

2016 Summer Newsletter

ISM's Inaugural Graduation Ceremony

Registration is open for the November 12th event

Accreditation Activities

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Introducing ISM's Executive Leadership Team

Redefining Executive Education

International School of Management

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ISM's Inaugural Graduation Ceremony

ISM is pleased to invite our community to the inaugural graduation ceremony taking place on November 12, 2016, in Paris, France. ISM alumni from all programs, regardless of graduation year, are invited to participate. Current students, professors, staff, and invited guests are welcome to celebrate the graduates as part of the audience.

All guests must register here before August 15, 2016. Graduating students can order their regalia online. Caps, hoods, and gowns are program specific and will be available for pickup on the day of graduation only at the graduation location starting at noon. ISM staff will be on site for assistance.

The graduation ceremony will begin at 2 p.m. at the Club de l'Etoile, located at 14 rue Troyon, 75017 Paris, and will be followed by a reception. Later that evening, ISM will also be organizing an optional dinner at 7:30 p.m.

If you have any questions about the graduation, please contact Janani Siva at **janani.siva@ism.edu**.

Date: Saturday, November 12, 2016

Time: 2 p.m.

Location: Club de l'Etoile, 14, rue Troyon, 75017 Paris

Website: **http://bit.ly/ISMGrad**

Introducing ISM's Executive Leadership Team

Last January, the ISM Board of Directors created the Executive Leadership Team. Its mission is to address all high-level operational decisions the institute must make, as well as the implementation of measures designed to achieve strategic objectives. The team will meet on a monthly basis to ensure that all departments of the school are consistent in their decision-making and that the entire ISM community is evolving in the desired direction.

The Executive Leadership Team includes:

Maurice Forget, Executive Director

Maurice completed a Master of Law (LL.M.) at Panthéon-Assas University, specializing in International Law with a concentration in International Investment Law, International Trade & Commerce Law and International Private Law. During this time, he joined the ISM team in Paris as the school's Risk Officer. He was appointed ISM's Executive Director in 2014, and was also elected to the ATHEA Board of Directors as its Secretary in 2015. Mr. Forget is currently pursuing an additional master's degree in Educational Leadership and Management at the UCL Institute of Education.

Alison Knight-Oms, General Director

Alison has been with ISM since 2011 in various roles, primarily related to marketing, admissions, and international partnerships. In this capacity, she is the co-champion for ACBSP and previously represented ISM on the GMAC Advisory Board for African Development. Prior to working at ISM, Alison spent nearly a decade in non-profit management and administration. She continues to serve as a consultant with Humanity in Action France (HIA), where she has facilitated groups and spoken at conferences. Previously, she gained 5 years of experience at one of San Francisco's largest social service organizations. Alison achieved her Masters in Social Welfare degree from the University of California, Berkeley in 2011. Her MSW is specialized in Management and Planning.

Matthew Andrews, Director of Academic Affairs

Matthew has been working in higher education in France since 1997 as a teacher, administrator, consultant, and accreditation peer reviewer. He completed a Magistère from the Paris-Sorbonne University in French language and civilization and earned an executive MBA degree from ISM. Before his current position as Director of Academic Affairs at ISM, Matthew was the Dean of Bachelor and Master of Business Administration programs at the Institut Supérieur de Gestion in Paris, France. He is currently completing his PhD dissertation at ISM.

César Baena, Dean and Director of Doctoral Research

Dr. Baena holds a PhD from the London School of Economics, as well as a B.A. from York University (Toronto) and a MSc from the University of Montreal in Canada. Dr. Baena is Professor of Strategic Management and International Business. He has taught in business schools and universities in various countries (France, Finland, Spain, Argentina, China, Lebanon) in undergraduate, MBA, PhD and executive education programs. His previous managerial experience included the position of Director of an MSc in International Business in a leading business school. Dr. Baena is also the founder of Global Strategic Consulting, a start-up company that offers advice to companies in the areas of internationalization, business process management, mergers and acquisitions, strategic alliances, and education.



Pictured, left to right: Alison Knight, Cesar Baena, Maurice Forget, and Matthew Andrews

Interview with ISM Dean and Director of Doctoral Research, César Baena



After a successful six months as a member of the ISM community, we are pleased to showcase ISM's new Dean and Director of Doctoral Research, César Baena. To learn more about Dr. Baena's background, role on the Executive Leadership team, and the improvements he has made to the dissertation process, check out the interview below:

What is your background? What were you doing before you came to ISM?
I have been involved in academia for almost twenty years. After completing my PhD at the London School of Economics, I went to work in banking and in the petroleum sector. But having completed doctoral studies, I always wondered whether I should pursue an academic career full time. And this is what I did. I enjoy sharing ideas and knowledge, and academia is without a doubt the most suitable context for this. I conceive academia not as an ivory tower, but rather as a place of interaction with current trends, firms, organizations, government, and society as a whole. Working with bright and motivated people of all ages is the best reward for having chosen this career path.

What are you most excited about in your new role at ISM?
One of the most exciting things about my role as the new Dean and Director of Doctoral Research at ISM is the feeling of being at the centre of a global organization. The ISM model (flexible, multi-location, quality oriented) totally fits my idea of how business education should meet the challenges of people from different backgrounds and involved in the most diverse activities. Since the beginning of my appointment, I have come into contact with people (both professors and students) from fascinating and very diverse backgrounds. Despite the differences in career paths and experiences, I would say that they all share three things in common: a global mindset, a commitment to lifelong learning, and an ambition to make an impact in their environment.

What is the dissertation process going to be like under your leadership?
To be successful, the fit between the adviser and doctoral candidate should be based on both common interests and affinities. To achieve this, I intend to involve potential thesis advisers at an early stage of the process.

From now on, all doctoral theses will be defended orally. There will be a jury made up of the thesis adviser, the reader, and myself. Most of the time, the defense will be done via skype, following ISM's global model. Once the thesis is defended, we will communicate to the whole of ISM community.

What is your role in the Executive Leadership team, and what does this mean?
The Executive Leadership team is a forum for the exchange of ideas and implementation of actions aimed at improving the various activities carried out at ISM. Its major role is strategic; that is, to formulate strategic actions in connection with the mission, model and values of ISM. My role on the team is to provide ideas, identify policy choices and concrete actions for implementation; this, in cooperation with the other key decision-makers and colleagues who are also part of the team.

How can students contact you?
Students usually contact me via email. We often have skype conversations. I am in the Paris office regularly so if students are in Paris, I am glad to meet them in person at ISM.

Dr. Baena can be contact by email at cesar.baena@ism.edu. To schedule an appointment, please contact ISM's Administrative Assistant, Janani Siva at janani.siva@ism.edu or by phone at +33 (0) 1 45 51 09 09.







ATHEA Conference

Maurice Forget, Executive Director

The International School of Management was proud to host the Association for Transnational Higher Education Accreditation (ATHEA) 2016 Spring Conference that was held May 17th to May 19th.

Exactly a year before, I was in Vienna, Austria, to represent ISM at the formation event of this new association, as ISM is one of ATHEA's founding member. In twelve months, we have seen the fruits of our hard work, along with our colleagues from other educational institutions around the world, as this conference was a great success. Several institutions were represented by their educational leaders at the various meetings during those three days, including meetings for the Board of Directors and the Board the Commissioners, the General Assembly of the association and day-long workshops related to accreditation processes.

Hosting the conference at ISM was also a way for our institution to renew and express our continuous commitment to the long-term goals of ATHEA and its initiative for both European higher education and international educational excellence. This innovative project for a first non-governmental institutional accreditation in Europe and in other parts of the world is gaining strength, and we hope it will continue to grow and spark interest from new educational institutions in order to achieve long-term success.





The upcoming annual conference in October will also be held in Paris and we look forward to welcoming all interested educational leaders!





ISM representation at the PSIC conference in Kinshasa

On February 24th and 25th of this year, two of ISM's PhD candidates, Parek Maduot and Henry Ajagbawa, attended and contributed to the Private Sector Investment Conference (PSIC) for the Great Lakes Region of Africa in Kinshasa, Democratic Republic of Congo (DRC). The goal of this conference, organized by the office of the Special Envoy of the United Nations Secretary General to the Great Lakes Region, the International Conference on the Great Lakes Region, and the DRC, is aligned with its mission statement to "strengthen economic cooperation, expand trade opportunities as well as stimulate job creation to bring about long-term stability and peace in the region."

The President of the DRC, Joseph Kabila Kabange, and the Secretary General of the UN, Mr. Ban Ki Moon, opened the conference, followed by other keynote speakers. Regional political leaders and leading representatives of investment firms and companies from all over the world were in attendance. Over 600 participants engaged in two days of plenary and thematic discussions covering a wide range of sectors, including infrastructure, mining, agriculture, information and communication technologies, tourism, energy, and finance.

On the second day, Henry Ajagbawa, who attended as an ISM representative, was one of four panel discussants on the theme of finance that included the challenges and opportunities in the African Great Lakes Region.

For more information about the PSIC, go to **http://www.psicinvest.com/en**.

Memphis, Tennessee: Known for its Music and Conferences

Update from the Annual IACBE conference

Matthew Andrews, Director of Academic Affairs

In April, 2016 I attended the annual conference for the International Assembly for Collegiate Business Education (www.iacbe.org) in Memphis, Tennessee held at the Peabody Memphis Hotel. The IACBE is the leading outcomes-based professional accreditation agency for business and management education programs for institutes of higher learning whose primary purpose is teaching excellence and learning. Their emphasis on outcomes and teaching excellence is somewhat similar to the ACBSP but the IACBE accredits only 4-year degree programs, master's programs and doctoral programs, whereas the ACBSP accredits 2-year associate degree programs in addition to bachelor, master's, and doctoral programs. The IACBE has accredited 1,100 business and business-related programs in the U.S., Europe, the Middle East, Asia, Central America, and South America, and has been has been recognized by the Council for Higher Education Accreditation (**www.chea.org**) since 2011.

Hundreds of member and prospective member schools attended their largest ever annual conference. During the conference, I learned about their initiative to open an Asian office to expand their global presence. I missed the tour to Graceland but I did get to admire the Elvis costumes worn by all the members of the IACBE staff during the roof-top reception, including the IACBE President, Dr. Dennis Gash (note: he did not attempt a full-blown Elvis impersonation). Next year's annual conference will be held in San Francisco.

Along with about 15 other school representatives, I also attended a self-evaluation workshop led by the IACBE Director of European Operation, Paul Mallette, who is based in Paris. ISM is part of Region 9 which includes European schools and has its own annual meeting every fall. The last one was held in Maastricht, and the next one will be held in Paris in October, 2016. Schools who generally attend this regional conference hail from countries such as Cyprus, the Czech Republic, France, Italy, Poland, Spain, and Switzerland.







Meet Your New Student Services Coordinator

Stephanie Naudin, Student Services Coordinator

I joined the ISM team on March 14, 2016, and I have to say that time has flown by. I started under the careful and patient guidance of Justin Pace, my predecessor, and, after the first week, I had already dabbled in a little bit of everything. Some of you may not know this, but the Student Services Coordinator at ISM wears a lot of different metaphorical hats, my biggest priority being you!

In a former life, I was an English language teacher, and working with international students was what I loved most about my job. I grew up in a French family in a New York City suburb and went to a bilingual school with a lot of fellow expats. Needless to say, I'm used to melting pots. When I was 26, I left my job as a textbook editor and traveled around the world with a 19-kilo backpack, an iTouch, and a sleeping bag sheet. Interacting with people is something that I love, so I knew that this position at ISM would be right up my alley. As a travel and language enthusiast, I'm really happy to be working here, being in an international environment, meeting students from diverse backgrounds, and seeing the world through your stories.

You can contact me with any questions, requests, and concerns, and I will respond within 24 hours; this was very important to Justin, and therefore it is very important to me. I aim to be your main contact on-site at the Paris office and at a distance. In addition to the support I'll be providing directly, I encourage you to let me know if you need any additional assistance connecting with my colleagues in the various ISM departments. I will always do my best to find a solution or answer as soon as possible.

One of my projects moving forward is fostering our on-campus and online community. I want to organize activities (on campus and off) to give students the opportunity to get to know each other better but also their campus city. Also, I would love to see more of your faces and read more of your thoughts on our social media. So please send me pictures and/or quotes, and I'll share them with the rest of our community worldwide.

I look forward to meeting you next time you're in Paris and assisting you during your studies with us at ISM.

Looking Forward: Summer and Fall, 2016

New York City, USA



DBA/PhD:
Executive Decision Making, July 11-13
Legal, Regulatory & Compliance Issues,
July 14-15 and 18-19
Executive Leadership, July 20-22

IMBA:
Business Policy, July 11-13
Risk Management, July 14-15
Sustainable Business Development, July 18-20
International Consumer Behavior, July 21-22

Shanghai, China



IMBA Executive/DBA/PhD:
Doing Business in China,
October 24 - November 4

Paris, France



IMBA:
Financial Accounting and Financial Statements,
October 6-8
Financial Management, October 20-22
Executive Leadership, November 7-9
Corporate Finance, November 21-23
International Finance, December 15-17

DBA/PhD:
Microeconomics of Competitiveness, October 10-12
Fast Expanding Markets, October 13-15
Teaching and the Human Brain I, November 14-16
Advanced Corporate Strategy, November 17-19
Introduction to Research Methods, December 5-7
Research Methods, December 8-9 and 12-13

ISM New York Reception, July 13, 2016

Date: Wednesday, July 13, 2016
Time: 6-8 p.m.
Place:
Baruch College,
55 Lexington Avenue, Room 14-250,
New York, NY 10010

ISM is pleased to invite you to a networking reception in New York City. This is a great opportunity to meet and greet with ISM students, alumni, faculty, staff, prospective students, and business partners. We look forward to the opportunity to welcome our master's and doctoral students who are visiting New York and attending seminars.

The event will be held at Baruch College in the Vertical Campus (same building as the ISM seminars). Hors d'oeuvres and drinks will be provided.

For more information and/or to RSVP, visit **http://bit.ly/ISMNYReception**. We look forward to seeing you in New York!

Highlights and Achievements

ISM PhD alumnus and professor Michael Neubert recently published an article "Significance of the Speed of Internationalization for Born Global Firms: A Multiple Case Study Approach," in the International Journal of Teaching and Case Studies. For more information on the article, please click on the following link: **http://ow.ly/4mL6wb**.

ISM PhD candidate Kathryn Beasley successfully defended her thesis entitled "Exploring the Perception of Libertarian-Paternalism in a Health Care Policy Decision for Military Retirees." For further details on the composition of the thesis defense jury that she faced, please click on the following link: **http://ow.ly/4mQVht**.

ISM doctoral alumnus Mark Esposito joined the Global Federation of Competitiveness Councils (GFCC) as a Senior Fellow. To learn more about the GFCC fellowship, please click on the following link: **http://ow.ly/4n7k3D**.

A member of ISM's IMBA Class of 2015, Eliane Mouawad, is now Account Manager for GlassView, a social video platform with over 1.1 billion users. She previously worked as an account executive for Coca-Cola and Samsung. For more on her acheivement, please click on the following link: **http://ow.ly/10C2ya**.

ISM alumnus Sarah Chevaillier is now Director of the American International School of Conakry in Guinea. When asked to comment, she said "While studying with ISM, I became friends with a classmate from Guinea who spoke so lovingly of his country. The opportunity for me to grow a school and have a part in helping kids be powerful anywhere in the world is a wonderful thing, but I look especially forward to doing so in Guinea."

ISM DBA alumnus Russell Zwanka, a marketing lecturer at SUNY New Paltz, took some of his students to the National Grocers Association Show in Las Vegas, where food industry retailers, executives, and student delegates share, learn, and network. For more information, read the article here: **http://ow.ly/4n7lV6**.

ISM PhD candidate, Paul Bailo, was recently featured in the article "8 Tips That Will Help You Ace One of the Most Awkward Types of Job Interviews," on the Business Insider UK. To read the article, please click here: **http://uk.businessinsider.com/how-to-do-a-video-job-intervi….**

ISM Professor, Dr. Ivo Pezzuto's article "'BREXIT' - Will It or Won't It: The Big Question Before Britain!," was recently published in The Global Analyst Magazine. To view the article, please click here: **https://www.linkedin.com/…/brexit-wont-big-question-before-….**

ISM PhD candidate, Henry Ajagbawa, recently presented at the Private Sector Investment Conference in Kinshasa. The conference was opened by the President of the Democratic Republic of Congo and the Secretary General of the United Nations, Mr. Ban Ki Moon, and was attended by regional political

Highlights and Achievements

leaders and leading representatives of investment firms and companies from all over the world. To learn more about the conference, please click here: **http://psicinvest.com/**.

ISM PhD candidate, Diana Derval, presented her latest research on "Status-Seeking, Hormones, and Luxury" at the Neuromarketing World Forum in Dubai on April 6th. For more information about the forum, please click here: **http://www.neuromarketingworldforum.com/agenda/april6**.

ISM professor Dr. Daphne Halkias' paper "A Novice Entrepreneur's Experiences With the Coach–Protégé Relationship: A Narrative Case Study," was recently published in the International Leadership Journal. To view the abstract, please click here: **http://www.tesu.edu/documents/ILJ_Fall_2015.pdf**.

ISM DBA alumnus, Finn Majlergaard, recently published a book "Leveraging Cultural Diversity in Emerging Markets." This book looks at how one can move forward from the current situation. To learn more about his book, please click here: **http://www.amazon.co.uk/gp/product/1631573136….**

ISM DBA alumnus, Murtazali Dibirov, and ISM professor, Daphne Halkias' paper, "Entrepreneurial Management, Effective Governance, and High-Performance Teams at Central Research and Development Laboratories: A Multi-Case Study," was recently published in the International Journal of Teaching and Case Studies. To view the paper, please click here: h**ttp://www.inderscience.com/info/inarticletoc.php….**

ISM PhD alumnus, Michael Neubert's paper "Early Internationalisation of High-Tech Firms: Past Accomplishment and Future Directions," was recently published in the International Journal of Teaching & Case Studies. To view the article, please click here: **http://www.inderscience.com/info/ingeneral/forthcoming.php….**

A paper by one of ISM's current PhD candidates, Conrad Fernandes, has been accepted for presentation at the 2016 International Academy of Business Disciplines (IABD) 28th Annual Conference in Las Vegas, Nevada. The title of the paper is "The Venture Capital Industry in China." For more information on the conference, please visit the IABD website by clicking here: **www.iabd.org**.

ISM DBA alumnus, Timo Leinonen, was recently awarded the "Best Finnish CFO" on Mid Cap Series by Investor Relations Nordic Markets survey in December 2015. For more information about the award, please click on the following link: **http://www.ir-nordicmarkets.se/irnmre…/results-2015-finland/**.

Tag, Post, Like, Share

Share your #ismmoments with the ISM community around the world. If you take pictures during seminars (inside or outside the classroom), please send them with a quote, caption, or tagline to the Student Services Coordinator (**stephanie.naudin@ism.edu**), and we'll post them on our social media.

If you have a news item to share such as recent publications, significant professional achievements, special awards/recognitions, or presentations at conferences, please send with a brief summary to **news@ism.edu**. We look forward to hearing from you!

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