

**Press release**  
**May 7, 2015**



# **WU joins the Global Business School Network**



**The Global Business School Network (GBSN) is an association of 72 universities from 31 countries. The member schools are renowned universities with outstanding standards in teaching and research that act as leading academic institutions in their respective regions. WU was admitted to this prestigious global network at the latest GBSN Academic Advisory Board meeting.**

GBSN was founded in 2003 as the result of an initiative launched by Guy Pfeffermann, former Chief Economist of the World Bank Group's International Finance Corporation. GBSN's primary goal is to promote management education in developing countries.

## **Advisory services for developing business schools and academic programs**

To achieve its mission of building management education capacity for the developing world, GBSN harnesses the expertise of a network of renowned business schools around the world to stimulate the development of local management education capacity. GBSN sees these efforts as an important contribution to help generate prosperity in developing countries. Since its establishment, GBSN has implemented numerous initiatives, focusing especially on the development and evaluation of degree programs, advisory services for the establishment or further development of business schools, peer monitoring, and workshops for university staff in the member schools' home countries.

## **Sharing best practices in management education**

One of the main ideas behind these activities is to learn from each other. GBSN gives member schools the opportunity to exchange expertise and experience and to share innovative approaches, trends, and best practices. This exchange benefits all GBSN partner schools. The members contribute their specific strengths to GBSN's programs, promoting international cooperation and exchange. "Our membership in GBSN is a further important aspect of the steps we've been taking at WU to strengthen our 'third mission,' that is our social responsibility and commitment," says Rector Christoph Badelt. "To be admitted to the GBSN network is not only a sign of WU's international renown, but also a call for us to live up to our responsibility, make a contribution to solving the international social challenges of our time, and to remain true to the steps we've already taken."

Further information on GBSN: <http://www.gbsnonline.org/>

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