



**REGIONAL ASSEMBLY CONFERENCE – REGION 9 EUROPEAN**

**16 – 18 October 2024**

**Swiss School of Management Milan – Brescia**

**Viale Cassala 30 20143 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

SSM Milan - Brescia

Introduction to Conference Theme

Elizabeth Soliday-Nau, PhD

IACBE Region 9 President

9:30 - 10:15

*Keynote Address*

**INTERNALIZATION OF BUSINESS EDUCATION:**

***Past, Present & Future***

Massimiliano Bracalé, Founding President

Swiss School of Management

Chiara Airoidi, COO & Co-founder, CLOOV S.RL

**SUMMARY:** The keynote presentation will feature two dynamic entrepreneurs—one a seasoned business leader, the other a rising star in the industry—as they share their unique perspectives on the evolving landscape of business education. This keynote will explore the traditional models that shaped international business education, the current trends and challenges shaping today’s global classrooms, and the opportunities ahead for fostering innovation, cross-border collaboration, and the development of future-ready talent. Prepare for an insightful conversation on how business education can continue to meet the demands of an increasingly interconnected world.

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	<b>WORKSHOP EXERCISE</b> <b>*<i>CULTURAL DIMENSIONS DISCOVERY QUEST</i></b>
12:30 - 14:00	Lunch <i>*Catered on site at Conference venue</i>
14:00 – 14:15	<b>UPDATE FROM IACBE</b> <a href="#">Laurie Yates</a>
14:15 - 16:30	<b>**GROUP WORKSHOPS</b> <a href="#">Lisa Marchese</a> Introduction to Topics & Group Assignments <i>*See topics &amp; research questions listed below.</i>
16:30 - 17:30	<b>USING MUSIC TO FOSTER CROSS-CULTURAL COLLABORATION &amp; PARTNERSHIPS</b> <a href="#">Music4Diplomacy Project</a> <a href="#">Valentina Volpe Andreazza</a> <a href="#">Mezzosoprano, International Cultural Ambassador &amp; Project founder</a>

**SUMMARY:** Valentina Andreazza 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**  
*\*Hosted on site at Conference venue*  
Special performance by Valentina Andreazza  
*\*Accompanied by renowned harpist, Adriano Sangineto*

**DAY 2 – 17 October 2024**

- 9:00 – 9:30      Registration
- 9:15 - 9:30      **Welcome to Day 2 of Program**  
Announcements
- 9:30 - 10:00      **UPDATE FROM PEREGRINE GLOBAL SERVICES**  
Katalin Kovacs
- 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 & 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

*\*Catered on site at Conference venue.*

13:30 - 15:15

**GROUP PRESENTATIONS & DISCUSSION**

15:00 – 15:30

Afternoon Break

15:30 – 16:45

**INTEGRATING SUPPLY CHAIN MANAGEMENT &  
SUSTAINABLE BEST BUSINESS PRACTICES IN  
BUSINESS CURRICULA**

Nicola Guerini

Director-General & Professor in Entrepreneurship

Milan Fashion Institute

**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.

16:45 – 17:15

**RECAP DAY 2 & ANNOUNCEMENTS**

Elizabeth Soliday-Nau, PhD  
IACBE Region 9 President

17:15 – 17:30

**AWARDING OF CERTIFICATES TO PARTICIPANTS**

Officers of IACBE Region

19:30

**GALA DINNER**

Asso di Fiori osteria dei formaggi  
Alzaia Naviglio Grande 54, 20144 Milano

Asso di Fiori is a charming restaurant located in the heart of Milan in the Navigli district, an area famous for its vibrant atmosphere and picturesque canals that were originally designed by Leonardo da Vinci.

Although the Navigli district is a pedestrian zone, Asso di Fiori is easily accessible by public transportation.

\*By **Metro**: take Line M2 (Green Line) to the Porta Genova station. From there, it is a short walk to the Navigli area and Asso di Fiori is only a 5-minute walk away, passing along the scenic canals.

\*By **Tram**: take Tram 9 or Tram 2 and get off at the Porta Genova stop (which is next to the Metro stop).

### **Day 3 – 18 October 2024**

9:00 – 13:00                      **PRESENTATION OF PAPERS**  
*Academic Papers*

#### **Presentation Schedule:**

9:00 – 9:30                      **INTRODUCTION**  
Elizabeth Soliday-Nauai, PhD  
IACBE Region 9 President

9:30 – 10:00                      **FIRST PRESENTER**  
“When Cultures Meet: How can we Assess the Effectiveness of Alternative Teaching and Learning Techniques for Students Taught by Foreign Professors?”  
Author: Peter Canellis, PhD, PE

10:00 – 10:30                      **SECOND PRESENTER**  
Effect of Covid 19 on College Students' Self - Reported Satisfaction Scores  
Author: Maxine Lubner

10:30 – 10:45                      Morning Break

10:45 – 11:15                      **THIRD PRESENTER**  
Analyze the existing academic program materials to evaluate the effectiveness in communicating key aspects of student progress and expectation management.  
Author: Sangwon Park

11:15 – 12:00                      **RECAP/DISCUSSION/CONCLUDING THOUGHTS**

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

**Networking & Recreational Activity**

**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.

The collection of the Pinacoteca di Brera includes some of the greatest masterpieces of Italian and foreign art from the 13<sup>th</sup> through the 20<sup>th</sup> 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/>

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

## **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?