

# INNOVATIONS AND BEST PRACTICES IN EUROPE, MIDDLE EAST, AND AFRICA 2018-19







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**Timothy Mescon**  
EVP and Chief EMEA Officer

To recognize the innovative and impactful ways AACSB member schools are redefining the face of business education, AACSB developed the Innovations That Inspire challenge.

For the 2019 Innovations That Inspire challenge, we asked member schools to identify how they are inspiring new approaches to thought leadership and increasing its impact with innovations that enable the co-creation of knowledge, as outlined in *A Collective Vision for Business Education*. This Innovations and Best Practices booklet shares inspiring initiatives occurring at a number of schools in the EMEA region.

As the needs of business, government, and society become more complex, business schools will be called upon to produce new curriculum, research, programs, and thought leadership that is multidisciplinary, dynamic, and impactful. This will require schools to look to new and various kinds of collaborations, including with industry practitioners and other disciplines, and to consider how thought leadership can be approached in fresh and unique ways to meet evolving business and learner demands.

Read this booklet to discover some of the ways business schools in Europe, Middle East, and Africa are approaching this call to action, or visit [aacsb.edu/innovations-that-inspire](https://aacsb.edu/innovations-that-inspire).



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Innovations and Best Practices Europe, Middle East, and Africa 3





## Alba Graduate Business School The American College of Greece

**Title of Innovation:** Recruitment Confidence Index (RCI)

### INNOVATION STATEMENT:

Based on an annual survey of HR executives, the Recruitment Confidence Index measures anticipated changes in attracting and recruiting personnel and provides a think tank for HR executives in Greece.



**2019 Innovations That Inspire  
Challenge Highlight**



## American University of Beirut, Olayan School of Business

**Title of Innovation:** Growth Readiness Program

### INNOVATION STATEMENT:

Through executive education modules and mentoring, the Growth Readiness Program builds the management capacity of SMEs with 1–5 million USD turnover that have potential to grow and produce outstanding economic impact.







## ESADÉ Business School

**Title of Innovation:** Rambla of Innovation: 'Living Is the New Learning'

### INNOVATION STATEMENT:

In a new learning ecosystem comprising five laboratories, ESADÉ is reinventing its educational model and responding to new demands and future challenges with a focus on students experiencing business reality first-hand.



## Hult International Business School

**Title of Innovation:** Beyond Translation: Relevant Research in Practice

### INNOVATION STATEMENT:

Driven to develop research that impacts business and society, Hult has transformed its research culture in a way that stimulates the creation, dissemination, use, and benefit of applied and relevant



**2019 Innovations That Inspire Challenge Highlight**





## International School of Management (ISM)

**Title of Innovation:** Pitch in Paris

### INNOVATION STATEMENT:

Pitch in Paris is a business plan competition and networking event that connects innovative startups with the local and international entrepreneurship ecosystem, using technology to enable remote interaction and optimize judging.



## La Rochelle Business School of Excelia Group

**Title of Innovation:** Inverted Case Evaluation Students Become Assessors

### INNOVATION STATEMENT:

In a cooperative pedagogy approach, students are integrated into the case study assessment process for the Association Francophone de Management du Tourisme prize for the best case study in tourism management.







## NEOMA Business School

**Title of Innovation:** Startup Lab

### INNOVATION STATEMENT:

Our Startup Lab offers every students a unique, 360-degree creative experience—from initial idea to startup scaling—with an innovative range of services fully adapted to their needs.



## Nicolaus Copernicus University in Toruń, Faculty of Economic Sciences and Management

**Title of Innovation:** Elderly Unemployed Vocational Activation Strategy

### INNOVATION STATEMENT:

This strategy aims to set incentives for public employment services, businesses, and researchers to form local alliances and develop new effective measures that help integrate Poland's over-50 unemployed population into the regular labor market.



**NICOLAUS COPERNICUS  
UNIVERSITY  
IN TORUŃ**  
Faculty of Economic Sciences  
and Management



**2019 Innovations That Inspire  
Challenge Highlight**





## Paris School of Business

**Title of Innovation:** Living Health: A Chair for Sustainable Health

### INNOVATION STATEMENT:

The Living Health Chair focuses on understanding and enhancing the patient experience by interlinking the dimensions of human, professional, and digital health care for sustainable health.



## SDA Bocconi, School of Management

**Title of Innovation:** High-Impact Technologies (HIT) Radar

### INNOVATION STATEMENT:

To help executives involved in digital transformation evaluate the business impacts of new technologies, the HIT Radar provides informative insights through regular reporting as well as a methodology for assessment.

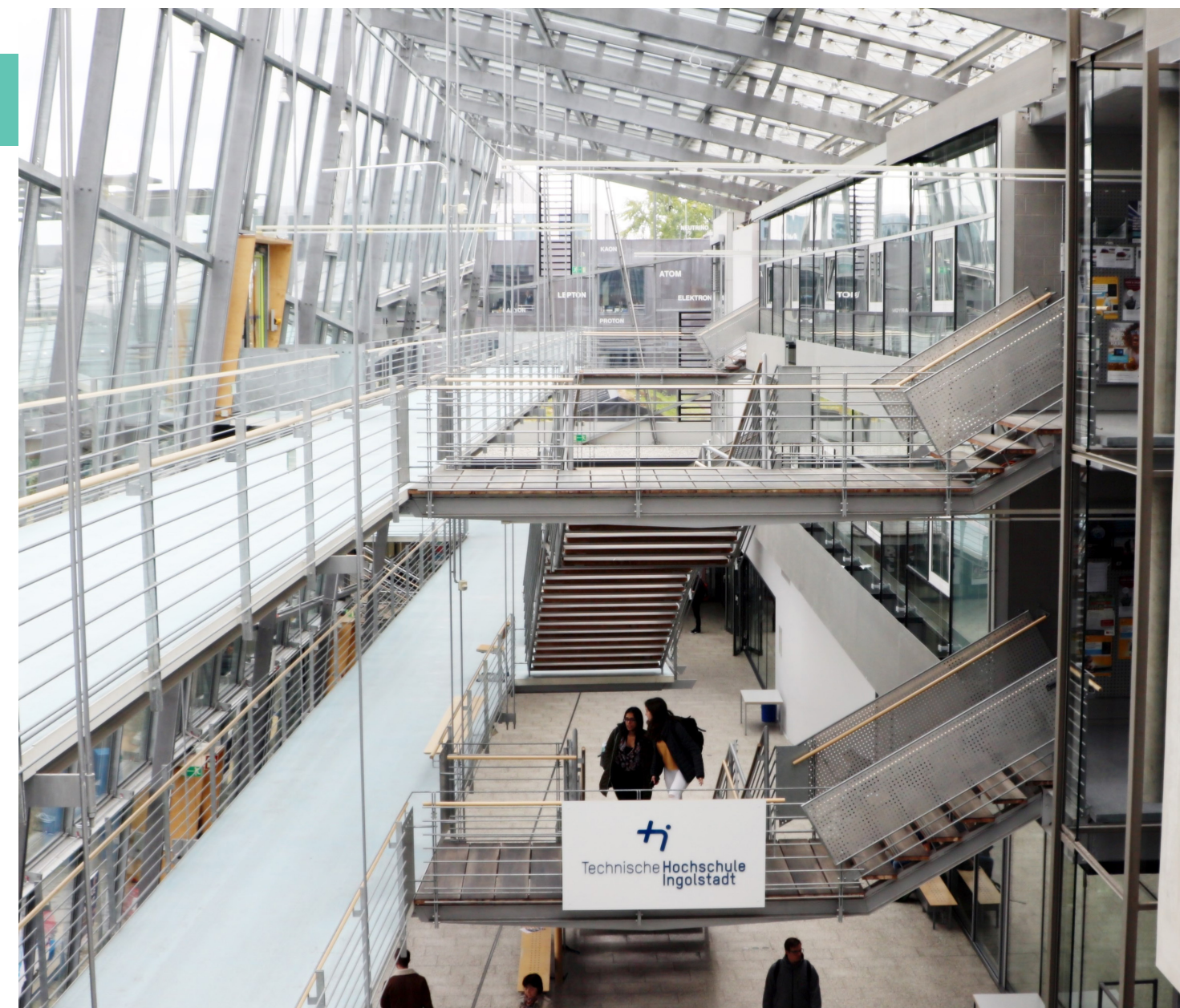






## Strathmore University Business School

**Title of Innovation:** PaperEMR

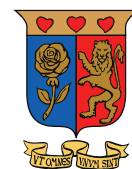


## Technische Hochschule Ingolstadt, THI Business School

**Title of Innovation:** THI Center of Entrepreneurship

### INNOVATION STATEMENT:

A paper-first approach to electronic medical records, PaperEMR combines the rubber stamp apparatus with modern smartphone algorithms to generate digital data for quality improvement, while preserving paper-based workflows in low-to-middle-income countries.



**Strathmore**  
UNIVERSITY  
BUSINESS SCHOOL

### INNOVATION STATEMENT:

The THI Center of Entrepreneurship is a cross-functional institution that encourages students and academics to develop entrepreneurial thinking and acting, bringing together researchers, students, practitioners, and the startup ecosystem.

Technische Hochschule  
Ingolstadt  
Business School







## Toulouse Business School

**Title of Innovation:** Strategic Research Analysis Corporate Project



## University of Ljubljana, Faculty of Economics

**Title of Innovation:** Role of PBC in IMB Study Program

### INNOVATION STATEMENT:

The SRA corporate project is an academic-industry collaboration where students and faculty work together with a firm on a research-intensive question initiated by practitioners' needs and resulting in research reports and publications.



### INNOVATION STATEMENT:

Building on a 20-year-old event that connects business, academia, and politics, the Portorož Business Conference now links management studies with business practice by incorporating the International Master's in Business and Management.

University of Ljubljana

**SEB** SCHOOL OF  
ECONOMICS  
AND BUSINESS



**2019 Innovations That Inspire  
Challenge Highlight**





## University of Mannheim, Business School

**Title of Innovation:** Hackathon Series 'Digital Changemakers Summit'



## University of Turku, Turku School of Economics

**Title of Innovation:** Bastu Sixth-Wave Business-Enhancing Platform

### INNOVATION STATEMENT:

In a biannual "hackathon," students work in groups mentored by practitioners to develop mock-ups of digital solutions for social and environmental problems while creating value from existing CSR research.

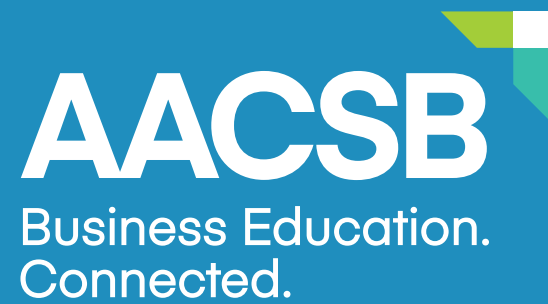


### INNOVATION STATEMENT:

Bastu enhances businesses with new, collaborative opportunities that arise from the emergence of the sixth industrial wave—resource efficiency—by combining the core competencies of existing businesses with novel innovations.







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