

Lecture: The Future of Management Education and Research in a Globalized and Digital World

Date: Tuesday, October 8th, 12 noon

Place: Club Room at WU's Library and Learning Center

Speaker: Professor Éric Cornuel, President of the European Foundation for Management Development (EFMD), Brussels, Belgium

Abstract

In his talk, the President of EFMD will present the most recent challenges in the world of business schools with special focus on globalization and digitalization. These include the increased mobility and new forms of internationalization ranging from international hubs and spin-offs to campuses abroad. Digital transformation includes the role technology in education, short cycle degrees and the ever changing role of MOOCS. Special attention will be given to the importance of accreditation and collaborative networks when addressing these changes.

About the speaker

Prof. Eric Cornuel is the Director General & CEO of EFMD in Brussels, Belgium, and of the EFMD Global Network Geneva, Hong Kong & Miami. Eric started his career as an entrepreneur by setting up a hydroelectric power plant in France at the beginning of the 90's. He served as Dean of KIMEP, the leading Business and Economics school in Central Asia, from 1997 to 1999. He was awarded a honorary professorship for his achievements there. From 1996 to the present, Eric Cornuel has been affiliate Professor at HEC Graduate School of Management, Paris. Eric Cornuel is, among others, a Board Member of the EIASM, CEIBS and the GFME (Global Foundation for Management Education).