

## 2013 EFMD Annual Conference



[Kariuki C. Ngugi](#) , Associate Dean of Undergraduate Studies and School Operations attended the EFMD 2013 Annual Conference in Brussels, Belgium between 10<sup>th</sup> and 11<sup>th</sup> June, 2013 as a representative of the School. The theme of the conference was “Does Management education Create Impact”. [Photos](#)

The conference was chaired by **Philippe Haspelslaph**, Dean, Vlerick Business School, Belgium. He gave the opening remarks highlighting the timeliness of the theme. The plenary sessions presenters were David, Dong, Ron, Haward and Soumitra as highlighted next [Programme](#).

[David A. Wilson](#), President CEO, Graduate Management Admission Council (GMAC) of USA, in his key note speech, on the theme “Fasten your Seatbelts”, highlighted that these are indeed turbulent times for all higher education throughout the world. Things that we thought we understand five years ago are now unfathomable. He offered his thoughts on paths to the future.

[Dong-Sung Cho](#), Professor of Strategy at Seoul National University, South Korea talked on the issue of “Efficiency and Creativity”: The impact of Management Education upon Business and Economy in Asia. His presentation provided guidelines for the future, exploring the new trends of Management education towards creativity its likely impact upon business communities and national economies.



**Ron Nahser**, Senior Wicklander Fellow & Director, Urban Sustainable Management Programs Institute for Business and Professional Ethics, Driehaus College of Business, Depaul University, USA, talked on the theme “Beyond the Box”. He discussed the question whether Management education is about codifying current dominant practices or whether it is about shaping new types of organizations across all sectors of society. We should embrace a world where traditional divisions between business and other actors are being re-conceived.

**Howard Lurie**, Vice President for External Affairs, EdX, USA, gave a talk based on the theme “Reinventing Education”. He emphasized need for adoption of Massively Open Online Courses (MOOCs) which represents the beginning of a massive shift in the traditional University business model. He insinuated that while Schools traditionally held a monopoly on great content, it is now being opened up to the rest of the world for free. He informed that EdX created by MIT and Harvard University in 2012 is one of the leading international providers of MOOCs.

**Soumitra Dutta**, Dean, Samuel Curtis Johnson Graduate School of Business, Cornell University, USA provided way forward on “Preparing our schools for upcoming challenges”. He dealt with the question whether Business School satisfy the expectations and needs of their stakeholders. He highlighted the need to adopt to the challenges of the future in order to remain relevant and that research should be geared more towards solving practical problems.

**Breakout Sessions** addressed several issues guided by the sub-themes: Situations and directions by business schools in various regions of the world; and sustainable Business Strategies to create wealth from less resource.