

IACBE ANNUAL CONFERENCE – REGION 9

16 – 18 October 2024

Swiss School of Management Milan – Brescia

Regus – Via Turati 30, 20121 Milan, IT

INTERNATIONALIZATION, PARTNERSHIPS, SUSTAINABILITY & INCLUSIVITY IN HIGHER EDUCATION

DAY 1 – 16 October 2024

8:30 – 8:55

Registration

9:00 - 9:30

WELCOME TO PROGRAM

Lisa Marchese & Stefano Anzuinelli
SSM Milan - Brescia

Introduction to Conference Theme

Elizabeth Soliday-Nau, PhD
IACBE Region 9 President

9:30 - 10:15

Keynote Address

**IMPORTANCE OF INTERNALIZATION OF BUSINESS
EDUCATION TO EMPOWER THE NEXT GENERATION OF
LEADERS**

**confirm speaker*

10:15 – 10:30

Morning Break

10:30 – 11:45	GLOBAL BUSINESS LEADERSHIP IN THE AI ERA: INTEGRATING AI INTO THE BUSINESS SCHOOL CURRICULA <i>*confirm speaker</i>
11:45 - 12:30	WORKSHOP EXERCISE *CULTURAL DIMENSIONS DISCOVERY QUEST
12:30 - 14:00	Lunch
14:00 – 14:15	UPDATE FROM IACBE Laurie Yates
14:15 - 16:30	**GROUP WORKSHOPS Lisa Marchese Introduction to Topics & Group Assignments <i>*See topics & research questions listed below.</i>
16:30 - 17:30	USING MUSIC TO FOSTER CROSS-CULTURAL COLLABORATION & PARTNERSHIPS Music4Diplomacy Project Valentina Volpe Andreazza Mezzosoprano, International Cultural Ambassador & Project founder
17:30 - 17:45	RECAP DAY 1 & ANNOUNCEMENTS Michal Pronobis IACBE Region 9 V-P
18:00 -	NETWORKING APERITIVO Performance by Valentina Andreazza

DAY 2 – 17 October 2024

8:30 – 9:00	Registration
9:00 - 9:15	Welcome to Day 2 of Program Announcements
9:15 - 10:15	TEACHING SUSTAINABLE PRACTICES IN SUPPLY CHAIN MANAGEMENT <i>*confirm speaker</i>
10:15 – 10:30	Morning Break
10:30 – 12:00	Fostering Collaboration Between Business Leaders & Educators to Meet the Challenges of the Evolving Global Marketplace PANEL DISCUSSION & Q & A WITH BUSINESS LEADERS <i>Topics:</i> 1) Understanding Needs of Global Businesses, 2) Integrating Real World Experiences into Business 3) Joint Research & Innovation Initiatives 4) Building Sustainable Partnerships. <i>*Confirm panelists</i>
12:00 – 13:30	Lunch
13:30 - 16:30	GROUP PRESENTATIONS & DISCUSSION
16:30 - 17:00	UPDATE FROM PEREGRINE GLOBAL SERVICES

17:00 – 17:15

RECAP DAY 2 & ANNOUNCEMENTS

Soula Kyriakou

IACBE Region 9 Secretary

AWARDING OF CERTIFICATES TO PARTICIPANTS

Officers of IACBE Region 9

19:30

GALA DINNER

Day 3 – 18 October 2024

9:00 – 13:00

PRESENTATION OF PAPERS

Academic Papers

14:00

Networking & Recreational Activity

*Walking Tour of Milan

*Visit to Pinacoteca di Brera Art Gallery

**Tours will be scheduled to allow participants to participate in both activities if they choose.*

DESCRIPTION OF PROGRAM ACTIVITIES

***The Cultural Dimensions Discovery Quest** (45 minutes)

This is an icebreaker activity modeled after Professor Hofstede's cultural dimensions theory to facilitate interaction and connectivity amongst the program participants. The objective is to encourage participants to go beyond surface level introductions to delve into meaningful discussions about cultural diversity, internationalization, sustainability, and inclusivity in business education.

A series of question cards would be prepared in advance relating to each of Hofstede's cultural dimensions (e.g., power distance, individualism v. collectivism, uncertainty avoidance, etc.) The participants would be placed into small groups

with each group receiving a set of question cards. Each group member takes turns answering the questions and sharing their experiences. An example of a question could be, *“Can you share an experience where you noticed a significant difference in how authority is perceived in different cultures?”* This activity takes 30 minutes.

After the group discussions, there would be a 15 minute period of group sharing where each group would select 1 or 2 interesting insights from its discussion to share with the everyone. At the end, there would be a final wrap up of 1 to 2 minutes summarizing the work of the group.

****GROUP WORKSHOPS**

Objective: the goal of the workshop is for each group to engage in a critical analysis of its assigned topic, identify the core issues that impact business education.

Instructions: the participants will be divided into 4 groups (depending on the number of participants). Each group will be assigned a topic from the list below. During the workshop, each group will outline responses to the topic and prepare a position paper outlining their analysis, insights and recommendations that will be presented to all participants on Day 2 of the Conference.

Topics:

1. What are the most effective strategies for integrating internationalization into business education curricula to prepare students for the global business environment?
2. How can business schools effectively incorporate sustainability and corporate social responsibility (CSR) into their curricula to foster responsible future business leaders?
3. How can business schools and industry partners collaborate to enhance the relevance and impact of business education in addressing real world challenges?

4. What role can technology play in enhancing international business education, and how can universities effectively implement and utilize these technologies?