2011 PRME Summit

Partnership in Responsibility:
Embedding the United Nations Global Compact’s Principles for Responsible Management Education in Support of the Corporation of the 21st Century
7 – 8 June 2011
Brussels, Belgium

PRME
Principles for Responsible Management Education
Co-Hosts and Co-Organisers:

EFMD and GRLI

In Cooperation with the PRME Secretariat

with the support of
Welcome to the PRME Summit

It is our great pleasure as the Summit organisers to welcome you to the main PRME event of 2011.

Today, over 370 business schools and academic institutions around the world have signed the Principles for Responsible Management Education and many of the signatories are here at the Summit. This is a growing global community committed to responsible management education.

From one perspective responsible management education has been on the agenda for a very long time, with the subjects of ethics and sustainability having been in our landscape for many years.

However from another perspective, we are being challenged by global society as business educators to play a much more pro-active role in shaping a global system that is socially just and ecologically sustainable. From this latter perspective, the best amongst us are perhaps, only at the start of the journey.

With this notion that we are at the beginning of a journey in mind, the Summit has been designed as a highly interactive event. In addition to the contributions from a strong line-up of speakers and panelists, we have created a format which will allow you to share your ideas and reflections as we seek to learn from each other.

In six plenary sessions we will explore each of the PRME Principles in turn, hearing from the voice of business in the keynote remarks and then discussing what we are doing and, perhaps with some humility, where we should be going. Our goal is a practical focus which will allow you to return to your business school and take action.

We hope that you will find the gathering enjoyable, informative and inspiring.

Prof. Eric Cornuel
Director General & CEO
EFMD

Mark Drewel
Chief Executive
GRLI Foundation

Jonas Haertle
Head
PRME Secretariat
UN Global Compact Office
ABOUT EFMD (www.efmd.org)

EFMD - the European Foundation for Management Development - is an international membership organisation established in Brussels 40 years ago (1971). It acts as a catalyst to promote and enhance excellence in management development in Europe and worldwide by building links between leading business schools and companies, creating and disseminating knowledge on best practices and changing trends and providing access to benchmarking tools and accreditations (EQUIS, EPAS, CEL, CLIP). With more than 750 member organizations from academia, business, public service and consultancy in 82 countries, EFMD provides a unique forum for information, research, networking and debate on innovation and best practice in management development.

The EFMD has, from its start, been advocating in support of corporate social responsibility and business ethics. It is a founding member and co-convener of the Principles for Responsible Management Education (PRME). With the UN Global Compact, EFMD is a founding partner of the "Globally Responsible Leadership Initiative" (GRLI).

ABOUT Globally Responsible Leadership Initiative (www.grli.org)

The Globally Responsible Leadership Initiative (GRLI) is a worldwide partnership of companies and business schools/learning organisations working together in a laboratory of change to develop a next generation of globally responsible leaders. The GRLI engages in thought leadership, advocacy and projects to achieve measurable impact. Founded in 2004 by EFMD and the UN Global Compact, today it comprises 70 Partner (Member) organisations who join based on their commitment to transforming leadership development. It is a member organization, a foundation, an advanced laboratory and a movement.

Over the past years the GRLI has developed the concept of global responsibility as a higher order of responsibility beyond CSR and catalysed the creation of two new academic journals (Journal of Global Responsibility and The Sustainability, Accounting, Management and Policy Journal). It’s current work includes a framework to measure global responsibility (The GRID) which has been successfully tested in a number of organisations.

Current projects and activities include faculty development, the establishment of a worldwide network of local Councils for Leadership, Business Summits, Academic Conferences, research into the Corporation of the 21st Century, a young ambassadors programme, blueprinting the business school of the 21st century and a book series. The GRLI meets twice per year in General Assemblies hosted by a member partner. The next meeting takes place 1-4 October 2011 and is hosted by Daimler AG in Stuttgart, Germany.

ABOUT PRME (www.unprme.org)

The mission of the Principles for Responsible Management Education (PRME) initiative is to inspire and champion responsible management education, research and thought leadership globally. The PRME are inspired by internationally accepted values such as the principles of the United Nations Global Compact. They seek to establish a process of continuous improvement among institutions of management education in order to develop a new generation of business leaders capable of managing the complex challenges faced by business and society in the 21st century.

In the current academic environment, corporate responsibility and sustainability have entered but not yet become embedded in the mainstream of business-related education. The PRME are therefore a timely global call for business schools and universities worldwide to gradually adapt their curricula, research, teaching methodologies and institutional strategies to the new business challenges and opportunities. Taking the Six Principles as a guiding framework, any institution which is willing to integrate corporate responsibility and sustainability in a gradual but systemic manner is welcome to join the initiative.
Programme
<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>09:00 - 18:00</td>
<td>Registration</td>
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<tr>
<td>12:00 - 12:45</td>
<td>PRME Summit Opening Plenary and EFMD Annual Conference Closing Plenary:</td>
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<td></td>
<td>Sir Mark Moody-Stuart, Chairman of the Board of Directors of the United Nations Global Compact Foundation, US</td>
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<tr>
<td>12:45 - 14:15</td>
<td>Lunch and networking opportunity</td>
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<td>14:15 - 14:30</td>
<td>Setting the scene</td>
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<td>Conference co-chairs:</td>
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<td>Pierre Tapie, Dean &amp; President, ESSEC Business School, FR/SGP</td>
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<td></td>
<td>H. Elizabeth Thompson, Assistant Secretary-General and Executive Coordinator, United Nations Conference on Sustainable Development (Rio+20), US</td>
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<td>Welcome:</td>
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<td></td>
<td>Eric Cornuel, Director General &amp; CEO, EFMD &amp; Chairman of PRME Steering Committee, BE</td>
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<td>Jonas Haertle, Head of PRME Secretariat, US</td>
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<td>14:30 - 16:00</td>
<td>Plenary 1: PRME Principle 1 – Purpose</td>
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<td>&quot;We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy. “</td>
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<td>Keynote:</td>
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<td>Nick Main, Global Managing Director, Sustainability and Climate Change Services, Deloitte Touche Tohmatsu Limited, UK</td>
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<td>Panelists:</td>
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<td>Carlo Gallucci, International Deputy Director General and Professor of Marketing, ESADE-Ramon Llull University, SP</td>
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<td>Katrin Muff, Dean, Business School Lausanne, SZ</td>
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<td>Kai Peters, Chief Executive, Ashridge Business School, UK</td>
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<td>Michael Powell, Pro-Vice Chancellor (Business), Griffith University, AS</td>
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<td>Moderator: Mark Drewell, Chief Executive, Globally Responsible Leadership Initiative (GRLI), BE</td>
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<tr>
<td>16:00 - 16:30</td>
<td>Refreshments</td>
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<td>16:30 - 18:00</td>
<td>Plenary 2: PRME Principle 2 – Values</td>
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<td>&quot;We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact. “</td>
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<td>Keynote: Josef Winter, Chief Compliance Officer, Siemens AG, GE</td>
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<td>Panelists:</td>
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<td>Thomas Dylick, Professor of Sustainability Management and Managing Director of the Institute for Economy and the Environment, University Delegate for Responsibility Sustainability, University of St Gallen, SZ</td>
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<td>Mathias Kleinhempel, Professor of Business Policy, Director of the Center for Governance and Transparency and Academic Director of the Senior Executive Program Latin America in Miami, IAE Business School, AR</td>
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<td>Alain Lempereur, Professor of Negotiation and Mediation, ESSEC Business School, FR/SGP</td>
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<td>Lydia Price, Associate Dean and Academic Director of the MBA Programme, CEIBS, CN</td>
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<td>Moderator: Jonas Haertle, Head of PRME Secretariat, US</td>
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### 18:00 - 18:15
**Reflections from the next generation:**
*Harriet Jackson*, President 2011, Oikos International, SZ

### 18:15 - 20:00
**Cocktail reception & PRME/GRLI anti-corruption challenge winner presentation**
hosted by
GRLI and The World Business School Council for Sustainable Business

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### Wednesday 08 June 2011
Crowne Plaza: Ball Room

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<tr>
<th>Time</th>
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<tr>
<td>08:30 - 16:00</td>
<td>Registration</td>
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<tr>
<td>09:00 - 10:30</td>
<td><strong>Plenary 3: PRME Principle 3 – Methods</strong></td>
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<td><em>We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.</em></td>
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<td><strong>Keynote:</strong> <em>Olivier Marquet</em>, Chief Executive, Triodos Bank Belgium, BE</td>
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<td><strong>Panelists:</strong></td>
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<td><em>Anthony Buono</em>, Founding Director of the Alliance for Ethics and Social Responsibility, Bentley University, US</td>
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<td><em>Jonathan Gosling</em>, Director of the Centre for Leadership Studies, University of Exeter, UK</td>
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<td><em>Elaine Rumboll</em>, Director of Executive Education of the Graduate School of Business, UCT Cape Town, SA</td>
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<td><em>Maurits van Rooijen</em> Rector Magnificus of Nyenrode Business Universiteit, CEO, Professor of Academic Entrepreneurship, Internationalization and Innovation in Higher Education, Universiteit Nyenrode, NL</td>
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<td><strong>Moderator:</strong></td>
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<td><em>Michael Powell</em>, Pro-Vice Chancellor (Business), Griffith University, AS</td>
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<td>10:30 - 11:00</td>
<td>Refreshments</td>
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<td>11:00 - 12:30</td>
<td><strong>Plenary 4: Principle 4 – Research</strong></td>
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<td><em>We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.</em></td>
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<td><strong>Keynote:</strong> <em>Bruce Haase</em>, Head of Climate Business Engagement, WWF, UK</td>
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<td><strong>Panelists:</strong></td>
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<td><em>Armando Dal Colleto</em>, Dean, BSP Business School São Paulo, BR</td>
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<td><em>Guido Palazzo</em>, Professor of Business Ethics at HEC, University of Lausanne, SZ and a visiting Fellow at the Universities of Oxford and Nottingham, UK</td>
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<td><em>Frank Vidal</em>, Dean and Director General, Audencia Nantes School of Management, FR</td>
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<td><em>Maurizio Zollo</em>, Director of the Center for Research in Organization and Management (CROMA), Dean’s Chaired Professor in Strategy and Corporate Responsibility, Bocconi University, IT</td>
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<td><strong>Moderator:</strong></td>
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<td><em>Simon Pickard</em>, Director General, EABIS, BE</td>
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<td>12:30 - 13:30</td>
<td>Lunch</td>
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<td>13:30 - 15:00</td>
<td><strong>Plenary 5: PRME Principle 5: Partnership</strong>&lt;br&gt;&quot;We will interact with Managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.”&lt;br&gt;&lt;br&gt;<strong>Keynote:</strong>&lt;br&gt;<strong>Jean-Philippe Courtois</strong>, President, Microsoft International, FR&lt;br&gt;&lt;br&gt;<strong>Panelists:</strong>&lt;br&gt;<strong>Jean-Christophe Carteron</strong>, Director for Corporate Social Responsibility, Euromed, FR&lt;br&gt;<strong>Dennis Hanno</strong>, Dean Undergraduate School, Babson College, US&lt;br&gt;<strong>Allan K.K. Chan</strong>, Associate Dean and Director of MBA Programme for the School of Business, Professor Department of Marketing, Co-Director of Chinese Businesses Case Research Centre, Hong Kong Baptist University, CN&lt;br&gt;<strong>Kai Hockerts</strong> Associate Professor, Copenhagen Business School (CBS), DM&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong>&lt;br&gt;<strong>Ulrich Hommel</strong>, Director, Research &amp; Surveys Unit at EFMD, Associate Director Quality Services Department, EFMD, BE</td>
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<td>15:00 - 15:30</td>
<td>Refreshments</td>
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<td>15:30 - 17:00</td>
<td><strong>Plenary 6: PRME Principle 6 – Dialogue: Stakeholder engagement</strong>&lt;br&gt;&quot;We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.”&lt;br&gt;&lt;br&gt;<strong>Keynote:</strong>&lt;br&gt;<strong>H. Elizabeth Thompson</strong>, Assistant Secretary-General and Executive Coordinator, United Nations Conference on Sustainable Development (Rio+20), US&lt;br&gt;&lt;br&gt;<strong>Panelists:</strong>&lt;br&gt;<strong>Claudio Bruzzi Boechat</strong>, Professor, Researcher and Project Manager at the Sustainability and Corporate Responsibility Research Center, Fundação Dom Cabral, BR&lt;br&gt;<strong>Tom Dodd</strong>, Policy Officer Corporate Social Responsibility, European Commission, DG Enterprise and Society, BE&lt;br&gt;<strong>Andreja Kodrin</strong>, President - Founder, Challenge Future and Managing Director, Third Millenium Knowledge, SVN&lt;br&gt;<strong>Frank Scrimgeour</strong>, Dean of Waikato Management School, University of Waikato, BS&lt;br&gt;&lt;br&gt;<strong>Moderator:</strong>&lt;br&gt;<strong>Marielle G. Heijltjes</strong>, Associate Dean SBE, Maastricht University, NL</td>
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<td>17:00 - 17:30</td>
<td><strong>Closing Plenary:</strong>&lt;br&gt;<strong>Reflections from the next generation</strong> (Harriet Jackson, oikos)&lt;br&gt;<strong>Conference Closing Remarks</strong> (Pierre Tapie, Summit Chair)</td>
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<td>17:30</td>
<td><strong>Conference Ends</strong></td>
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Contributors
Biographies (Alpha)
Prof. Claudio Boechat has been a Professor, Researcher and Project Manager at the Sustainability and Corporate Responsibility Research Center, Fundação Dom Cabral since 2002. His present professional activities include knowledge development in the field of responsible and sustainable business management. Claudio is FDC’s representative in many national and international forums and serves in the GRLI and has served in the task force which established PRME. He is a frequent international speaker on sustainability. He graduated as an Electrical Engineer from the Federal University of Minas Gerais in 1979 and as a Specialist in Economic Engineering at Fundação Dom Cabral in 1995.

Prof. Anthony F. Buono is the Founding Director of the Alliance for Ethics and Social Responsibility at Bentley University and is Professor of Management and Sociology. He is also a former Chair of Bentley’s Management Department. Tony has a Ph.D from Boston College and his primary research, teaching and consulting interests include organizational change, inter-organizational strategies, management consulting, and ethics and corporate social responsibility. He has written or edited fourteen books including *The Human Side of Mergers and Acquisitions* (1989, 2003) and, most recently, *The Changing Paradigm of Consulting* (2011). His articles and book review essays have appeared in numerous journals, including *Academy of Management Learning & Education, Across the Board, Administrative Science Quarterly, Human Relations, Journal of Organizational Change Management* and *Personnel Psychology*. He is a past chair of the Academy of Management’s Management Consulting Division, a Research Fellow with Bentley’s Center for Business Ethics, and has received Bentley’s highest honors for both teaching and research.
Jean-Christophe Carteron is Director of CSR at Euromed Management. After starting his career in the aeronautics industry, he joined Euromed in 2001 as head of marketing before devoting himself fully to sustainable development. As Director of the CSR Department he coordinates the school's CSR strategy, research activities, pedagogical aspects and campus sustainability. In November 2010, he integrated the Corporate and Markets Directorate as Associate Director. He is also in charge of the international projects of the Sustainable Development Commission for the Conference des Grandes Ecoles (the French Business Schools organization), serves in PRME working groups on climate change and social responsibility in higher education and is a Board Member of the Comité 21, and of the ONET Foundation.

Prof. Allan K.K. Chan is Professor at the Department of Marketing, Hong Kong Baptist University. He serves as Associate Dean and Director of MBA Programme for the School of Business, and Co-Director of Chinese Businesses Case Research Centre. He chairs the School’s Research and Graduate Studies Committee, and the Accreditation and Assessment Committee. He is also Associate Dean of the University’s Graduate School since 2010. He is an Honorary Advisor of Hong Kong Institute of Marketing, and holds Adjunct Professorships of East China University of Technology (Shanghai), Dalian University of Technology (Dalian), Harbin University of Technology (Harbin) and Shantou University (Shantou) in China. He has a Ph.D from the University of Strathclyde and his research interests include Chinese brand naming and business ethics. His publications appear in amongst others, the Journal of Business Ethics, Journal of Business Research, International Marketing Review, Industrial Marketing Management, Management International Review, Journal of Global Marketing and International Journal of Advertising.
Prof. Dr. Eric Cornuel is the Director General & CEO of EFMD (European Foundation for Management Development) in Brussels since 2000. He holds a degree of Sciences Po from IEP Paris, an MBA from HEC Graduate School of Management, Paris, and a DEA in strategy and management from Paris Nanterre University, together with a Doctoral Certificate in Strategy from HEC Graduate School of Management Paris and a Ph.D in management, written on international network organizations, from Paris Dauphine University. Eric started his career as an entrepreneur by setting up an hydroelectric power plant in France when he was still a student. He was also Director of the HEC Institute for Central and Eastern Europe (Paris). He then served as Dean of KIMEP, at the time the leading Business and Economics school in Central Asia, from 1997 to 1999. He was awarded an Honorary Professorship for his achievements there. From 1996 to the present, Eric Cornuel has been Affiliate Professor at HEC Graduate School of Management, Paris. He has taught for 15 years at various management schools in Europe and Asia. Eric's key qualifications are in the areas of strategy, international management and entrepreneurship and he is a regular contributor to the Emerald Management Journals. Eric is, among others, a Board Member of CEIBS (China Europe International Business School), EABIS (European Academy of Business in Society), EBP (European Business Journal), EIASM (European Institute of Advanced Studies in Management), GFME (Global Foundation for Management Education), IJBS (International Journal of Business in Society) and ISBM (International Schools of Business Management). He also sits on the board of several companies.

Jean-Philippe Courtois leads global sales, marketing and services for Microsoft International, with responsibility for leading strategic planning, global operations and key growth initiatives in over 100 subsidiaries operating in some 240 countries outside the United States and Canada. He also head up Microsoft's worldwide public sector and communication sector businesses. He previously served as CEO and President of Microsoft Europe, Middle East and Africa (EMEA), where he led business planning and sales, marketing and services. Before his role in EMEA, Jean-Philippe was vice President of worldwide customer marketing. He joined Microsoft in 1984 as a channel sales representative, and after holding several leadership positions rose to general Manager for Microsoft France in 1994. Outside of Microsoft, he is administrator for PlaNet Finance and Microsoft's official representative at the Institut Montaigne. He has served as co-chairman of the World Economic Forum's Global Digital Divide Initiative Task Force and on the European Commission Information and Communication Technology task force. He is currently an EU Ambassador for the Year of Creativity and Innovation in 2009. A French national, Jean-Philippe obtained his diplôme des études commerciales supérieures (DECS) from the Ecole Superieure de Commerce, Nice (CERAM/Skema).
Tom Dodd is responsible for European policy on corporate social responsibility in the Directorate-General for Enterprise and Industry at the European Commission. He has worked for the European Commission since 1995 and prior to his current posting managed EU emergency aid programmes for various Africa countries and also completed a four year posting at the Commission's delegation in Central America. He is visiting lecturer at a number of business schools. He is a Fellow of LEAD International, a network of leaders in sustainable development. He lives within biking distance of his office.

Pro. Armando Dal Coletto is Dean of Business School São Paulo. He has B.S in Engineering from Escola Politecnica (University of S.Paulo), an MBA from EAESP - Fundação Getulio Vargas and has also studied at MIT and INSEAD. In his business career, he held management positions in various companies including: IBM, Safra Bank, Sabesp, Editora Abril and Circulo do Livro. His various work as CIO of SABESP (largest America’s largest sanitation company) was recognised through awards from Information Week, Computerworld, Informatica Hoje and INFO Corporate magazines. At Editora Abril he served as CIO and COO of various subsidiaries. In the academic field he has served as Information Technology Professor at EAESP - Fundação Getulio Vargas, IBMEC Business School, FASP Technology College and Business School S.Paulo. He was also Dean at FASP and prior to his current post, associate Dean at BSP. Armando is an elected member of the EMBA Council’s Board of Trustees and Chair of the Board at ANAMBA (Brazilian Association for MBAs accreditation).
Mark Drewell has been CEO of the GRLI since January 2010. He is also Chairman of the Swedish-based World’s Children’s Prize for the Rights of the Child Foundation. He has a degree in Philosophy Politics and Economics from Oxford University and started his business career in 1984 in mining finance in the City of London. In 1989 he moved to South Africa and joined international diversified industrial company Barloworld Limited rising to spend a decade in as group executive responsible for Corporate Affairs, Investor Relations and Marketing. Mark has served as a board member of San Francisco headquartered 14 000-member International Association of Business Communicators, senior associate of the University of Cambridge Programme for Sustainability Leadership, Deputy Chairman of the Advisory Board of the University of South Africa’s Centre for Corporate Citizenship and Chairman of Africa’s largest indigenous environmental NGO, the Endangered Wildlife Trust.

Prof. Dr. Thomas Dyllick is a Professor of Sustainability Management and Managing Director of the Institute for Economy and the Environment at University of St. Gallen. He also serves as University Delegate for Responsibility Sustainability. From 2005-2011 he was a Vice-President of the University of St.Gallen in charge of Teaching and Quality Development. From 2003-2005 he served as Dean of the University of St. Gallen’s Management Department. He serves on the Baden Württemberg Council on Sustainable Development (DE), the Advisory Board of the Oikos Student Initiative and of the Foundation Board of Oikos Foundation and he is a co-founder of the World Business School Council for Sustainable Business (WBSCSB). Thomas is the author of several books and many publications in the fields of Sustainability and Competitiveness, Environmental Management Systems and Environmental Learning in Organizations. He serves on the Editorial Boards of Gaia (Transdisciplinary Perspectives on Sustainability), UmweltWirtschaftsForum (Forum for Environment and Business), Zeitschrift für Umweltpolitik und Umweltrecht (Journal of Environmental Law and Policy) and Greener Management International.
Prof. Jonathan Gosling is Director of the Centre for Leadership Studies at Exeter University. Jonathan worked as a mediator in neighbourhood conflicts in London, founded the UK’s first community mediation service and was the founding Secretary of the European Conference on Peacemaking and Conflict Resolution. After taking a mid-career MBA he moved into management education at Lancaster University where he directed MBA and other programmes for major companies. He co-founded, with Henry Mintzberg and 3 other malcontents, a new approach to management education, the International Masters in Practising Management. He is currently conducting research into emerging concepts of leadership, extending earlier work on the distribution and practice of leadership in Higher Education. Other on-going research includes the study of change and continuity in large organisations, and the processes by which leadership is legitimized in minority communities. He is a Fellow of the Windsor Leadership Trust, the Leadership Trust Foundation and Trustee of The Fintry Trust. He advises companies, international agencies and government departments on their leadership-related issues.

Prof. Carlo Maria Gallucci Calabrese is International Deputy Director General at ESADE-Ramon Llull University and a Professor of Marketing. He is a member of a number of executive boards including ESADE-Ramon Llull University, CEMS, Xavier Foundation and the Foundation for Business and Social Development as well as various international Editorial Boards. Carlo is a Visiting Professor at a number of universities in Europe and America. His areas of interest are Marketing Management and Strategic Marketing.
**Bruce Haase** has led the Climate Business Engagement Unit at WWF International since June 2010. In this role he is responsible for WWF’s global business engagement programme on climate issues including the Climate Savers programme. Before joining WWF, Bruce worked in the private sector for more than 20 years in the field of corporate communication and most recently as Corporate Social Responsibility Director at Canon Europe. Bruce studied sustainable development at University of Exeter (UK) and read history at Earlham College (USA).

**Jonas Haertle** is Head of the PRME secretariat of the United Nations Global Compact Office. Previously, he was a coordinator of the UN Global Compact’s Local Networks in Latin America, Africa and the Middle East. Prior to joining the United Nations, Jonas worked as a research analyst for the German public broadcasting service Norddeutscher Rundfunk. Jonas holds a Master's degree in European Studies from Hamburg University. As a Fulbright scholar, he also attained a MSc degree in Global Affairs from Rutgers University, New Jersey, USA.
Prof. Dennis Hanno is the Dean of the Undergraduate School at Babson College and the President’s Endowed Professor of Accounting. Previously he served as the Associate Dean of the Isenberg School of Management at the University of Massachusetts Amherst. He earned a Bachelor’s in Business Administration degree from the University of Notre Dame, a Master’s of Science in Accounting degree from Western New England College and a Ph.D in Accounting degree from the University of Massachusetts Amherst. Dennis has been a speaker on higher education issues at universities and conferences around the world, including at the United Nations. He was the lead organizer for the Fall 2008 European Foundation for Management Development’s Conference on Undergraduate Management Education. He is on the Board of Directors of the GRLI Foundation.

Prof. Mariëlle G. Heijltjes is Associate Dean of Maastricht University School of Business and Economics (SBE), Director of SBE-Postgraduate Education and Professor of Managerial Behaviour. She also serves on the Board of the GRLI Foundation. Her professional interest evolves around questions that relate to the functioning of (top) Managers and (top) management teams: What drives their behaviour, when is it effective and what explains the dynamics in (top) management teams? Her research has been published in journals such as the Academy of Management Review, Organization Studies, International Studies of Management and Organization, Journal of International Business Studies, Scandinavian Journal of Management, International Journal of Human Resource Management and European Management Journal. In addition to an academic interest in Managerial behaviour, Mariëlle enjoys working on these themes together with companies and consultants. The interaction between science and practice is an important source of inspiration for her in the development of new education and research programs.
Prof. Ulrich Hommel is Associate Director of Quality Services at the European Foundation for Management Development (EFMD). He actively contributes to the management of the EQUIS system and as one of the EPAS Directors he is responsible for the EFMD Programme Accreditation System. Since the beginning of 2011, Ulrich Hommel also serves as Director of the Research & Surveys Unit of EFMD. Ulrich Hommel holds a Ph.D in Economics from the University of Michigan, Ann Arbor, and has completed his habilitation in Business Administration at the WHU, Germany. He was an Assistant Professor of Finance at the WHU from 1994 to 1999 and has subsequently joined the faculty of EBS Business School, Germany. He is currently a Professor of Finance and the Director of the Strategic Finance Institute at the EBS. In the past, Ulrich Hommel has held visiting appointments at the Stephen M. Ross School of Business (University of Michigan), the Krannert School of Management (Purdue University) and the Bordeaux Business School. His main research areas are venture capital and private equity financing, SME financing, corporate risk management and higher education management. Ulrich Hommel has been Dean at the EBS from 2000 to 2002 and has subsequently held the position of Rector from 2003 to 2006. In the latter role, he was also the Managing Director of the EBS GmbH.

Dr. Kai Hockerts is Associate Professor at the Copenhagen Business School where he coordinates a Minor in Social Entrepreneurship. His research has been published in the Journal of Business Venturing, Journal of Business Ethics, Business Strategy and the Environment, and Greener Management International. He has also written a number of case studies including the award winning "Mobility CarSharing - From Ecopreneurial Start-up to Commercial Venture" as well as "Trading up CafeDirect - From Charity Spin-off to Business Success". Kai is a co-convener of the International Social Entrepreneurship Research (ISERC) Conference series held in Barcelona in 2005, in New York in 2006, in Copenhagen in 2007, and at Oxford in 2009. From 1991-1997 Kai was co-founder and managing director of a non-profit start-up, the Bayreuther Initiative für Wirtschaftsökologie. Kai holds a Ph.D from the University of St. Gallen.
**Harriet Jackson** has been the President of Oikos International, the international student organisation for sustainable economics and management, since December 2010. Oikos was founded in St Gallen, Switzerland and spread around the world from 1998 onwards. It is now comprising in 36 Chapters at universities and business schools in over 20 countries. Harriet studied Government and Economics at the London School of Economics, specialising in Environmental Economics and EU Economics. Her particular sustainability interests are how to use behavioural economics for social and environmental purposes, specifically looking at transport infrastructure and lifestyle choices. Originally from Newcastle-upon-Tyne, UK, Harriet now lives in Switzerland and enjoys exploring the country by bike.

**Prof. Matthias Kleinhempel** is Professor of Business Policy at IAE Business School Argentina. He is the Director of the Center for Governance and Transparency at IAE and the Academic Director of the Senior Executive Program Latin America in Miami. He holds an MBA degree from IAE Business School and a Law Degree from the University of Hamburg and his research deals with Regional Strategies and the Organization of International Companies, Corporate Governance, Business Ethics and the Implementation of Ethics and Compliance Programs. Matthias is Vice President of the EU Business Group in Argentina. He is member of the Board of FUNDES Argentina and co-Chair of the UN-PRME Working Group on anti-corruption: "Developing anti-corruption guidelines for curriculum change". He has served as CEO for Siemens in various countries, as President of the Argentine-German Chamber of Commerce and as President of IAE's Alumni Association.
Prof. Alain Lempereur is a Negotiation and Mediation Professor at ESSEC. He has published a dozen books on leadership, negotiation, mediation and communication. His last book, The First Move - A Negotiator's Companion (Wiley, 2010) has been published in many languages. He is a senior facilitator for the International Dialogue on Peace Building and State Building and as a mediator, he also runs reconciliation and consultation meetings in Africa. He advises national and international administrations, including the EU, OECD, UNDP & UNITAR. He also leads executive missions for governments and corporations all over the world. In 1995 he founded ESSEC IRENE (Institute for Research and Education on Negotiation in Europe) which he headed until 2009. He created the ESSEC Interdisciplinary Forum Questioning the Crisis. He was a Fulbright Fellow, holds a doctorate from Harvard and two bachelor’s degrees in Law and in Philosophy from the University of Brussels.

Andreja Kodrin is the Founder and President of Challenge:Future, a global youth think tank running one of the world’s largest global youth competitions for innovation and sustainability. Andreja obtained her Master's degree in 1997 and is now working on her Ph.D thesis focusing on strategic performance management. Prior to founding Challenge:Future, Andreja served for eight years as Group CFO and Board Director of Netherlands-based private equity corporation AKTIVA HOLDINGS BV. She is/was a member of several supervisory boards of companies, venture funds, banks, pension funds and charities in the Netherlands, USA, UK, Switzerland, Luxembourg, Serbia and Slovenia.
Nick Main is Deloitte Touche Tohmatsu Limited’s Global Managing Director, Climate Change & Sustainability Services. In this capacity he leads Deloitte member firms’ efforts to help those firms’ clients respond to the business challenge of building a sustainable future and responding to a low carbon economy. He joined Deloitte in the United Kingdom in 1975 and transferred to New Zealand in 1982. He was Chief Executive officer of the New Zealand member firm from 1998 until 2005. He also was then elected New Zealand Chairman in 2005. He is now located in the London office, where he leads a network of Climate Change & Sustainability partners and staff at Deloitte member firms around the world. He is a Member of the Deloitte Global Corporate Responsibility Council, is Deloitte Global Chief Ethics Officer and serves on the Advisory Board of the Cambridge Centre for Sustainability Leadership and is a Member of the Supervisory Board of the Accounting for Sustainability Project.

Olivier Marquet joined Triodos Bank in 2002 as Managing Director for Belgium. In addition to his responsibilities for Belgium, he also serves as a Board Member of several investment funds created or managed by Triodos Bank in the field of socially responsible investments (Triodos SICAV I, SICAV II, Triodos Invest and Triodos Fonds). He also serves as a Board Member in a number of NGO’s including KAURI, Toolbox, Alterfin and United World Colleges Belgium. In 2009 he was appointed to chair the social venture fund of the King Baudouin Foundation. Olivier started his banking career in 1985 at Anhyp (Axa Bank Belgium) where he became CFO in 1991 and a member of the Executive Board in 1993. In 1996 he joined the Bank Brussels Lambert, that was taken over by ING in 1997, where he became Managing Director of ING Investment Management in charge of the international sales and marketing of the funds. Simultaneously he chaired ING Finland and arranged the take over of Caisse Privée Banque. In 2001 he joined BNP Paribas as General Manager of BNP Paribas Asset Management Benelux.
Sir Mark Moody-Stuart KCMG, Ph.D. Mark Moody-Stuart is chairman of the Board of Directors of the United Nations Global Compact Foundation. He is currently the Chairman of Hermes Ownership Service Limited and was past Chairman of Anglo American plc. and the Shell Group. After a Doctorate in geology in 1966 at Cambridge, his working life has been with Shell, largely working in countries outside of Europe. Early practical experience gained in Spain, Oman, Brunei and Australia was in 1976 focused on the major challenge of leading Shell's teams in exploring the U.K. North Sea - at a time when the fields in the northern North Sea were coming on stream and new exploration plays were developing. Thereafter, he left exploration for more general management, working in Africa, Europe and Asia. As Shell’s most senior representative in Turkey and Malaysia, he was involved in developing Shell’s businesses in those countries, working with national governments to initiate a number of major projects. In 1990 Mark returned to Europe, to The Hague, to take up the position of co-ordinator of Shell’s exploration and production operations outside North America. He was born in Antigua, West Indies. He and his wife Judy have been married for 47 years. They have three sons and a daughter. All family members are keen sailors.

Dr. Katrin Muff was appointed Dean of Business School Lausanne in 2008. In 2000, she co-founded Yupango, a coaching consultancy dedicated to developing start-up companies and training management teams. Prior to that, she was Director, Strategic Planning EMEA of IAMS Pet Food, a division of Procter & Gamble, in the Netherlands. Throughout the 90’s, Katrin held several positions for ALCOA (Aluminum Company of America), working in Moscow, Russia as General Manager for Building Systems International, in the United States as an Industry Analyst for Global Mergers & Acquisitions and in Switzerland as a Business Analyst for Europe. A Swiss native, she began her career with Schindler Lifts in Lucerne, then in Australia, and holds both a Doctoral and MBA degree from Business School Lausanne. She is a co-founder of the World Business School Council for Sustainable Business.
Prof. Guido Palazzo is Professor of Business Ethics at HEC, University of Lausanne and a visiting Fellow at the Universities of Oxford and Nottingham. His research deals with corporate responsibility in global supply chains and (un)ethical decision making. His papers have been published in world-leading management journals such as the *Academy of Management Review*. Guido consults and teaches on business ethics and CSR at numerous multinational corporations such as Siemens, Daimler and Volkswagen. He also works with the WHO and various UN organizations on corporate responsibility related topics.

Prof. Kai Peters is Chief Executive of Ashridge. He was previously Dean, an Director of MBA programs and then Dean of the Rotterdam School of Management (RSM) of Erasmus University in the Netherlands. He serves on supervisory and advisory boards for a number of organizations in the health care and social care sectors. He also serves in various capacities for educational associations including AACSB, AMBA, EFMD and GMAC. He is owner and was managing Director (89-93) of a company in the German publishing sector and has worked with both IBM and Volkswagen managing educational activities. Kai writes and lectures on cognitive sciences, leadership and strategy for government, business and academic audiences. He holds degrees from York University, Toronto and University of Quebec in Chicoutimi, (Canada) and Erasmus University (Netherlands).
Simon Pickard is currently the Director General of EABIS, having joined as Deputy Director in March 2006 after completing an MBA at HEC School of Management in Paris. In this position, he is responsible for steering EABIS’ multi-million euro programmes on sustainability-based management research, education and training. By extension, he oversees many of EABIS’ strategic international partnerships and contributions to European policy debates on the changing role of business in society. Prior to arriving in Brussels, he had the good fortune to spend the previous 10+ years living and working in New York, London, Sydney and Paris, predominantly in the field of international education and teacher development.

Prof. Michael Powell is Pro Vice Chancellor (Business) at Griffith University. Previous to this appointment he held the position of Dean of the Griffith Business School, having joined Griffith in 2004 from the University of Auckland. His current portfolio includes leadership of the University’s Business Group, and associated Research and Academic Centres. He is also the Treasurer of the Australian Business Deans Council. Michael graduated from the University of Auckland with B Arts and M Arts (Hons) degrees in History. He trained as a teacher and taught at Auckland Grammar School before a Fellowship at the University of Chicago from 1976 to 1979. From 1979 to 1982, he was Research Fellow at the American Bar Foundation at Chicago, engaged in studies of the professional organisations of lawyers. In 1982, he graduated with a Ph.D in Sociology from the University of Chicago. From 1982 to 1988, he was Assistant and then Associate Professor of Sociology at the University of North Carolina at Chapel Hill, where he continued his studies of the sociology and social organisation of the professions. In 1989 he took up a position at the University of Auckland, where he became Professor of Public Sector Management and Deputy Dean of the Business School. He is on the Board of Directors of the GRLI Foundation.
Prof. Lydia J. Price is Associate Dean and Academic Director of the MBA Programme at CEIBS and also oversees CEIBS accreditation processes for AACSB and EQUIS. She is an award-winning Professor of Marketing with more than 15 years’ experience teaching Chinese executives and MBA students. Prior to joining CEIBS, Lydia was on the faculties of Hong Kong University of Science and Technology, and INSEAD. She has also been a visiting Professor at New York University, Beijing University, and Catholic University of Lisbon, Portugal.

Elaine Rumboll is Director of Executive Education at the University of Cape Town’s Graduate School of Business and works with organisations globally to help them develop agile leaders. She is a former performance artist, internationally published award winning poet, blues singer and academic turned businesswoman. Her work in education started with running creative transdisciplinary workshops in maximum security prisons, which earned her a nomination by Femina for Woman of the Year (1996). She subsequently reskilled for business and became Dean for Damelin Management School where she was responsible for 55 000 students. Elaine currently researches, publishes and teaches on Productive Presencing and Curiosity as a 21st Century Leadership Practice. She is chairperson of the UCT GSB Women in Leadership Advisory Board and programme Director for UCT GSB Business Acumen for Artists.
Prof. Frank Scrimgeour has served as Dean of Waikato Management School since 2008. He is passionate about Faculty success in transforming management ideas and practices in NZ and around the globe through research, education and connections with the world. He holds a BAgSc with 1st class honours from Lincoln College, a Ph.D (Agricultural and Resource Economics) from the University of Hawaii and a BD from Melbourne College of Divinity. Frank’s personal research agenda focuses on the economics of agriculture and the environment. He has particular interest in the economics of pollution control, the efficient management of natural resources and the economic performance of the dairy and kiwifruit sectors. He is also interested in issues of governance and how they influence behaviour and outcomes.

Prof. Dr. Pierre Tapie holds an Engineering degree from the Ecole Polytechnique of Paris, a Ph.D in Biophysics from Paris XI University and an MBA from INSEAD. He began his career committing 10 years as a Scientist in Biophysics and Biotechnology at Elf-Sanofi. Subsequently, he was Dean of Purpan Graduate School in Engineering and CEO of Intellagri, a venture capital company from 1990 to 2001. Pierre became Dean and President of ESSEC Business School in 2001. Among his other current responsibilities, Dr. Tapie is Chairman of the Conférence des Grandes Ecoles, the national organisation representing the Grandes Ecoles in France and Chairman of the Board of the GRLI Foundation. He lectures and writes on the challenges and organisation of higher education, global responsibility, and Business in Society.
H. Elizabeth Thompson is a Assistant Secretary-General at the United Nations and was appointed Executive Coordinator of the United Nations Conference on Sustainable Development Rio 2012 by the UN Secretary General in December 2010. She is a recognized leader on environmental issues in Small Island Developing States and as Minister of Energy and the Environment of Barbados, enacted a range of progressive policies for sustainable development and environmental protection. She was a key voice to raise awareness of global warming in Barbados and led the Barbados delegation to Kyoto and Bali. Elizabeth holds an LLM in energy and environmental law from the Robert Gordon University in Scotland, an MBA from the University of Liverpool, UK, and an LLB from the University of the West Indies.

Prof. Dr. Maurits van Rooijen is Rector Magnificus of Nyenrode Business Universiteit, CEO of Universiteit Nyenrode BV and Professor of Academic Entrepreneurship, Internationalization and Innovation in Higher Education. He is an economic historian with a Doctorate from Utrecht University on the theme of green urbanization. He has held positions at several universities, including Leiden, Erasmus University Rotterdam and Victoria in Melbourne. As a Visiting Professor, Maurits has been associated with a variety of educational institutions worldwide. He also holds various international administrative positions including Co-Chairman of the World Association for Co-operative Education (Boston MA, USA), which supports work-integrated learning, President of the Compostela Group of Universities (Santiago de Compostela, Spain), an association that stimulates cooperation and dialogue in the field of higher education and Vice President of the European Access Network (London), which seeks to encourage under-represented groups to participate in higher education. He is also Chairman of the Managing Board of the Euro-Mediterranean University in Slovenia, an initiative of the European Parliament. Prior to his position at Nyenrode he was responsible for expanding the international position of the University of Westminster in London, for a decade then from 2003 served as Executive Vice-President for International and Institutional Development at the same university.
Frank Vidal took up office as Dean and Director General of Audencia Nantes School of Management in January 2011. He is a graduate of Sciences Po university in Paris, and has earned advanced degrees in business administration and law from HEC Paris and the University of Aix-Marseille. Prior to his appointment at Audencia, Frank served as Dean of Advancia Business school in Paris, where, under his leadership, a successful merger with Negocia Business school was executed, expanding Advancia’s presence in the national and global arena.

Josef Winter was appointed Chief Compliance Officer of Siemens AG on July 1, 2010. In this role he manages operations and sales-related topics within the framework of the Siemens Compliance Program. After completing his studies in electrical engineering and electronics at the Rheinisch-Westfälische Technische Hochschule Aachen (RWTH), he began his career in 1984 in Erlangen as an engineer in the development and project planning section of Siemens rail vehicles business. From there, he switched to the European sales outfit covering long distance trains until finally in 1993, he assumed responsibility for Siemens’ entire rail engineering business in China. After a number of other postings, in 2002 he was appointed head of the Siemens Regional Company in Korea. In March 2004, he was elected President of the German-Korean Chamber of Commerce and Industry and he held this position until he left Korea. From 2004 to 2010, Joseph headed up Siemens’ sales and service organization in Germany.
Prof. Maurizio Zollo holds a Ph.D in Management from the Wharton School of the University of Pennsylvania and a Laurea Degree in Monetary Economics from Bocconi University. He is currently Director of the Center for Research in Organization and Management (CROMA) and Dean’s Chaired Professor in Strategy and Corporate Responsibility at Bocconi University. Maurizio is co-editor of the European Management Review, serves on the Executive Committee of EURAM as Member and President Elect. He is a member and co-founder of the European Academy of Business in Society. He has specific expertise is corporate strategy (M&A and Alliances), Dynamic Capabilities and Sustainability, with several highly cited publications. Before joining Bocconi University in September 2007, he served for ten years on the faculty of INSEAD in the Strategy Department.
Participants
Ahmed Abdel-Meguid  
Assistant Professor  
The American University in Cairo  
Egypt  
Tel: +20 1 23 68 46 55  
E-mail: a_meguid@aucegypt.edu

Andy Adcroft  
Director of Academic Development  
University of Surrey  
United Kingdom  
Tel: +44 1483 682 007  
E-mail: a.adcroft@surrey.ac.uk

Marie-Jose Albert Batt  
Associate Dean International Relations  
Groupe ESC Dijon Bourgogne / Burgundy School of Business  
France  
Tel: +33 6 76 02 35 66  
E-mail: marie-jose.albert-batt@escdijon.eu

Michikazu Aoi  
Ex-dean  
Keio Business School  
Japan  
Tel: +81 3 3296 4568  
E-mail: aoi@meiji.ac.jp

Marja Aro  
Project Coordinator  
University of Oulu  
Finland  
Tel: +358 4 01 80 07 47  
E-mail: marja.aro@oulu.fi

Norman de Paula Arruda Filho  
Executiva President  
ISAE/FGV  
Brazil  
Tel: +55 41 33 88 7801  
E-mail: norman@isaebrasil.com.br

Anders Aspling  
Secretary General  
Globally Responsible Leadership Initiative Foundation (GRLI)  
Belgium  
Tel: +32 2 629 08 29  
E-mail: anders@aspling.net

M.G. Serap Atakan  
Assoc. Prof. Dr. / Academician  
Istanbul Bilgi University  
Turkey  
Tel: +90 212 311 77 92  
E-mail: serap.atakan@bilgi.edu.tr

Hilde Baert  
Managing Director  
Tilburg University Sustainability Center  
The Netherlands  
Tel: +31 134 66 40 92  
E-mail: h.j.p.baert@uvt.nl

Sharon Bamford  
Chief Executive  
Association of MBAs  
United Kingdom  
Tel: +44 207 246 26 86  
E-mail: a.gaweda@mbaworld.com

Juan Carlos Barahona  
Professor  
INCAE  
Costa Rica  
Tel: +50 62 437 2369  
E-mail: gilda.zamora@incae.edu

Nick Barniville  
Director, MBA Programs  
ESMT Berlin - European School of Management and Technology  
Germany  
Tel: +49 30 212 31 12 96  
E-mail: nick.barniville@esmt.org

Duncan Bentley  
Pro Vice-Chancellor  
Curtin University  
Australia  
Tel: +61 8 9266 7553  
E-mail: d.bentley@curtin.edu.au

Chris Blackburn  
Associate Dean, Strategy and Development  
Oxford Brookes University  
United Kingdom  
Tel: +44 1865 48 58 39  
E-mail: crblackburn@brookes.ac.uk
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Institution/School</th>
<th>Country</th>
<th>Tel</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paolo Boccardelli</td>
<td>Director</td>
<td>LUISS Business School</td>
<td>Italy</td>
<td>+39 6 85 22 53 83</td>
<td><a href="mailto:pboccardelli@luiss.it">pboccardelli@luiss.it</a></td>
</tr>
<tr>
<td>Claudio Boechat</td>
<td>Professor</td>
<td>Fundação Dom Cabral</td>
<td>Brazil</td>
<td>+55 31 35 89 73 77</td>
<td><a href="mailto:boechat@fdc.org.br">boechat@fdc.org.br</a></td>
</tr>
<tr>
<td>Olivier Boiral</td>
<td>Professeur</td>
<td>Université Laval</td>
<td>Canada</td>
<td>+1 418 651 39 16</td>
<td><a href="mailto:olivier.boiral@mng.ulaval.ca">olivier.boiral@mng.ulaval.ca</a></td>
</tr>
<tr>
<td>Annabel-Mauve Bonnefous</td>
<td>Professor</td>
<td>Reims Management School</td>
<td>France</td>
<td>+33 6 12 47 00 91</td>
<td><a href="mailto:am.bonnefous@reims-ms.fr">am.bonnefous@reims-ms.fr</a></td>
</tr>
<tr>
<td>Burcin Bozkaya</td>
<td>Director of the MBA Program</td>
<td>Sabanci School of Management</td>
<td>Turkey</td>
<td>+90 216 483 96 87</td>
<td><a href="mailto:bbozkaya@sabanciuni.edu">bbozkaya@sabanciuni.edu</a></td>
</tr>
<tr>
<td>Manuela Brusoni</td>
<td>SDA Professor</td>
<td>SDA Bocconi School of Management</td>
<td>Italy</td>
<td>+39 2 58 36 21 36</td>
<td><a href="mailto:alexandra.cerullo@sdabocconi.it">alexandra.cerullo@sdabocconi.it</a></td>
</tr>
<tr>
<td>Tony Buono</td>
<td>Professor and Coordinator, Alliance for E&amp;SR</td>
<td>Bentley University</td>
<td>United States</td>
<td>+1 781 891 25 29</td>
<td><a href="mailto:abuono@bentley.edu">abuono@bentley.edu</a></td>
</tr>
<tr>
<td>Jon Burchell</td>
<td>Senior Lecturer</td>
<td>University of Sheffield</td>
<td>United Kingdom</td>
<td>+44 114 222 3391</td>
<td><a href="mailto:j.burchell@sheffield.ac.uk">j.burchell@sheffield.ac.uk</a></td>
</tr>
<tr>
<td>Barry Burgan</td>
<td>Dean</td>
<td>University of Adelaide Business School</td>
<td>Australia</td>
<td>+61 88 313 4756</td>
<td><a href="mailto:marelle.piche@adelaide.edu.au">marelle.piche@adelaide.edu.au</a></td>
</tr>
<tr>
<td>Rosanne Carlier</td>
<td>Sustainability and CSR Director</td>
<td>SKEMA Business School</td>
<td>France</td>
<td>+33 6 15 28 40 32</td>
<td><a href="mailto:rosanne.carlier@skema.edu">rosanne.carlier@skema.edu</a></td>
</tr>
<tr>
<td>Jean- Christophe Carteron</td>
<td>Director for CSR</td>
<td>Euromed Management</td>
<td>France</td>
<td>+33 6 03 34 34 73</td>
<td><a href="mailto:jccarteron@euromed-management.com">jccarteron@euromed-management.com</a></td>
</tr>
<tr>
<td>Helke Carvalho Hernandez</td>
<td>Director, Marketing, Communication &amp; IT Unit</td>
<td>EFMD</td>
<td>Belgium</td>
<td>+32 2 629 08 10</td>
<td><a href="mailto:helke.carvalho@efmd.org">helke.carvalho@efmd.org</a></td>
</tr>
<tr>
<td>Nevenka Cavlek</td>
<td>Vice dean for international cooperation</td>
<td>University of Zagreb - Faculty of</td>
<td>Croatia</td>
<td>+385 12 31 69 13</td>
<td><a href="mailto:ncavlek@efzg.hr">ncavlek@efzg.hr</a></td>
</tr>
<tr>
<td>Name</td>
<td>Position/Title</td>
<td>Institution/University</td>
<td>Country</td>
<td>Phone</td>
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</tr>
<tr>
<td>Allan K.K. Chan</td>
<td>Associate Dean/ MBA Director</td>
<td>Hong Kong Baptist University</td>
<td>Hong Kong</td>
<td>+85 234 11 75 27</td>
<td><a href="mailto:alliankk@hkbu.edu.hk">alliankk@hkbu.edu.hk</a></td>
</tr>
<tr>
<td>Murali Chandrashekaran</td>
<td>Professor/Academic Director</td>
<td>University of New South Wales</td>
<td>Australia</td>
<td>+61 2 993 193 04</td>
<td><a href="mailto:n.yim@unsw.edu.au">n.yim@unsw.edu.au</a></td>
</tr>
<tr>
<td>Hermia Po Hing Chiu</td>
<td>College Secretary</td>
<td>City University of Hong Kong</td>
<td>Hong Kong</td>
<td>+852 34 42 90 36</td>
<td><a href="mailto:fbhermia@cityu.edu.hk">fbhermia@cityu.edu.hk</a></td>
</tr>
<tr>
<td>Pachsiry Chompukum</td>
<td>Director of International Affairs</td>
<td>Chulalongkorn Business School</td>
<td>Thailand</td>
<td>+66 2 218 58 71</td>
<td><a href="mailto:pachsiry@acc.chula.ac.th">pachsiry@acc.chula.ac.th</a></td>
</tr>
<tr>
<td>Gunnar Christensen</td>
<td>Deputy Rector</td>
<td>NHH Norwegian School of Economics</td>
<td>Norway</td>
<td>+47 40 223 026</td>
<td><a href="mailto:gunnar.christensen@nhh.no">gunnar.christensen@nhh.no</a></td>
</tr>
<tr>
<td>François Collin</td>
<td>Executive Director</td>
<td>CEMS Global Alliance</td>
<td>France</td>
<td>+33 1 39 67 73 61</td>
<td><a href="mailto:francois.collin@cems.org">francois.collin@cems.org</a></td>
</tr>
<tr>
<td>Eric Cornuel</td>
<td>Director General &amp; CEO</td>
<td>EFMD</td>
<td>Belgium</td>
<td>+32 2 629 08 10</td>
<td><a href="mailto:eric.cornuel@efmd.org">eric.cornuel@efmd.org</a></td>
</tr>
<tr>
<td>Jean-Philippe Courtois</td>
<td>President</td>
<td>Microsoft</td>
<td>France</td>
<td>+33 1 57 75 10 86</td>
<td><a href="mailto:tinekehv@microsoft.com">tinekehv@microsoft.com</a></td>
</tr>
<tr>
<td>Per Cramér</td>
<td>Dean</td>
<td>School of Business, Economics and Law, Gothenburg University</td>
<td>Sweden</td>
<td>+46 708 48 95 19</td>
<td><a href="mailto:per.cramer@law.gu.se">per.cramer@law.gu.se</a></td>
</tr>
<tr>
<td>Nathalie Crutzen</td>
<td>Assistant Professor</td>
<td>HEC-Management School of the University of Liege</td>
<td>Belgium</td>
<td>+32 495 89 74 86</td>
<td><a href="mailto:ncrutzen@ulg.ac.be">ncrutzen@ulg.ac.be</a></td>
</tr>
<tr>
<td>Marina Dabic</td>
<td>Full professor</td>
<td>University of Zagreb - Faculty of Economics and Business</td>
<td>Croatia</td>
<td>+385 12 31 69 13</td>
<td><a href="mailto:mdabic@efzg.hr">mdabic@efzg.hr</a></td>
</tr>
<tr>
<td>Guoqiang Dai</td>
<td>Chairman</td>
<td>Shanghai University of Finance and Economics</td>
<td>China</td>
<td>+86 21 65 36 75 81</td>
<td><a href="mailto:dai.guoqiang@mail.shufe.edu.cn">dai.guoqiang@mail.shufe.edu.cn</a></td>
</tr>
<tr>
<td>Armando Dal Colletto</td>
<td>Dean</td>
<td>Business School S.Paulo</td>
<td>Brazil</td>
<td>+55 11 50 95 56 64</td>
<td><a href="mailto:armando.dalcolletto@bsp.edu.br">armando.dalcolletto@bsp.edu.br</a></td>
</tr>
<tr>
<td>Fernando D’Alessio</td>
<td>Director General</td>
<td>CENTRUM Católica</td>
<td>Peru</td>
<td>+51 1 313 34 00 # 7061</td>
<td><a href="mailto:fdaless@pucp.edu.pe">fdaless@pucp.edu.pe</a></td>
</tr>
</tbody>
</table>
Carlos Dávila
Ph.D. Professor
Universidad de los Andes
Colombia
Tel: +57 1 332 4550
E-mail: cdl@adm.uniandes.edu.co

Claire De Brier
Professor
ICHEC
Belgium
Tel: +32 2 778 03 18
E-mail: claire.debrier@ichec.be

Nicole De Fontaines
Secretary General
CEMS
France
Tel: +33 6 82 81 75 36
E-mail: nicole.defontaines@cems.org

Christian Delporte
Associate Director, Quality Services
EFMD
Belgium
Tel: +32 2 629 08 10
E-mail: christian.delporte@efmd.org

Tom Dodd
CSR Team
European Commission
Belgium
Tel: +32 2 299 00 89
E-mail: thomas.dodd@ec.europa.eu

Jasna Dolzan Lesjak
Accreditation coordinator
University of Ljubljana, FELU
Slovenia
Tel: +386 1 589 24 06
E-mail: jasna.dolzan.lesjak@ef.uni-lj.si

Leigh Drake
Dean
La Trobe
Australia
Tel: +61 3 9479 2720
E-mail: s.nelson@latrobe.edu.au

Mark Drewell
Chief Executive
Globally Responsible Leadership Initiative Foundation (GRLI)
Belgium
Tel: +32 2 629 08 29
E-mail: mark.drewell@grli.org

Thomas Dyllick
Director Institute for Economy and the Environment
University of St.Gallen
Switzerland
Tel: +41 71 224 25 84
E-mail: Thomas.Dyllick@unisg.ch

Richard Ennals
Professor
Kingston Business School, Kingston University
United Kingdom
Tel: +44 208 941 52 01
E-mail: ennals@kingston.ac.uk

Manuel Escudero
Director General
Deusto Business School
Spain
Tel: +34 94 41 39 420
E-mail: susana.fernandez@deusto.es

Nadine Exter
Manager
Cranfield School of Management
United Kingdom
Tel: +44 1234 758 103
E-mail: nadine.exter@cranfield.ac.uk

Mathias Falkenstein
Director of International Relations
IESEG School of Management Paris - Lille
France
Tel: +33 6 17 06 26 93
E-mail: m.falkenstein@ieseg.fr

Josef Falkinger
Dean
University of Zurich
Switzerland
Tel: +41 44 634 22 91
E-mail: yvonne.adomat@econ.uzh.ch
Jonathan Gosling  
*Director*  
University of Exeter  
United Kingdom  
Tel: +44 1392 72 34 63  
E-mail: jonathan.gosling@exeter.ac.uk

Jonas Haertle  
*Head*  
Principles for Responsible Management Education  
United States of America  
Tel: +1 212 907 13 76  
E-mail: haertle@un.org

Dennis Hanno  
*Dean, Undergraduate School*  
Babson College  
United States of America  
Tel: +1 781 239 56 60  
E-mail: dhanno@babson.edu

Michael Hartmann  
*Chief External Officer*  
University of Manchester  
United Kingdom  
Tel: +44 161 275 65 12  
E-mail: j.colbert@mbs.ac.uk

Martine Hautekiet  
*Dir L&D*  
Groupe Soparind Bongrain  
France  
Tel: +33 1 34 58 65 13  
E-mail: martine.hautekiet@lalliance.com

Omar Hefni  
*President*  
University of Dubai  
United Arab Emirates  
Tel: +971 4 207 26 16  
E-mail: ohefni@ud.ac.ae

Marielle Heijltjes  
*Associate Dean*  
Maastricht University School of Business and Economics  
The Netherlands  
Tel: +31 4 33 88 49 39  
E-mail: mg.heijltjes@maastrichtuniversity.nl

Anna Henderson  
*Executive Director*  
Business Skills Victoria  
Australia  
Tel: +61 3 311 785  
E-mail: ahenderson@bsv.org.au

Kristina Henriksson  
*Director*  
Beedie School of Business, Simon Fraser University  
Canada  
Tel: +1 778 319 01 36  
E-mail: henrikss@sfu.ca

Jim Herbolich  
*Director, Network Services*  
EFMD  
Belgium  
Tel: +32 2 629 08 10  
E-mail: jim.herbolich@efmd.org

Nathan Hobbs  
*Client Director*  
Mannaz A/S  
United Kingdom  
Tel: +44 7962 881 445  
E-mail: nho@mannaz.com

Mick Holbrook  
*Managing Director*  
Duke Corporate Education  
United Kingdom  
Tel: +44 207 93 66 126  
E-mail: mick.holbrook@dukece.com

Ulrich Hommel  
*Associate Director, Quality Services*  
EFMD  
Belgium  
Tel: +32 2 629 08 10  
E-mail: marielle.vanrenterghem@efmd.org

Paul Hopkinson  
*Director of Studies*  
University of Gloucestershire  
United Kingdom  
Tel: +44 1242 71 44 72  
E-mail: phopkinson@glos.ac.uk
Assylbek Kozhakhmetov
President-rector
International Academy of Business
Kazakhstan
Tel: +77 77 2100 358
E-mail: k.assylbek@mail.ru

Konstantin Krotov
Director for Bachelor programs
Graduate School of Management
Russian Federation
Tel: +7 92 19 61 61 74
E-mail: krotov@gsom.pu.ru

Peter Tze Yiu Lau
Associate Dean/BBA Director
Hong Kong Baptist University
Hong Kong
Tel: +852 34 11 75 36
E-mail: peterlau@hkbu.edu.hk

Ritva Laurila
Educational manager
Hanse University
The Netherlands
Tel: +31 50 595 23 31
E-mail: r.l.laurila@pl.hanze.nl

Ngoc Giao Thi Le
Student
Lee Kong Chian School of Business,
Singapore Management University
Singapore
Tel: +65 82 844 382
E-mail: giaole.vn@gmail.com

Jin K. Lee
Dean
Korea University
South-Korea
Tel: +82 2 32 90 12 61
E-mail: joojoo@korea.ac.kr

Juuso Leivonen
Advisor, Educational affairs
Finnish Association of Business School Graduates SEFE
Finland
Tel: +358 407 30 72 36
E-mail: juuso.leivonen@sefe.fi

Alain Lempereur
Professor
ESSEC
France
Tel: +33 6 80 81 62 83
E-mail: lempereur@essec.edu

Yue Wen Lim
Director, Graduate Studies
National University Singapore
Singapore
Tel: +65 65 16 14 99
E-mail: limyuewen@nus.edu.sg

Chunxiang Liu
Associate Dean
Zhejiang Wanli University
China
Tel: +86 139 67 86 18 81
E-mail: lcxafa@126.com

John Loonam
Dublin City University Business School
Ireland
Tel: +353 1 700 61 82
E-mail: john.loonam@dcu.ie

Linley Lord
Director
Curtin Graduate School of Business
Australia
Tel: +61 89 266 4239
E-mail: Lord.Linley@gsb.curtin.edu.au

Eline Loux
Coordinator
Globally Responsible Leadership Initiative Foundation (GRLI)
Belgium
Tel: +32 2 629 08 29
E-mail: eline.loux@grli.org

Yuding Luo
Associate Dean
Shanghai University of Finance and Economics
China
Tel: +86 21 65 44 21 25
E-mail: lyd@mail.shufe.edu.cn
Jean Mulhall
Acting Head of School
The University of Salford
United Kingdom
Tel: +44 161 295 62 75
E-mail: a.c.tivey@salford.ac.uk

Alan Murray
Senior Teaching Fellow
Leeds University Business School
United Kingdom
Tel: +44 113 343 2245
E-mail: am@lubs.leeds.ac.uk

Christian Newman
Department Head
Webster University Vienna
Austria
Tel: +43 664 358 3006
E-mail: newman@webster.ac.at

Wendy Ngoma
Acting Director and Head of School
Wits Business School
South Africa
Tel: +27 11 717 3509
E-mail: wendy.ngoma@wits.ac.za

Brendan O’Dwyer
Professor of Accounting
University of Amsterdam Business School
The Netherlands
Tel: +31 20 525 42 60
E-mail: b.g.d.odwyer@uva.nl

 Guido Palazzo
Professor of Business Ethics
University of Lausanne
Switzerland
Tel: +41 21 311 5521
E-mail: guido.palazzo@unil.ch

Hun Joon Park
Professor
Yonsei University School of Business
South Korea
Tel: +82 2 21 23 25 21
E-mail: hjpark@yonsei.ac.kr

Carole Parkes
Co Director Social Responsibility & Sustainability
Aston Business School
United Kingdom
Tel: +44 121 204 31 95
E-mail: c.l.parkes@aston.ac.uk

Frank Pedersen
Vice Dean, Director of Knowledge Exchange
Business and Social Sciences, Aarhus University
Denmark
Tel: +45 89 486 423
E-mail: fra@asb.dk

Julie Perrin-Halot
Associate Dean
Grenoble Ecole de Management
France
Tel: +33 4 76 70 61 93
E-mail: julie.perrin-halot@grenoble-em.com

Geoff Perry
Dean, Faculty of Business and Law
Auckland University of Technology
New Zealand
Tel: +64 9 921 9999
E-mail: geoff.perry@aut.ac.nz

Sinikka Pesonen
Senior Lecturer
JAMK University of Applied Sciences
Finland
Tel: +358 5 04 47 30 55
E-mail: sinikka.pesonen@jamk.fi

Kai Peters
Chief Executive
Ashridge Business School
United Kingdom
Tel: +44 1442 843 491
E-mail: kai.peters@ashridge.org.uk

Liliana Petrella
Director, Development Initiatives
EFMD
Belgium
Tel: +32 2 629 08 18
E-mail: liliana.petrella@efmd.org
Simon Pickard  
**Director General**  
EABIS The Academy of Business in Society  
Belgium  
Tel: +32 2 539 37 02  
E-mail: simon.pickard@eabis.org

Luca Pirolo  
**Assistant Professor**  
LUIS Business School  
Italy  
Tel: +39 6 85 22 53 83  
E-mail: lpirolo@luiss.it

Stephen Platt  
**International Development + Accreditations**  
Groupe ESCP  
France  
Tel: +33 6 86 64 02 28  
E-mail: stephen.platt@esc-pau.fr

Wulf Plinke  
**Dean**  
ESMT  
Germany  
Tel: +49 30 212 31 10 20  
E-mail: plinke@esmt.org

Andrzej Popadiuk  
**Member of the Board**  
Gdansk Foundation for Management Development  
Poland  
Tel: +48 602 783 666  
E-mail: a.popadiuk@gfkm.pl

Michael Powell  
**Pro Vice Chancellor (Business)**  
Griffith University  
Australia  
Tel: +61 7 37 35 55 41  
E-mail: m.powell@griffith.edu.au

Alison Preston  
**Director**  
Curtin Graduate School of Business  
Australia  
Tel: +61 8 92 66 79 00  
E-mail: a.c.preston@curtin.edu.au

Lydia J Price  
**Associate Dean**  
CEIBS  
China  
Tel: +86 21 28 90 54 91  
E-mail: plydia@ceibs.edu

Christopher Prince  
**Executive Dean**  
Birmingham City University  
United Kingdom  
Tel: +44 121 331 66 01  
E-mail: christopher.prince@bcu.ac.uk

Isabel Ramos  
**Coordinator, Quality Services**  
EFMD  
Belgium  
Tel: +32 2 626 95 49  
E-mail: isabel.ramos@efmd.org

Chino Rao  
**Director**  
UTSA  
United States of America  
Tel: +1 210 458 64 47  
E-mail: chino.rao@utsa.edu

Beth Rayney  
**International Projects, Rankings & Accreditations**  
Deusto Business School  
Spain  
Tel: +34 94 41 39 420  
E-mail: susana.fernandez@deusto.es

Boleslaw Rok  
**Ass.prof.**  
Kozminski University  
Poland  
Tel: +48 2 25 19 22 58  
E-mail: brok@kozminski.edu.pl

Veronique Roumans  
**Manager, Quality Services Department**  
EFMD  
Belgium  
Tel: +32 2 629 08 10  
E-mail: veronique.roumans@efmd.org
<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Organization/University</th>
<th>Country</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elaine Rumboll</td>
<td>Director</td>
<td>Graduate School of Business, UCT</td>
<td>South Africa</td>
<td>+27 2 1406 0342</td>
<td><a href="mailto:elaine.rumboll@gsb.uct.ac.za">elaine.rumboll@gsb.uct.ac.za</a></td>
</tr>
<tr>
<td>Bill Russell</td>
<td>Communications Director</td>
<td>Emerald Group Publishing Ltd</td>
<td>United Kingdom</td>
<td>+44 1274 785 057</td>
<td><a href="mailto:jtomlinson@emeraldinsight.com">jtomlinson@emeraldinsight.com</a></td>
</tr>
<tr>
<td>Ken Russell</td>
<td>Associate Dean</td>
<td>Robert Gordon University</td>
<td>United Kingdom</td>
<td>+44 1224 263 552</td>
<td><a href="mailto:k.russell@rgu.ac.uk">k.russell@rgu.ac.uk</a></td>
</tr>
<tr>
<td>Petri Sahlström</td>
<td>Vice Dean</td>
<td>University of Oulu</td>
<td>Finland</td>
<td>+358 4 07 44 96 55</td>
<td><a href="mailto:petri.sahlstrom@oulu.fi">petri.sahlstrom@oulu.fi</a></td>
</tr>
<tr>
<td>Assadaporn Sapsomboon</td>
<td>Associate Dean of Academic Affairs</td>
<td>Chulalongkorn Business School</td>
<td>Thailand</td>
<td>+66 2 218 57 76</td>
<td><a href="mailto:assadaporn@acc.chula.ac.th">assadaporn@acc.chula.ac.th</a></td>
</tr>
<tr>
<td>Carla Sayegh Hilton</td>
<td>Director - Office for Continuous Improvement</td>
<td>American University of Beirut</td>
<td>Lebanon</td>
<td>+961 135 27 00</td>
<td><a href="mailto:cs12@aub.edu.lb">cs12@aub.edu.lb</a></td>
</tr>
<tr>
<td>Lutz E. Schlange</td>
<td></td>
<td>University of Applied Sciences HTW</td>
<td>Chur</td>
<td>+41 2 863 966</td>
<td><a href="mailto:lutz.schlange@htwchur.ch">lutz.schlange@htwchur.ch</a></td>
</tr>
<tr>
<td>Jörg Schmidt</td>
<td>Head of Department</td>
<td>Akademie Deutscher Genossenschaften ADG</td>
<td>Germany</td>
<td>+49 26 02 14 165</td>
<td><a href="mailto:sabine_vogt@adgonline.de">sabine_vogt@adgonline.de</a></td>
</tr>
<tr>
<td>Friedemann Schulze-Fielitz</td>
<td>Manager, Quality Services Department</td>
<td>EFMD</td>
<td>Belgium</td>
<td>+32 2 629 08 10</td>
<td><a href="mailto:friedemann.schulze-fielitz@efmd.org">friedemann.schulze-fielitz@efmd.org</a></td>
</tr>
<tr>
<td>Axel Schumacher</td>
<td>Associate Dean International Relations</td>
<td>EBS Universität für Wirtschaft und Recht i. Gr.</td>
<td>Germany</td>
<td>+49 6117 102 17 67</td>
<td><a href="mailto:petra.soltau@ebs.edu">petra.soltau@ebs.edu</a></td>
</tr>
<tr>
<td>Maria Matilde Schwalb</td>
<td>Vice President</td>
<td>Universidad del Pacífico</td>
<td>Peru</td>
<td>+51 1 470 61 51</td>
<td><a href="mailto:schwalb_mm@up.edu.pe">schwalb_mm@up.edu.pe</a></td>
</tr>
<tr>
<td>Frank Scrimgeour</td>
<td>Dean</td>
<td>The University of Waikato</td>
<td>New Zealand</td>
<td>+64 7 838 44 15</td>
<td><a href="mailto:scrim@waikato.ac.nz">scrim@waikato.ac.nz</a></td>
</tr>
<tr>
<td>Harjit Sekhon</td>
<td>Head of Department</td>
<td>Coventry University</td>
<td>United Kingdom</td>
<td>+44 247 688 7688</td>
<td><a href="mailto:h.sekhon@coventry.ac.uk">h.sekhon@coventry.ac.uk</a></td>
</tr>
<tr>
<td>Veikko Seppänen</td>
<td>Director</td>
<td>University of Oulu</td>
<td>Finland</td>
<td>+358 4 01 56 28 05</td>
<td><a href="mailto:veikko.seppanen@oulu.fi">veikko.seppanen@oulu.fi</a></td>
</tr>
</tbody>
</table>
Daniel Shapiro  
*Dean*  
Simon Fraser University  
Canada  
Tel: +1 778 782 3640  
E-mail: fbadean@sfu.ca

Piyush Sharma  
*Associate Dean (Internationalization)*  
The Hong Kong Polytechnic University  
Hong Kong  
Tel: +85 227 66 73 67  
E-mail: mshipyush@inet.polyu.edu.hk

Oliver Shiell  
*Chief Representative - Europe*  
Cheung Kong Graduate School of Business  
United Kingdom  
Tel: +44 784 132 3016  
E-mail: olivershieell@ckgsb.edu.cn

André Sobczak  
*Professor*  
Audencia Nantes School of Management  
France  
Tel: +33 6 64 45 65 31  
E-mail: asobczak@audencia.com

Sauli Sohol  
*Deputy Director*  
University of Oulu  
Finland  
Tel: +358 40 15 15 57 45  
E-mail: sauli.sohlo@oulu.fi

Laura Spence  
*Director, Centre for Research into Sustainability*  
Royal Holloway, University of London  
United Kingdom  
Tel: +44 1784 27 64 03  
E-mail: laura.spence@rhul.ac.uk

Udo Steffens  
*President*  
Frankfurt School of Finance & Management  
Germany  
Tel: +49 69 154 00 81 36  
E-mail: u.steffens@fs.de

Raghu Tadepalli  
*Dean*  
Babson College  
United States of America  
Tel: +1 781 239 52 37  
E-mail: rtadepalli@babson.edu

Jorge Talavera  
*President*  
Universidad ESAN  
Peru  
Tel: +51 1 345 13 31  
E-mail: jtalavera@esan.edu.pe

Pierre Tapie  
*Dean & President*  
ESSEC Business School  
France  
Tel: +33 1 34 43 31 01  
E-mail: tapie@essec.fr

Arni Temmes  
*Executive in Residence*  
Aalto University School of Economics  
Finland  
Tel: +358 4 9353 8315  
E-mail: armitemmes@aalto.fi

H. Elizabeth Thompson  
*ASG - Executive Coordinator*  
United Nations  
United States of America  
Tel: +1 212 963 0391  
E-mail: henriettaelizabeth.thompson@un.org

Maria Rosaria Troisi  
*Assistant*  
LUISS Business School  
Italy  
Tel: +39 6 85 22 53 83  
E-mail: mtroisi@luiss.it

Iryna Tykhomyrova  
*President*  
International Management Institute  
Ukraine  
Tel: +380 445 85 02 65  
E-mail: assist@mim.kiev.ua
<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Institution</th>
<th>Country</th>
<th>Tel.</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Julio Urgel</td>
<td>Director, Quality Services</td>
<td>EFMD</td>
<td>Belgium</td>
<td>+32 2 629 08 10</td>
<td><a href="mailto:marielle.vanrenterghem@efmd.org">marielle.vanrenterghem@efmd.org</a></td>
</tr>
<tr>
<td>Roland Van Dierdonck</td>
<td>Associate Director, Quality Services</td>
<td>EFMD</td>
<td>Belgium</td>
<td>+32 2 629 08 10</td>
<td><a href="mailto:marielle.vanrenterghem@efmd.org">marielle.vanrenterghem@efmd.org</a></td>
</tr>
<tr>
<td>Maurits Van Rooijen</td>
<td>Rector Magnificus &amp; CEO</td>
<td>Nyenrode Business Universiteit</td>
<td>The Netherlands</td>
<td>+31 346 29 15 19</td>
<td><a href="mailto:m.lammers@nyenrode.nl">m.lammers@nyenrode.nl</a></td>
</tr>
<tr>
<td>Gerard Van Schaik</td>
<td>Honorary President</td>
<td>EFMD</td>
<td>Belgium</td>
<td>+32 2 629 08 10</td>
<td><a href="mailto:liliane.gaspari@efmd.org">liliane.gaspari@efmd.org</a></td>
</tr>
<tr>
<td>Han Van Son</td>
<td>Lecturer/researcher</td>
<td>Avans Hogeschool</td>
<td>The Netherlands</td>
<td>+31 7 65 23 86 46</td>
<td><a href="mailto:jwa.vanson@avans.nl">jwa.vanson@avans.nl</a></td>
</tr>
<tr>
<td>Olga Veligurska</td>
<td>Head of Projects / Vice-President Alliances</td>
<td>CEEMAN / Challenge:Future</td>
<td>Slovenia</td>
<td>+386 45 792 505</td>
<td><a href="mailto:olga.veligurska@ceeman.org">olga.veligurska@ceeman.org</a></td>
</tr>
<tr>
<td>Frank Vidal</td>
<td>Dean</td>
<td>AUDENCIA</td>
<td>France</td>
<td>+33 2 40 37 34 14</td>
<td><a href="mailto:mmevel@audencia.com">mmevel@audencia.com</a></td>
</tr>
<tr>
<td>David Watson</td>
<td>Director, Bachelor of Business Programs</td>
<td>Monash University</td>
<td>Australia</td>
<td>+61 3 9903 2880</td>
<td><a href="mailto:david.watson@monash.edu">david.watson@monash.edu</a></td>
</tr>
<tr>
<td>Stephen Watson</td>
<td></td>
<td>AACSB</td>
<td>United Kingdom</td>
<td>+44 1223 31 95 27</td>
<td><a href="mailto:srw12@cam.ac.uk">srw12@cam.ac.uk</a></td>
</tr>
<tr>
<td>Carla Wijers</td>
<td>Associate dean Personal Development &amp; Research</td>
<td>TSM Business School</td>
<td>The Netherlands</td>
<td>+31 53 489 4507</td>
<td><a href="mailto:t.holtkamp-marti@tsm.nl">t.holtkamp-marti@tsm.nl</a></td>
</tr>
<tr>
<td>David Williams</td>
<td>Principal Lecturer</td>
<td>Portsmouth Business School</td>
<td>United Kingdom</td>
<td>+44 2392 84 41 58</td>
<td><a href="mailto:david.williams@port.ac.uk">david.williams@port.ac.uk</a></td>
</tr>
<tr>
<td>John Wilson</td>
<td>Executive Dean and Pro Vice-Chancellor</td>
<td>Glasgow Caledonian University</td>
<td>United Kingdom</td>
<td>+44 141 331 3058</td>
<td><a href="mailto:j.e.wilson@gcu.ac.uk">j.e.wilson@gcu.ac.uk</a></td>
</tr>
<tr>
<td>Rebecca Winkelmann</td>
<td>Head of the Dean's Office</td>
<td>WHU - Otto Beisheim School of Management</td>
<td>Germany</td>
<td>+49 261 65 09 153</td>
<td><a href="mailto:rebecca.winkelmann@whu.edu">rebecca.winkelmann@whu.edu</a></td>
</tr>
<tr>
<td>Ulrich Winkler</td>
<td>Vice Dean Education</td>
<td>EBS Business School</td>
<td>Germany</td>
<td>+49 611 7102 1763</td>
<td><a href="mailto:marcia.popaja@ebs.edu">marcia.popaja@ebs.edu</a></td>
</tr>
<tr>
<td>Name</td>
<td>Title</td>
<td>Organization/Address</td>
<td>Tel.</td>
<td>E-mail</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Josef Winter</td>
<td>Chief Compliance Officer</td>
<td>Siemens AG, Germany</td>
<td>+49 89 63 63 25 23</td>
<td><a href="mailto:birgit.forstnig-errath@siemens.com">birgit.forstnig-errath@siemens.com</a></td>
<td></td>
</tr>
<tr>
<td>Sudarso Kaderi Wiryono</td>
<td>Dean</td>
<td>Institut Teknologi Bandung, Indonesia</td>
<td>+62 22 253 1923</td>
<td><a href="mailto:sudarso_kw@sbm-itb.ac.id">sudarso_kw@sbm-itb.ac.id</a></td>
<td></td>
</tr>
<tr>
<td>Matthew Wood</td>
<td>Director of Communications</td>
<td>EFMD, Belgium</td>
<td>+32 2 629 08 10</td>
<td><a href="mailto:matthew.wood@efmd.org">matthew.wood@efmd.org</a></td>
<td></td>
</tr>
<tr>
<td>Stefan Wuyts</td>
<td>Associate Professor</td>
<td>Koç University, Turkey</td>
<td>+90 212 338 1376</td>
<td><a href="mailto:swuyts@ku.edu.tr">swuyts@ku.edu.tr</a></td>
<td></td>
</tr>
<tr>
<td>Liping Xue</td>
<td>Director of Academic Affairs</td>
<td>Shanghai University of Finance and Economics, China</td>
<td>+86 21 65 44 41 24</td>
<td><a href="mailto:xue.liping@mail.shufe.edu.cn">xue.liping@mail.shufe.edu.cn</a></td>
<td></td>
</tr>
<tr>
<td>Dana Zadrazilova</td>
<td>Dean</td>
<td>University of Economics, Prague, Faculty of International Relations, Czech Republic</td>
<td>+420 224 09 52 01</td>
<td><a href="mailto:zadrazil@vse.cz">zadrazil@vse.cz</a></td>
<td></td>
</tr>
<tr>
<td>Jie Zhang</td>
<td>Accreditation Manager</td>
<td>Shanghai University of Finance and Economics, China</td>
<td>+86 21 65 44 21 25</td>
<td><a href="mailto:annie@mail.shufe.edu.cn">annie@mail.shufe.edu.cn</a></td>
<td></td>
</tr>
<tr>
<td>Jiping Zhu</td>
<td>Director</td>
<td>School of Management, Zhejiang University, China</td>
<td>+86 571 88 20 64 02</td>
<td><a href="mailto:jpzhu@zju.edu.cn">jpzhu@zju.edu.cn</a></td>
<td></td>
</tr>
<tr>
<td>Maurizio Zollo</td>
<td>Full Professor</td>
<td>Universita BOCCONI, Italy</td>
<td>+39 2 58 36 25 25</td>
<td><a href="mailto:lucia.scialandrone@unibocconi.it">lucia.scialandrone@unibocconi.it</a></td>
<td></td>
</tr>
</tbody>
</table>

List of participants 24/05/2011 – 2011 PRME Summit
<table>
<thead>
<tr>
<th>FAMILY/NAME</th>
<th>FIRSTNAME</th>
<th>FUNCTION</th>
<th>COMPANY</th>
<th>COUNTRY</th>
<th>EMAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Williams</td>
<td>David</td>
<td>Principal Lecturer</td>
<td>Portsmouth Business School</td>
<td>United Kingdom</td>
<td><a href="mailto:david.williams@port.ac.uk">david.williams@port.ac.uk</a></td>
</tr>
<tr>
<td>Russell</td>
<td>Ken</td>
<td>Associate Dean</td>
<td>Robert Gordon University</td>
<td>United Kingdom</td>
<td><a href="mailto:k.russell@rgu.ac.uk">k.russell@rgu.ac.uk</a></td>
</tr>
<tr>
<td>Gioniasi</td>
<td>Laura</td>
<td>Director, Centre for Research into Sustainability</td>
<td>Royal Holloway, University of London</td>
<td>United Kingdom</td>
<td><a href="mailto:lara.gioniasi@rhul.ac.uk">lara.gioniasi@rhul.ac.uk</a></td>
</tr>
<tr>
<td>Mulholl</td>
<td>Alan</td>
<td>Acting Head of School</td>
<td>The University of Salford</td>
<td>United Kingdom</td>
<td><a href="mailto:a.c.mulholland@salford.ac.uk">a.c.mulholland@salford.ac.uk</a></td>
</tr>
<tr>
<td>Gosling</td>
<td>Jonathan</td>
<td>Director</td>
<td>University of Exeter</td>
<td>United Kingdom</td>
<td><a href="mailto:jonathan.gosling@exeter.ac.uk">jonathan.gosling@exeter.ac.uk</a></td>
</tr>
<tr>
<td>Hopkinson</td>
<td>Paul</td>
<td>Director of Studies</td>
<td>University of Gloucestershire</td>
<td>United Kingdom</td>
<td><a href="mailto:phopkinson@glas.ac.uk">phopkinson@glas.ac.uk</a></td>
</tr>
<tr>
<td>Fuller</td>
<td>Ted</td>
<td>Faculty Director of Research</td>
<td>University of Lincoln</td>
<td>United Kingdom</td>
<td><a href="mailto:tfuller@lincoln.ac.uk">tfuller@lincoln.ac.uk</a></td>
</tr>
<tr>
<td>Northman</td>
<td>Michael</td>
<td>Chief Executive Officer</td>
<td>University of Manchester</td>
<td>United Kingdom</td>
<td><a href="mailto:m.northman@man.ac.uk">m.northman@man.ac.uk</a></td>
</tr>
<tr>
<td>Burdette</td>
<td>Jon</td>
<td>Senior Lecturer</td>
<td>University of Sheffield</td>
<td>United Kingdom</td>
<td><a href="mailto:j.burdette@sheffield.ac.uk">j.burdette@sheffield.ac.uk</a></td>
</tr>
<tr>
<td>Adcock</td>
<td>Andy</td>
<td>Director of Academic Development</td>
<td>University of Surrey</td>
<td>United Kingdom</td>
<td><a href="mailto:a.adcock@surrey.ac.uk">a.adcock@surrey.ac.uk</a></td>
</tr>
<tr>
<td>Hawkins</td>
<td>Dennis</td>
<td>Dean, Undergraduate School</td>
<td>Babson College</td>
<td>United States of America</td>
<td><a href="mailto:dhawkins@babson.edu">dhawkins@babson.edu</a></td>
</tr>
<tr>
<td>Leadbetter</td>
<td>Rhys</td>
<td>Dean</td>
<td>Babson College</td>
<td>United States of America</td>
<td><a href="mailto:rleadbetter@babson.edu">rleadbetter@babson.edu</a></td>
</tr>
<tr>
<td>Bueno</td>
<td>Tony</td>
<td>Professor and Coordinator, Alliance for E&amp;SR</td>
<td>Bentley University</td>
<td>United States of America</td>
<td><a href="mailto:tbueno@bentley.edu">tbueno@bentley.edu</a></td>
</tr>
<tr>
<td>Johnstone</td>
<td>Scott</td>
<td>Dean</td>
<td>Boston College</td>
<td>United States of America</td>
<td><a href="mailto:sjohnstone@bc.edu">sjohnstone@bc.edu</a></td>
</tr>
<tr>
<td>Hemera</td>
<td>Lora</td>
<td>Manager, Principle for Responsible Management Education</td>
<td>United States of America</td>
<td><a href="mailto:hemera@hongbiodiversity.org">hemera@hongbiodiversity.org</a></td>
<td></td>
</tr>
<tr>
<td>Hartle</td>
<td>Annas</td>
<td>Head</td>
<td>Principle for Responsible Management Education</td>
<td>United States of America</td>
<td><a href="mailto:ahartle@sun.org">ahartle@sun.org</a></td>
</tr>
<tr>
<td>Frank</td>
<td>Michael</td>
<td>Senior Vice President Academic Programs and Dean</td>
<td>UMass Graduate School</td>
<td>United States of America</td>
<td><a href="mailto:mfrank@umass.edu">mfrank@umass.edu</a></td>
</tr>
<tr>
<td>Thompson</td>
<td>H. Elizabeth</td>
<td>AGS, Executive Coordinator</td>
<td>United Nations</td>
<td>United States of America</td>
<td><a href="mailto:elizabeth.thompson@un.org">elizabeth.thompson@un.org</a></td>
</tr>
<tr>
<td>Gomez</td>
<td>Lisa Marie</td>
<td>Director</td>
<td>UFSU</td>
<td>United States of America</td>
<td><a href="mailto:lgomez@ufl.edu">lgomez@ufl.edu</a></td>
</tr>
<tr>
<td>Doan</td>
<td>John</td>
<td>Director</td>
<td>UFSU</td>
<td>United States of America</td>
<td><a href="mailto:jdoan@ufl.edu">jdoan@ufl.edu</a></td>
</tr>
<tr>
<td>Wir</td>
<td>Reza</td>
<td>Professor</td>
<td>William Paterson University</td>
<td>United States of America</td>
<td><a href="mailto:mwir@wpv.edu">mwir@wpv.edu</a></td>
</tr>
</tbody>
</table>

2011 PRME Summit - Participant List - 24 May 2011
CONFERENCE VENUE
Rue Gineste 3
1210 City of Brussels, Belgium
02 203 62 00
crowneplazabrussels.be

Hôtel Le Dôme
Boulevard du Jardin Botanique
9-12-13
1000 City of Brussels, Belgium
02 218 06 80
hotel-le-dome.be

Hilton Brussels City Hotel
Place Charles Rogier 20
1210 City of Brussels, Belgium
02 203 31 25

Thon Hotel Brussels City Centre
Avenue du Boulevard 17
1210 City of Brussels, Belgium
02 205 15 08

HOTEL LE PLAZA BRUSSELS

GALA DINNER VENUE
Boulevard Adolphe Max 118
1000 City of Brussels, Belgium
02 278 01 00
PRINCIPLE 1

PURPOSE: We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

PRINCIPLE 2

VALUES: We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

PRINCIPLE 3

METHOD: We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

PRINCIPLE 4

RESEARCH: We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

PRINCIPLE 5

PARTNERSHIP: We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

PRINCIPLE 6

DIALOGUE: We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We understand that our own organizational practices should serve as example of the values and attitudes we convey to our students.