



REGIONAL ASSEMBLY CONFERENCE – REGION 9 EUROPEAN

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-Nauj, PhD

IACBE Region 9 President

9:30 - 10:15

Keynote Address

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

Alessandro Pinto, President & Founder
Italian-American Sports Foundation

SUMMARY: Alessandro Pinto is a leading figure in the field of international sports and social responsibility. He has extensive experience organizing sporting events

for international organizations including the United Nations, FIFA, and UNICEF. In 2019, Alessandro founded the “Italian American Sports Foundation” which operates out of New York and Rome. Alessandro is a frequent presenter at business schools, NGOs, and other international organizations. He will lead an interactive and engaging presentation on the significant role sports can play in the internationalization of business education by providing unique opportunities for cross-cultural engagement, real world business experiences, and interdisciplinary learning.

10:15 – 10:30

Morning Break

10:30 – 12:00

**GLOBAL BUSINESS LEADERSHIP IN THE AI ERA:
INTEGRATING AI INTO THE BUSINESS SCHOOL
CURRICULA**

[Daniele Plosch, Chief Commercial Officer](#)

[ProfessionAI](#)

[Federico Costa, CEO](#)

[Cardinal](#)

SUMMARY: Daniele Plosch is a trained Neuroscientist turned AI entrepreneur. He is the Chief Commercial Officer of ProfessionAI, a consulting company that provides customer training for executives in the field of digital transformation. Federico Costa is the founder and CEO of Cardinal, a company that develops apps using blockchain. His company helps businesses to revolutionize through the use of web3, blockchain and communities. Daniele and Federico are collaborators and frequent speakers and consultants to a wide range of companies and professional associations on the latest applications of AI for business. They will discuss ways in which AI can be better integrated into business curricula. They will explore how AI can be leveraged to enhance international business education.

12:00 - 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

**See topics & research questions listed below.*

16:30 - 17:30

**USING MUSIC TO FOSTER CROSS-CULTURAL
COLLABORATION & PARTNERSHIPS**

[Music4Diplomacy Project](#)

[Valentina Volpe Andreatza](#)

[Mezzosoprano, International Cultural Ambassador
& Project founder](#)

SUMMARY: Valentina Andreatza is an accomplished mezzosoprano known for her captivating performances throughout Europe. She is the Director of the Coro delle Voci Bianche at La Scala. Valentina has also performed in prestigious venues throughout the world, having collaborated with many renowned musicians. She is also recognized for her contributions to intercultural dialogue through music. Valentina is the founder of Music4Diplomacy, a project that seeks to use music as a tool for international dialogue and cultural exchange. Through the universal language of music, the project aims to connect people from diverse cultures, and encourage collaboration and understanding across borders. Valentina will offer her insights on how projects such as Music4Diplomacy can be important collaborators in the internationalization of business education.

17:30 - 17:45

RECAP DAY 1 & ANNOUNCEMENTS

[Michal Pronobis](#)

[IACBE Region 9 V-P](#)

18:00

NETWORKING APERITIVO

[Performance by Valentina Andreatza](#)

DAY 2 – 17 October 2024

8:30 – 8:45	Registration
8:45 - 9:00	Welcome to Day 2 of Program Announcements
9:00 - 10:15	INTEGRATING SUPPLY CHAIN MANAGEMENT & SUSTAINABLE BEST BUSINESS PRACTICES IN BUSINESS CURRICULA Nicola Guerini Director-General & Professor in Entrepreneurship Milan Fashion Institute
	<p>SUMMARY: The fashion industry has emerged as a leader in supply chain management and sustainable business practices, driven by growing consumer demand for ethical and eco-friendly products. The industry has adopted circular economy principles, emphasizing the reduction of waste and the reuse of materials. By prioritizing sustainability, the fashion sector not only has addressed environmental and social concerns, but it is also setting a benchmark for other industries. Nicola Guerini is the Director-General of the prestigious Milan Fashion Institute which is the higher education school of management of Camera Nazionale della Moda Italiana. He specializes in the areas of corporate strategy, entrepreneurship, business planning and management of fashion companies. He advises Italian and international companies in the fashion, luxury, and lifestyle sectors, with particular attention on start-up projects. Nicola also engages in international cooperation projects for government agencies and educational institutions.</p>
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

Topics:

- 1) Understanding Needs of Global Businesses,
- 2) Integrating Real World Experiences into Business
- 3) Joint Research & Innovation Initiatives
- 4) Building Sustainable Partnerships.

PANELISTS:

Vincenzo Melilli, Partner, Bugnion S.p.A

Patrizia Beltrami, Brand Advisor & Consultant

Cristina Periti, Partner, Fantozzi e Associati

MODERATOR: Lisa M. Marchese

SUMMARY: This is a panel consisting of leading business professionals who are also adjunct professors actively teaching in various business programs at Italian universities. In a moderated discussion with Q and A, they will share their insights, experiences, and ideas for fostering collaboration between business professionals and educators to improve program curricula and help students meet the challenges of the evolving global marketplace.

12:00 – 13:30

Lunch

13:30 - 16:30

GROUP PRESENTATIONS & DISCUSSION

16:30 - 17:00

UPDATE FROM PEREGRINE GLOBAL SERVICES

[Katalin Kovacs](#)

17:00 – 17:15

RECAP DAY 2 & ANNOUNCEMENTS

[Soula Kyriakou](#)

[IACBE Region 9 Secretary](#)

AWARDING OF CERTIFICATES TO PARTICIPANTS

[Officers of IACBE Region](#)

19:30

GALA DINNER

Day 3 – 18 October 2024

9:00 – 13:00

PRESENTATION OF PAPERS

Academic Papers

14:00 – 16:00

Networking & Recreational Activity

Walking Tour of Milan - led by Gianluca Preti

SUMMARY: Born and raised in Milan, Gianluca Preti is passionate about his native city. He is a professional tour guide who loves to show visitors what he refers to as the “hidden and somewhat shy treasures” of Milan. Gianluca (or “Luca”) enjoys meeting people from various places and cultures throughout the world. Gianluca has prepared a wonderful 2 hour walking tour. The tour will begin at Piazza Missori where Gianluca will meet the group. From there he will show the group some of the oldest and most historic buildings that comprise part of the University of Milan. He will then take the group to Piazza del Duomo, the famous Galleria Vittorio Emanuele II shopping mall, the financial district, the Castello near Parco Sempione. The tour will end in Brera in front of the entrance to Pinacoteca di Brera. ****Additional details will be distributed to those that sign up for the tour.***

16:30 – 18:00

Pinacoteca di Brera Art Gallery

SUMMARY: For those that signed up for the visit to Pinacoteca di Brera, an IACBE representative will meet the group at the end of the walking tour and escort them to the entrance of the art gallery to start their self-guided tour. Admission is by reservation only so those wishing to visit must sign up in advance. Visitors are allowed 90 minutes to see the collection.

****Additional details will be distributed to those that sign up for the tour.***

The collection of the Pinacoteca di Brera includes some of the greatest masterpieces of Italian and foreign art from the 13th through the 20th centuries. Its collection includes works from Caravaggio, Raphael, Modigliani, Boccioni, Mantegna, Hayez, and more. For more information on Pinacoteca di Brera, its history and collection: <https://pinacotecabrera.org/visita/>

DESCRIPTION OF PROGRAM ACTIVITIES

***The Cultural Dimensions Discovery Quest** (30 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?