consulting, Sasin School of Management, Thailand

Speakers:

- **Mr Jean-Philippe Charrier**, President & CEO of Asia Pacific Region, Shiseido Asia Pacific Pte Ltd, Singapore
- **Mr Subramanian Subramonia Sarma**, Senior Director of Action Learning, Asia School of Business in Collaboration with MIT Sloan, Malaysia
- **Dr Ignacio de la Vega**, Dean of EGADE Business School, Mexico
- **Mrs Anastasia Zavodchikova**, Executive Director of the City Business School, Russia

10:30 - 11:15		PARALLEL COMBO SESSIONS
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How can we rekindle creativity in the classroom, turning imagination to creative capacity, and ideas into finished creations?

- *Moderator:* **Dr Preechaya Sittipunt**, Program Director of INDA (International Program in Design and Architecture), Chulalongkorn University, Thailand

How can institutions shift from passive approaches to innovation, to more proactive ones?

- *Moderator:* **Dr Pattarawan Prasarnphanich**, Faculty of Sasin School of Management, Thailand

How can we model creative approaches to real-world challenges?

- *Moderator:* **Dr Sherif Kamel**, Eduniversal Scientific Committee member for Africa

11:15 - 11:45	Sasin Hall, 9th floor (flat, 300)	Conclusions of the Combo-Sessions drawn by each moderator of the Combo-Session
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Time	Location	Session/Activity
12:00 - 13:00	8th floor foyer (200)	Networking Lunch
13:00 - 14:00	703, 7th floor (flat, 200)	Peer to peer meetings
14:00 - 15:00	Sasin Hall, 9th floor (flat, 300)	<p>Plenary Session IV: Creativity through Global Collaboration</p> <p><i>Chairperson:</i></p> <ul style="list-style-type: none"> • Mrs Tracy Tan, Director, MicroMasters Program, Massachusetts Institute of Technology, USA <p><i>Speakers:</i></p> <ul style="list-style-type: none"> • Prof Andrey Kolyada, Rector of Eurasian Management & Administration School (EMAS Business School), Russia • Mrs Tracy Tan, Director, MicroMasters Program, Massachusetts Institute of Technology, USA • Dr Gérald Mazzalovo, Senior Research Fellow & Faculty of Sasin School of Management, Thailand • Prof Nehme Azoury, Eduniversal Scientific Committee member for Eurasia & Middle East
15:00 - 15:45		<p>PARALLEL COMBO SESSIONS</p> <p>Should creative enriching education be homegrown, or can it be imported?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Mr Alex Mavro, Senior Advisor of Sustainability & Entrepreneurship Center, Sasin School of Management, Thailand <p>Should a single creative model be applied to global education or must creative models be based on individual market, cultural, or societal needs? What alternative didactical models can be imagined for business schools?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Dr Gérald Mazzalovo, Senior Research Fellow & Faculty of Sasin School of Management, Thailand <p>What techniques are available to attract a student body?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Prof Mike Wood, Eduniversal Scientific Committee member for Oceania <p>How might creative kinds of collaborative alliances be conducive to effective learning?</p> <ul style="list-style-type: none"> • <i>Moderator:</i> Mr Axel Schumacher, Eduniversal Scientific Committee member for Western Europe
15:45 - 16:15	Sasin Hall, 9th floor (flat, 300)	Conclusions of the Combo-Sessions drawn by each moderator of the Combo-Session

Time	Location	Session/Activity
16:15 - 16:45	Sasin Hall, 9th floor (flat, 300)	Summary and Conclusions drawn by Eduniversal expert(s)
16:45		Departure to the Shangri-La Hotel
18:30 - 18:45		Pick-up at the Shangri-La Hotel
19:00 - 23:00	Siam Kempinski Hotel Bangkok	Gala Dinner & Awards Ceremony



23:00

Departure to the Shangri La Hotel





Tuesday,
29 October

Time	Location	Session/Activity
9:30	Shangri-La Hotel	Pick-up at the Shangri-La Hotel
10:00 - 14:00	Royal Thai Navy Club	Cultural Activity Emerald Buddha; Wat Pho - Temple of Reclining Buddha Debriefing Lunch
14:00 - 17:30		Company visit & cultural activities sponsored by Khon Kaen University SCGSM TRUE DIGITAL PARK <i>Welcome speech:</i> <ul style="list-style-type: none">• Dr Sunthorn Arunanondchai, Policy Committee Chairman, CGSM KKU <i>Keynote: “Bridging the gap between Thailand & The global startup disruption movement”</i> <ul style="list-style-type: none">• Mr Thanasorn Jaidee, President, True Digital Park Thai performance Visit of True Digital Park - Innovation space & Co-working space Tour <ul style="list-style-type: none">- Premium Thai Snack break- Complimentary Thai massage (limited places)- Complimentary Thai cooking class (limited places)
17:30 - 18:00		Depart from the True Digital Park

