



Educating 21st Century Corporate Leaders Chinese and Western Perspectives

28 January 2022

WEBINAR

**This webinar is jointly organized by the
Association of MBAs (AMBA) & the China Data Analysis and Research Hub (CDA)**

Background

Educating the next generation of leaders is a difficult task and business schools around the world carry a substantial part of the responsibility for getting this task right. However, deciding the 'right' way to educate 21st century leaders is riddled with uncertainties. The COVID-19 pandemic accelerated the digital transformation. For business schools, it has opened new and exciting avenues for remote teaching, but also raised uncertainties by calling into question how we teach and what we teach. The digital transformation has also changed the competitive environment for business schools, as future leaders now have the opportunity to tap into digital educational offers from suppliers around the world. For students, this means more choice; for business schools, this means more competition.

More important than the way of delivering knowledge and skills is what we teach. Content is king, but do we know what future leaders need? What type of knowledge and skills will be critical in solving future societal and business challenges? Surely, there are new types of jobs on the horizon; but we may also need fundamental changes, affecting the responsibilities and purpose of companies in society. Climate change illustrates the need to move toward sustainable circular business models.

Within an environment characterized by uncertainty and unprecedented paradigmatic changes, we are all searching for relevant knowledge, insights and ideas. Such knowledge, insights and ideas are no longer concentrated in western business schools, but are much more evenly distributed around the globe. A look at recent rankings and accreditation successes of Chinese business schools, in particular, supports this view.

This Webinar brings together experts from China, Europe and the US to share their experience, visions and ideas on educating 21st century leaders. We are looking forward to thought provoking contributions and an exchange of ideas that benefit us all.

Bodo B. Schlegelmilch
Chair: Association of MBAs and
Business Graduates Association [AMBA & BGA]
Professor: WU Vienna

Towards Management with Planetary Responsibility

As we move from the Atlantic to the Pacific Century amidst a world in transformation reflecting on the role and education of corporate managers is just another necessary step to cope with the challenges ahead of mankind. Following the industrial revolution started in the 18th century this profession emerged in the 20ies century in Europe and the United States as a novel job description. However in the second half of the last century the new profession even has turned out to become part of the societal elite all over the world and hence also represents a decisive column of any national state at the beginning of the 21st century.

In the light of the profound transformations and Grand Challenges of world societies and economies – namely anthropogenic climate change, digital transformation, demographic changes, urbanization and resource depletion – the skills to be achieved by corporate managers are far from being economically focused alone. This is especially true for CEOs, members of boards as well as middle management in globally operating multinational firms in manufacturing, the service sector, financial industry and many other fields of private and public enterprises.

The Covid pandemic is just a prelude and kind of global stress test for governance systems, societal concepts, economies and people at the dawn of the worldwide impacts of climate change in the coming decades. Against this backdrop mutual learning is needed. In the end coming up with novel sustainable lifestyles, governance systems and economic performance cycles is a question of survival for the generations to come. But the starting point for this renaissance is an exceptional one: the necessary and complete rethinking of our global societies and life-form starts from the historical peak of human evolution since its beginning some 6 million years¹ ago. So, there is reason for optimism!

Managerial capabilities are at the core of this challenge. Therefor the question how business schools address their educational responsibility in their curricula, philosophies and core values is of utmost importance. Undoubtedly a new balance between competition and cooperation as well as a sense for the delicate line between legality and legitimacy is necessary for the coming generations of corporate managers. Do the Western and the Chinese culture influence education at business-schools and management styles in different ways? How is the shift to the Pacific region reflected in development and success of current business-school models? Can we expect a growing importance of innovation in managerial education in Europe, China and the US in the coming time? These are only some of the questions addressed by the distinguished speakers in this webinar. At any rate evidence-based development and innovativeness of business schools will be crucial for the emergence of a planetary patriotism in the 21st century.

Alexander G. Welzl
President, China Data Analysis and Research Hub (CDA)

¹ <https://humanorigins.si.edu/evidence/human-evolution-interactive-timeline>

Program

Date: Friday, 28 January 2022

Time: from 6:00 am EST (Boston) / 12:00 pm CET (Brussels) / 7:00 pm CST (Beijing)
to 10:30 am EST (Boston) / 4:30 pm CET (Brussels) / 11:30 pm CST (Beijing)

Venue: Online event via zoom, prior registration required

Convenors: Bodo B. SCHLEGELMILCH, Chair: Association of MBAs (AMBA) & Business
Graduates Association (BGA), Professor at Vienna University of Economics and
Business (WU)

Alexander G. WELZL, President of China Data Analysis and Research Hub (CDA)

Main research questions/topics of this webinar are:

1. How do Chinese MBA-programs provide management capacity for the 21st century vis a vis their European and US counterparts?
2. Is there a corporate (innovation) management with Chinese characteristics?
3. How can Business Schools tackle the challenges of climate change, digital transformation and urbanization?

Session I

Time: from 6:00 am EST (Boston) / 12:00 pm CET (Brussels) / 7:00 pm CST (Beijing)
to 8:00 am EST (Boston) / 2:00 pm CET (Brussels) / 9:00 pm CST (Beijing)

Time in CET (EST: minus 6 hours / CST: plus 7 hours)

12:00 **Welcome Address by AMBA**
Bodo B. SCHLEGELMILCH, Chair of AMBA & BGA

12:05 **Welcome Address by CDA**
Alexander G. WELZL, President of CDA

12:10 **Corporate Leaders and the Covid-Pandemic: What Future Leaders Can Learn from Healthcare and Life-sciences**
Lars Y. TERENIUS, European Chair of CDA Scientific Advisory Board (SAB), Professor at Karolinska Institutet, Member of The Royal Swedish Academy of Sciences, Stockholm, Sweden

- 12:30** **KEYNOTE: Managerial Education in Times of Disruption and Global Challenges – Framework Conditions for B-Schools in China**
HONG Yongmiao, Dean and Professor of the University of the Chinese Academy of Sciences School of Economics and Management, Beijing, PR China
- 12:50** **KEYNOTE: Resilient, Inclusive and Sustainable Supply Chains for the Net Zero Economy - Implications for Management Education and Leadership Development**
Pamela MAR, Executive Vice President of Fung Academy, Fung Group, Hong Kong, PR China
- 13:10** **The Global MBA-Program at Tsinghua University SEM – Challenges and Opportunities for Educating Managers for China’s MNEs**
GAO Xudong, Professor of Tsinghua University School of Economics and Management, Beijing, PR China
- 13:30** **Innovation Management with Chinese Characteristics – Knowledge Flows between Chinese Enterprises and Academia**
WU Xiaobo, Dean and Professor at Zhejiang University Faculty of Social Sciences, Hangzhou, PR China
- 13:50** Coffee Break

Session II

Time: from 8:00 am EST (Boston) / 2:00 pm CET (Brussels) / 9:00 pm CST (Beijing) to 10:30 am EST (Boston) / 4:30 pm CET (Brussels) / 11:30 pm CST (Beijing)

Time in CET (EST: minus 6 hours / CST: plus 7 hours)

- 14:00** **Silk-Road Entrepreneurship and Sustainable Leadership – The Role of AMBA&BGA Capacity Building and Joint Initiatives**
WANG Zhongming, Professor at Zhejiang University and President of the Silk-Road Entrepreneurship Education Network, Hangzhou, PR China
- 14:20** **Regional Innovation Ecosystems as Hotbeds of Global Entrepreneurship – How to spur Deep Tech Start-ups**
Gunther FRIEDL, Professor at the Technical University of Munich (TUM) and Dean of the TUM School of Management, Munich, Germany

- 14:40** **Co-Development and Innovation Performance – Insights from Europe and Asia**
Amitava CHATTOPADHYAY, Professor at INSEAD, Fontainebleau, France
- 15:00** **Globalisation, Multilateralism and Economic Integration – The Shanghai Declaration 2021 and the Future of Cooperation in Managerial Education**
Josep FRANCH, Professor and Dean of ESADE Business School, Barcelona, Spain
- 15:20** **Corporate Innovation and Innovation Management in the US and China – Lessons learned from the MIT-Tsinghua Global MBA**
Scott STERN, Professor at MIT Sloan School of Management, Boston, USA
- 15:40** **The Changing Corporate Education Landscape in the US and the Potential of International Partnerships**
Srilata ZAHEER, Dean and Professor at Carlson School of Management, University of Minnesota, USA
- 16:00** **Business School Agendas for Educating 21st Century Corporate Leaders – What are the Key Takeaways?**
Bodo B. SCHLEGELMILCH, Chair: Association of MBAs (AMBA) and Business Graduates Association (BGA), London, UK and Professor at the Vienna University of Economics and Business (WU), Vienna, Austria
- 16:20** **Wrap-up and Final Remarks in the Context of a Planetary Patriotism and Geo-Innovation**
Alexander G. WELZL, President of China Data Analysis and Research Hub (CDA)

End of the Webinar

The Speakers and Convenors



Amitava CHATTOPADHYAY, Professor at INSEAD, Fontainebleau, France.

Amitava Chattopadhyay is Professor of Marketing and Chaired Professor of Corporate Innovation at INSEAD. Founded in 1957, INSEAD is a contraction of "Institut Européen d'Administration des Affaires" and maintains campuses in Europe (Fontainebleau, France), Asia (Singapore), the Middle East (Abu Dhabi, UAE), and North America (San Francisco, USA). INSEAD is known for its MBA program, which is taught in English and consistently ranked among the best in the world.



Josep FRANCH, Professor and Dean of ESADE Business School, Barcelona, Spain, and Trustee in the AMBA & BGA International Management Board.

Professor Franch has been Dean of Esade Business School since 2014 and is also an Associate Professor of marketing at the School. He has served on the Board of Directors for CLADEA (2016-2019), the Council of Latin American Business Schools and also serves as a member of the Senate of ISM University in Vilnius (Lithuania), and in the International Advisory Board of the VSE University of Economics, Prague (Czech Republic). Esade Business and Law School is consistently ranked amongst the top ten in Europe and the top 25 in the world.



Gunther FRIEDL, Professor at the Technical University of Munich (TUM) and Dean of the TUM School of Management, Munich, Germany.

Gunther Friedl is Professor of Business Administration at the Technical University of Munich, where he holds the Chair of Management Accounting and is Dean of the TUM School of Management. His research interests span the fields of corporate governance and executive remuneration, performance measurement, company valuation and patent evaluation. TUM School of Management carries out world-class research and teaching at the interface between management and technology. Established in 2002, it consistently tops the rankings of business schools in Germany.



GAO Xudong, Professor of Tsinghua University School of Economics and Management, Beijing, PR China.

Gao Xudong is Professor at the Department of Innovation, Entrepreneurship and Strategy at School of Economics and Management (SEM) of Tsinghua University. He has served as the vice director of Tsinghua University Research Center for Technological Innovation since June 2011 and is a Chief Professor of the Schwarzman College, Tsinghua University. He runs the MIT-Tsinghua entrepreneurial strategy course together with colleagues from MIT. Since October 2020 he is a Member of the CDA Scientific Advisory Board.



HONG Yongmiao, Dean and Professor of School of Economics and Management, University of the Chinese Academy of Sciences (UCAS), Beijing, PR China.

Professor Hong is a distinguished research fellow at Academy of Mathematics and Systems Science and Center for Forecasting Science, Chinese Academy of Sciences (CAS), and a special-term professor at UCAS. He is a Fellow of The World Academy of Sciences. Before he joined CAS and UCAS, Professor Hong was the Ernest S. Liu Professor of Economics and International Studies and a Professor of Statistics at the Center of Applied Mathematics at Cornell University in the United States.



Pamela MAR, Executive Vice President – Knowledge and Applications of Fung Academy, Fung Group, Hong Kong, PR China.

Pamela leads the Fung Academy's knowledge generation and applications to support supply chain upgrading within the Fung Group, in response to the rise of sustainability, technology and trade uncertainty. Pamela graduated from Yale University summa cum laude. She also holds an MSc Management degree from the London School of Economics.



Bodo B. SCHLEGELMILCH, Chair of Association of MBAs (AMBA) and Business Graduates Association (BGA), London, UK and Professor at the Vienna University of Economics and Business (WU), Vienna, Austria.

Professor Bodo B. Schlegelmilch, Ph.D., D.Litt., Ph.D. (hon.) is head of Institute and Professor of International Management and Marketing. Since 2014 he has been Chair of AMBA & BGA. From 2004 – 2014 he was the Founding Dean of the WU Executive Academy. Since 2013 he has been Visiting Professor at Sun Yat-sen University in Guangzhou, China. He is also an Adjunct Professor, University of Minnesota, Carlson School of Management in Minneapolis, USA.



Scott STERN, Professor at MIT Sloan School of Management, Boston, USA.

Scott Stern is the David Sarnoff Professor of Management of Technology and Chair of the Technological Innovation, Entrepreneurship, and Strategic Management Group at the MIT Sloan School of Management. He co-founded the MIT Regional Entrepreneurship Acceleration Program, advised the development of the Social Progress Index, and served as the lead MIT investigator on the US Cluster Mapping Project. Stern is the director and co-founder of the Innovation Policy Working Group at the National Bureau of Economic Research. He teaches on the MIT-Tsinghua Entrepreneurial Strategy course.



Lars Y. TERENIUS, European Chair of CDA Scientific Advisory Board, Professor at Karolinska Institutet, Stockholm, Sweden.

Lars Y. Terenius is Professor at Karolinska Institute, founder and former Director of the Center of Molecular Medicine (CMM) at Karolinska Hospital, Member of The Royal Swedish Academy of Sciences (KVA) and former Member of The Nobel Assembly and The Nobel Committee for the Nobel Prize in Physiology or Medicine. Between 2006 and 2011 he acted as an advisor to the government of PR China (Ministry of Science and Technology, MOST). Lars Terenius is the European Chair of the CDA Scientific Advisory Board.



WANG Zhongming, Professor at Zhejiang University School of Management, Hangzhou, PR China.

Wang Zhongming is Professor of human resource management, organizational behavior and entrepreneurship at School of Management of Zhejiang University. He was the Executive Dean of School of Management and is the Director of Global Entrepreneurship Research Center, Zhejiang University. He is the President of the Silk-Road Entrepreneurship Education Network and the President of Zhejiang Behavioral Sciences Association. At AMBA & BGA he is one of the International Advisors and a member of the International Accreditation Advisory Board.



Alexander G. WELZL, President of China Data Analysis and Research Hub (CDA), Vienna, Austria.

Alex is the Founding President of CDA. He has a professional and scientific background in economic research, financial markets, innovation and entrepreneurship as well as sustainability. Until 2020 he taught the first university course in Europe focusing on the National Innovation System of China at the University of Applied Sciences Technikum Wien. He was guest researcher/ visiting fellow at European and Chinese universities. From 2006 – 2013 he represented the European capital market worldwide as European Coordinator/Chairman of EFFAS CIC, Frankfurt a. Main, Germany. Alex holds an MSc in natural sciences from University of Vienna.



WU Xiaobo, Dean and Professor at Zhejiang University Faculty of Social Sciences, Hangzhou, PR China.

Dr. WU is Professor of Innovation and Strategic Management, School of Management, Zhejiang University. He is director of National Institute for Innovation Management and Academy of Global Zhejiang Entrepreneurs, at Zhejiang University. He is also the director of the Zhejiang University—Cambridge University Joint Research Center for Global Manufacturing and Innovation Management and Ruihua Institute for Innovation Management. He was an advisor and board member of leading companies including Geely, Siemens China, Hikvision and XIZI UHC.



Srilata ZAHEER, Dean and Professor at Carlson School of Management University of Minnesota, Minneapolis, USA.

Srilata (Sri) Zaheer became the 12th dean of the Carlson School of Management at the University of Minnesota on March 8, 2012. She holds the Elmer L. Andersen Chair in Global Corporate Social Responsibility and has overseen the introduction of new programs in partnership with Tsinghua University in Beijing and Tongji University in Shanghai. Sri serves on the board of the Federal Reserve Bank of Minneapolis, where she is currently serving as chair and she is a Fellow of the Academy of International Business.

The Organising Institutions

The **Association of MBAs (AMBA)** is a global organisation based in London, UK. AMBA is one of the three main global accreditation bodies in business education. It differs from AACSB in the US and EQUIS in Brussels as it accredits a school's portfolio of postgraduate management programmes but does not accredit undergraduate programmes. AMBA currently has more than 280 accredited member schools and more than 60,000 members worldwide. It is the most international of the three organisations having accredited schools headquartered in 54 countries. Business schools can become associated with AMBA by applying for accreditation or by applying to be part of the AMBA Development Network.

<https://www.associationofmbas.com/>

The **China Data Analysis and Research Hub (CDA)** is an independent, non-partisan and non-profit Sino-European think-tank with a global outreach based in Vienna, Austria. Following its motto "Ex Sapiaentia Lux" CDA strives to contribute to a peaceful bridge-building between Europe (the West) and China. With systemic and systematic research CDA supports evidence-based decision processes in the public domain and in the private sector. As an international hub of experts from academia, corporations and governance CDA's focus is on performing academic studies, organising international conferences, webinars and expert events as well as facilitating and contributing to bi-/multilateral projects between Europe and China. Against the backdrop of the Grand Challenges of mankind addressed in the UN Sustainable Development Goals (SDGs) CDAs international network provides its expertise to make a planetary patriotism and geo-innovation a reality.

<https://www.cda-hub.eu/>