

**Press release,  
January 26, 2010**

## **WU as center of the international business school community**



**On Thursday the 29th and Friday the 30th of January, WU will host the world's most important and influential meeting of business school deans. About 300 participants from 45 countries will converge in Vienna for the 2010 EFMD Meeting for Deans & Directors General.**

Organizer of the meeting is the "European Foundation for Management Development" (EFMD), an international organization based in Brussels. With more than 730 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. EFMD is recognized globally as an accreditation body of quality in management education and has established accreditation services (such as EQUIS European Quality Improvement System) for business schools and business school programs, corporate universities and technology-enhanced learning programs.

### **Well known international business schools at WU**

The 2010 annual "EFMD Meeting for Deans & Directors General" with the theme "What Deans are interested in" will take place at WU. Chaired by Prof. Nakiye Boyacigiller, Dean of Faculty of Management, Sabanci University, Turkey, the meeting will feature a mix of plenary and parallel workshop sessions with exceptional networking opportunities for deans. Representatives of university management from well known institutions like University of Oxford, HEC Paris, Michigan State University, ESADE Barcelona, SDA Bocconi or Warwick Business School will participate.

### **Plenary session highlights**

After the welcoming speeches from Eric Cornuel, Director General and CEO of EFMD, WU Rector Christoph Badelt and Chair Nakiye Boyacigiller, Andreas Treichl, CEO of the Erste Group Bank AG will talk about "Sustainability". The aim of this session is to give the participants an understanding of how global companies deal with sustainable issues and how this will affect Business Schools' attitude in the future.

After Mr. Treichl's talk, the critical view of some students about business schools today will be discussed. What, in their opinion, is missing, what would they do differently, and why?

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Since the EFMD Meeting will be dealing with trends and contemporary issues, the exposure to the financial crisis will also be an issue. Which long-term effects on business schools can be expected? Ewald Nowotny, Governor of the Oesterreichische Nationalbank, will talk about this topic.

Sijbolt Noorda (President, Association of Universities in the Netherlands) will then define the future of business schools and their role in today's society.

International experts will also discuss how different emerging markets are affected by the crisis in their own countries, and how each country is reacting to it. What are the prospects for business school markets in the next five years?

Parallel sessions will cover numerous different topics, including

- Bologna: an update
- Sustainability in business school curricula
- Teaching and learning
- Demographic changes / Demographic challenges
- New management opportunities for business school growth
- International collaboration among business schools
- The future direction of MBA programs
- Management and governance of business schools
- Faculty: compensation models
- Labor market perspectives linked to demographic issues

For more information on the event, please visit - [www.efmd.org/conferences](http://www.efmd.org/conferences)

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