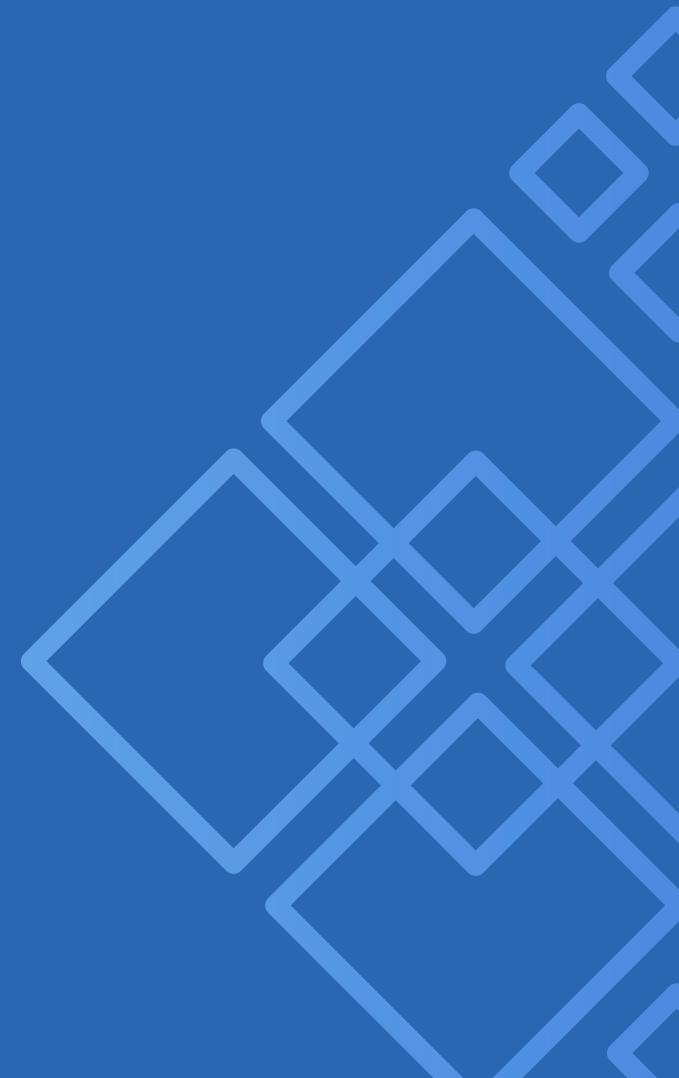




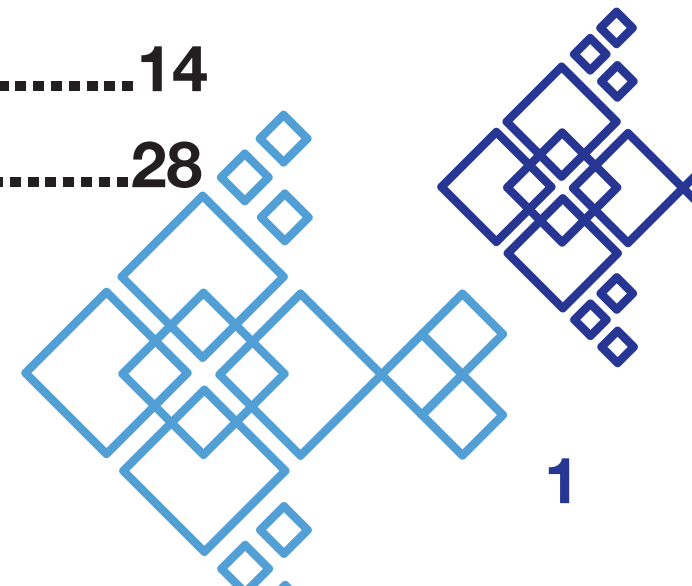
PIM 46th Annual Conference

CREATIVE ECONOMY



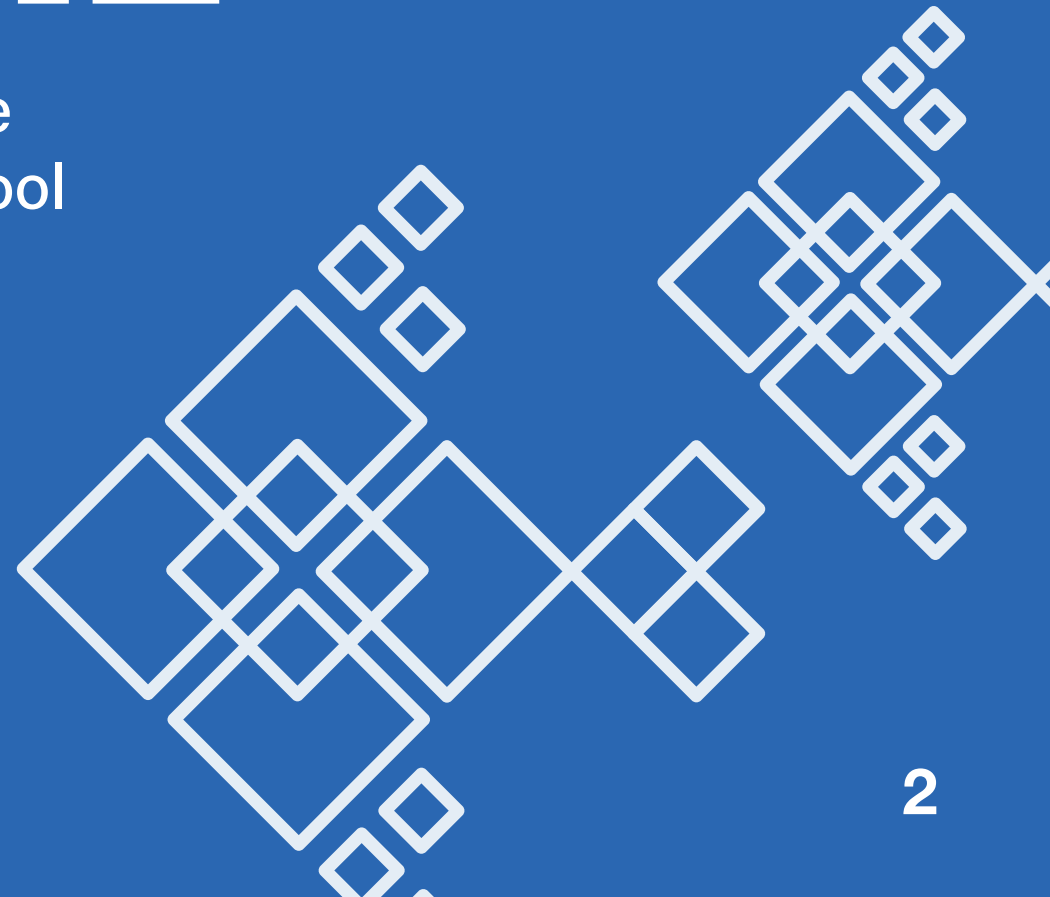
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WELCOME

to the **46th annual PIM** Conference
2019 at Thammasat Business School



It is my great pleasure to welcome you all to the 46th PIM Conference at TBS. We are delighted that the meeting is taking place right here in historic Bangkok, the capital of our beautiful country, Thailand.

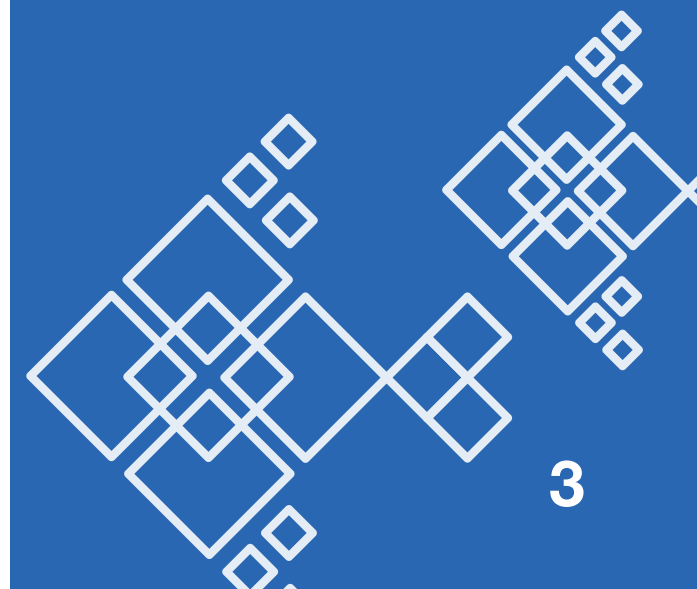
Here, we are surrounded by numerous attractions that are well worth a visit, such as the Temple of Emerald Buddha or Wat Phra-kaew, where the statue of the Emerald Buddha is housed. Apart from its beauty, **the temple itself tells the story of our beloved King Rama IX, Bhumibol Adulyadej, who was ordained here and lived at Wat Bowonniwetwiharn Ratchaworawiharn as a novice.**

Not far away from the temple, you can walk to Democracy Monument which was built in 1939, not long after the establishment of this university. Both the monument and the university are connected as symbols of democracy. Indeed, we are known as The University of the People. There are many more interesting and symbolic attractions that await you when you explore, so please take a look around.

Thammasat Business School or TBS is one of the top and the second oldest business school in Thailand. TBS has two campuses, one here in central Bangkok, and the other at Rangsit in Pathum Thani. We are now accredited by AACSB, EQUIS, and AMBA. This is a guarantee of educational excellence both at national and international level. In fact, we are the first and only Triple Crown business school in Thailand and second business school in ASEAN, only nine-months behind SMU, and one of only ninety business schools around the world.



Assoc.Prof.Dr. Pipop Udorn
Dean of
Thammasat Business School



COMMITTEE



**Julia
von Maltzan Pacheco**

Chair of the Americas
Escola de Administração
de Empresas de
São Paulo (FGV-EAESP)



Arvind Sahay

Chair of Asia & Asia - Pacific
Indian Institute of Management,
Ahmedabad



Stefano Caselli

Chair of Europe, Middle East & Africa
Bocconi University



Başak Yalman

PIM Network Coordinator
Koç University Graduate
School of Business

CONFERENCE TEAM



Dr. Pipop Udorn

Dean
Department of Marketing
Thammasat Business School,
Thailand
dean@tbs.tu.ac.th



Dr. Surat Teerakapibal

Associate Dean for International Affairs
Department of Marketing
Thammasat Business School, Thailand
suratt7@tbs.tu.ac.th



Witaya Danthamrongkul

Associate Dean for Administration
Department of Organization,
Entrepreneurship and Human Resource
Management
Thammasat Business School, Thailand
wittayad@tbs.tu.ac.th



Kanokporn Banreangsri

Manager, Center for International Affairs
Thammasat Business School
kanokporn.b@tbs.tu.ac.th

Thai Culture

Thailand is the geographical heart of South-East Asia and is the 50th largest country in the world and the 12th largest in Asia! Thailand lies between Cambodia, Myanmar, and Laos, with the Gulf of Thailand to its south. Its culture mixes strong Indian influences, Chinese traditions, and elements that are uniquely Thai. With its diverse geography, friendly people, and stunning scenery, the “Land of a Thousand Smiles” is a must-see destination in South East Asia. One of the most important influences on Thai culture has been Buddhism. As a result, many of the traditions and beliefs of the people in Thailand stem directly from Buddhist principles

Thai Food

Thai food is regarded by many people as one of the best in the world comprising various different flavors. You can try five kinds of tastes – sweetness, spiciness, saltiness, sourness and bitterness. Thailand's cuisine is notable for its fresh ingredients and liberal use of herbs at almost every meal that will satisfy the most demanding gourmet.

Street food in Bangkok provides convenient, delicious and cheap meals and is one of the purest ways to get in touch with the local culture. However, it can be a little intimidating for foreigners new to the city.

Nature

Thailand is a country with abundant natural resources, including a wide variety of flora and fauna, and distinct ecological zones. There are over 100 Thailand national parks and each park features unique attractions, outstanding facilities, and opportunities to see rare animals. Those interested in trekking, mountain biking, photography, bird watching, camping, scuba diving, or getting up close to exotic animals have many options to choose from in Thailand.

Shopping

Shopping in Thailand is not difficult when you can find all you need from websites. It is a good idea to browse many places to compare prices before making your purchase, but most of the time the prices vary according to the goods quality. It also depends on whether imitation goods are being sold, so it is worth checking carefully before you buy.

Bangkok is the Thai Capital, located in the center of Thailand. It is one of the world's top tourist destinations.

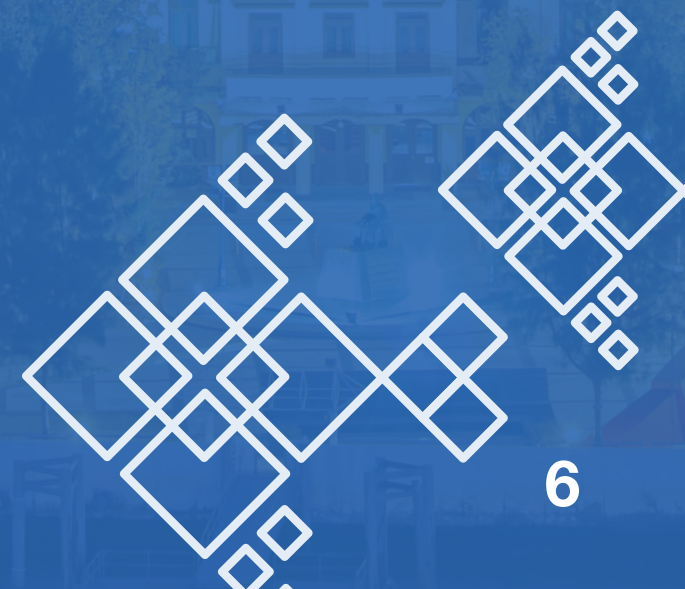
Before planning your trip to Thailand, it is worthwhile getting know all the essential information to help make your journey as pleasant as it can be. Below are some useful links to provide more details about tourism and travel here:

www.tourismthailand.org/About-Thailand

www.thailand-guide.com/information.html

WELCOME TO THAILAND!

Thailand is a wondrous kingdom, featuring Buddhist temples, exotic wildlife, and spectacular islands. Along with a fascinating history and a unique culture that includes delectable Thai food and massage, Thailand features a modern capital city, a pastoral countryside, and friendly people who epitomize Thailand's “land of smiles” reputation.



GENERAL INFORMATION

Wireless Internet Access

Will be individually provided

PIM Contact

Ms.Kanokporn Banrerangsri:

+ (66) 89 897 0499

Kanokporn.b@tbs.tu.ac.th

Ms.Supak Tochamroen:

+ (66) 82 795 6698

Supak.t@tbs.tu.ac.th

Ms.Thanrada Mungthanya:

+ (66) 89 818 8585

Pim2019@tbs.tu.ac.th

Hospitals

Siriraj Piyamaharajkarun Hospital:

1474 or +662 419 1000

BNH Hospital:

+662 022 0700

Emergency Numbers

Police and general emergency call – 191

Medical emergency call – 1669

Fire – 199

Tourist Police – 1155

Highway Police – 1193

Ambulance and Rescue – 1554

Crime suppression – 1195

National Disaster Warning Centre – 1860 or 192

Tourist Information Inquiry – 1672

Center of International Affairs, Thammasat

Business School: +662 613 2190

Telephone Code:

Country Code for Thailand: +66

Time Zone

Indochina Time, (GMT+7)

Currency

Thai Baht. (approximately 1USD = 30.60 THB) Major credit cards are accepted.

Currency Exchange Booth

- Superrich Thailand: B Floor, Airport Rail Link Suvarnabhumi Station
- Bank Exchange Booths/ Superrich Thailand: 2nd Floor: Arrival Hall, Suvarnabhumi Airport
- Superrich Thailand: BTS Chitlom station and Chong Nonsi station

** Superrich Thailand is a currency exchange company which normally offers good exchange rates.*

Smoking

Smoking is strictly prohibited inside of the buildings, all kinds of public transportation, and certain types of public space i.e. hospital, park, playground, massage and spa venues, etc. For more information please visit:

www.tobaccocontrolaws.org/legislation/country/thailand/summary

Transportation (Airport)

AOT Limousine

(Airport Limo., Suvarnabhumi Airport):

+662 134 2323 to 6,

callcenter@aot-limousine.com

Airport Rail Link

(Suvarnabhumi International Airport):

Suvarnabhumi Airport Station located on B Floor, Suvarnabhumi Airport.

Fares

Standard fare for the City Line is between 15–45 baht depending on distance.

Suvarnabhumi Airport to Phayathai Station

(BTS Phayathai Station– skytrain interchange) fare is 45 baht.

Suvarnabhumi Airport to Makkasan Station

(MRT Phetchaburi station– underground interchange) fare is 35 baht.

Public Transportation

BTS Skytrain

Operating time: 06.00 – 24.00 hrs.

MRT Underground

Operating time: 06.00 – 24.00 hrs.

Bangkok Rail System Map

www.bts.co.th/btsroutes/btsroutes.pdf





Grab Taxi:

Grab taxi is a taxi booking service recommended for those who are looking for taxi in Bangkok.

The company also provide private car service, delivery services, and car rental services. You can make a booking by download the application on your smartphone and follow the booking steps in the application. Advance booking from 1 hour – 7 days in advance is available for private car.



All Thai Taxi: +662 018 9799

Another taxi booking service which allow users to book a taxi via application and via phone call.

A 24 hours Advance booking is also available.

Hotel Shuttle Boats

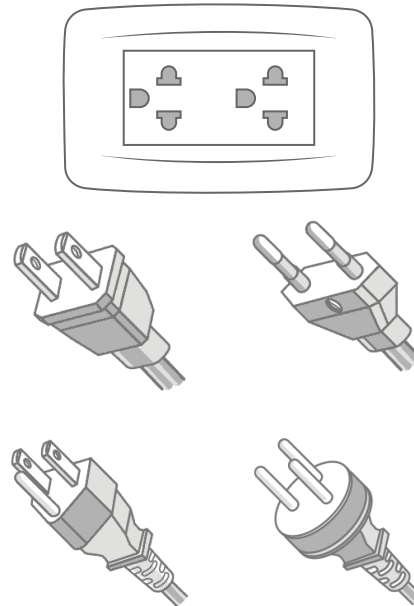
Most hotels along the riverside, including the Shangri-La, have free shuttle boats service running between the hotels and Sathorn Central Pier (which connects to the BTS Skytrain at Saphan Taksin).

Health Insurance

Participants are expected to have full coverage health insurance, including hospitalization and repatriation.

Electricity

Thai electricity voltage is 220 volts, the power plugs and sockets are as follow:



Useful Links

Thammasat Business School:

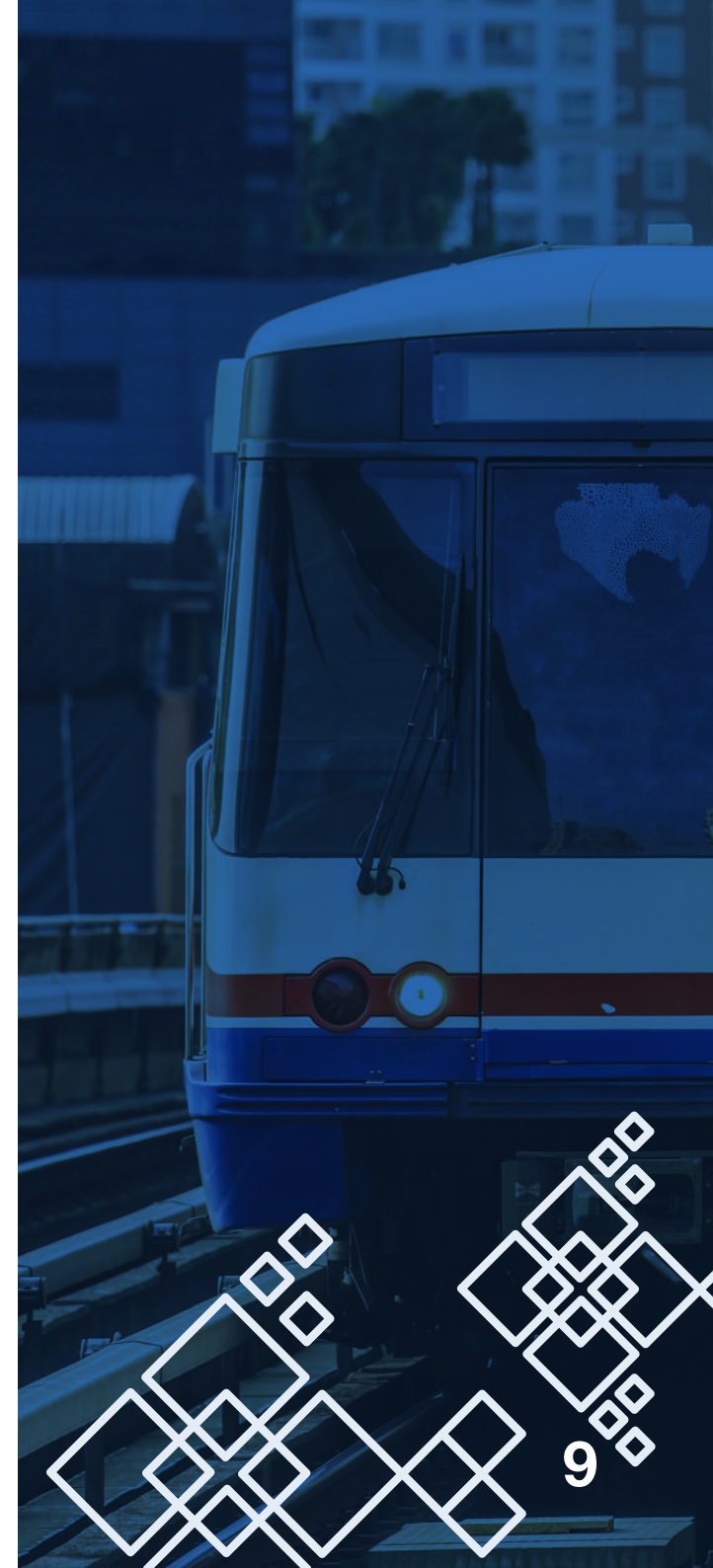
<https://www.tbs.tu.ac.th/en/>

PIM Conference:

<https://www.pim2019.com/>

PIM Network:

<http://pimnetwork.org/>



AGENDA

Day 1 - Wednesday, October 23, 2019

Dress Code: Smart Casual

08:00-8:45		Bus for Newcomers to Peninsula Hotel <i>(1st Bus from Royal Princess and Chillax will depart at 8:00 am, 1st Boat from Shangri-la will depart at 8:30 am)</i>
08:30-9:15		Bus for Guests to Peninsula Hotel <i>(2nd Bus from Royal Princess and Chillax will depart at 8:30 am, 2nd Boat from Shangri-la will depart at 9:00 am)</i>
08:30-9:45	Sakuntala Room	Registration
09:00-9:45	Sakuntala Room	Newcomers Session – Basak Yalman and Patricia Collins
10:00-10:15	Sakuntala Room	Welcome – Assoc. Prof. Gasinee Witoonchart, Rector
10:15-11:15	Sakuntala Room	Introduction to Thailand, Thammasat University and Thammasat Business School (TBS) By Assoc. Prof. Dr. Pipop Udorn, Dean and Asst. Prof. Dr. Surat Teerakapibal, Associate Dean for International Affairs, Dr. Surapit Promsit, Associate Dean for Graduate Studies
11:15-11:30		Coffee Break
11:30-12:30	Sakuntala Room	General Assembly (Introduction of new PIM Chair, presentation from Current Members Committee, PIM survey results, New Members Committee Report, presentation from candidate member)
12:30-13:30		Lunch
13:30-15:00	Sakuntala Room	Parallel Session: Deans & Directors Track The Future of Networks – Stefano Caselli (Bocconi), Andres Ibanez (PUC) Eric Waarts (RSM)
	Kusuma Room	Parallel Session: Coordinators Track Best Practices for Student Exchange – Patricia Collins (UNC), Hila Rachmani (Coller), Victoria Winter (Nova)
15:00-15:30		Coffee Break
15:30-16:45	Sakuntala Room	Creative Economy Workshop
16:45-18:00	Jester Room	Welcome cocktail
18:00-18:30		Transfer to Hotel

AGENDA

Day 2 - Thursday, October 24, 2019

Dress Code: Smart Casual

08:00-9:00		Bus for Guests to Peninsula Hotel <i>(Bus from Royal Princess/Chillax and Boat from Shangri-la will depart at 8:00 am.)</i>
09:00-09:15	Sakuntala Room	Keynote Speech –Thai Creative Economy By Mr. Jurin Laksanawisit, Deputy Prime Minister and Minister of Commerce
09:15-10:00	Sakuntala Room	Business Opportunities in ASEAN – By Mr. Adul Chotinisakorn, Former Director General Department of Foreign Trade, Minister of Commerce
10:00-10:30		Coffee Break
10:30-12:00	Sakuntala Room	Open Mike session – PIM Community
12:00-13:15		Lunch
13:15-14:00		Marketplace
14:00-15:45	Sakuntala Room	Parallel Session: Deans & Directors Track Evolution of MSc vis-à-vis MBA – Julia von Maltzan Pacheco (FGV), Brian Mitchell (Emory), Rita Cunha (Nova)
	Kusuma Room	Parallel Session: Coordinators Track 1) Exchange challenges – Alex Markman (UTDT), Alexandra Esquivel (INCAE), Astrid Foldal (NHH) 2) Short term exchange programs - Christoph Sonnenschein (UoC), Renee Horne (WITS), Cherry Huang (NCCU)
16:00-17:00		Transfer to Suan Pakkad Palace Museum
17:15-20:15		Dinner at Suan Pakkad Palace (Sit-down dinner)
20:15-21:00		Transfer to Hotels

AGENDA

Day 3 - Friday, October 25, 2019

09:00-9:30	Bus for Guests to TBS <i>(Bus from Royal Princess will depart at 8:30 am. /Bus from Chillax will depart at 8:45 am. /Boat from Shangri-la departs at 8:30 am.)</i>
09:30-10:45	Room 201, TBS building Business Meeting (includes summary of discussions, voting, treasurers report, presentation by new host school, voting results) – PIM Chairs
10:45-11:00	Group Photo
11:00-11:45	Visit to Grand Palace
12:00-13:30	Lunch at Rimthara Restaurant, Royal Navy Club, Thachang
13:30-15:30	The Cultural Amazing Race in Nang Lornng/Talad Noi/Bang Lumpu Community Dress Code: <i>Casual (Dress code for visiting Grand Palace: Long pants/skirts, No sleeveless shirts)</i>
15:30-16:00	Transfer to Hotels
17:30-18:00	Transfer to River City Pier (Jaroenkrung 24)
18:00-18:30	Check in time
18:30-20:30	Boat Cruise Dinner
20:30-21:00	Transfer to Hotels Dress Code: <i>Smart Casual</i>

ABOUT TBS

THAMMASAT UNIVERSITY



THAMMASAT
BUSINESS SCHOOL

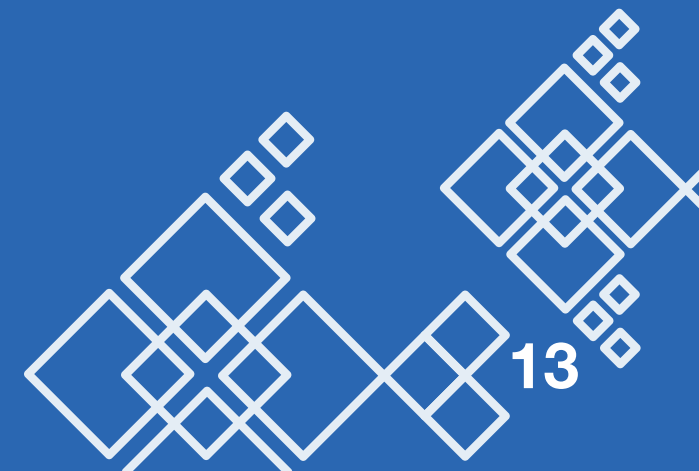
Thammasat, one of the oldest universities in Thailand, is one of the country's leading institutions of higher education and research. Established in 1934, the university was originally named "The University of Moral and Political Sciences". Over 85 years, Thammasat University has evolved from an open university for law and politics to an international research university offering academic degrees at all levels across a broad spectrum of disciplines.

Entering into its 84th year, Thammasat University continues to innovate in response to the changing world and is aware that its duty is not only to produce graduates but also to groom "next-generation leaders for Thailand and international communities" while raising the university's international profile.

Thammasat Business School (TBS) was established in 1938. It offers a wide range of business and management education in various fields from undergraduate to doctoral levels with the use of English language as a medium of instruction. Programs include accounting, finance and banking, marketing, management information systems, entrepreneurship and human resource management, operation management, international business, logistics and transport management, and real estate business.

Thammasat Business School is considered one of the best business schools in Thailand, and was awarded EQUIS Accreditation in 2012, AACSB Accreditation in 2017, and AMBA Accreditation in 2018. This 'triple crown' demonstrates our outstanding standard of academic curriculum, faculty, research, and innovation. Thammasat Business School is the only business school in Thailand admitted to the prestigious international community of leading business schools – Partnership in International Management (PIM)- which allows the exchange of top-quality undergraduate and graduate students between TBS and other leading partner universities.

Currently, Thammasat University holds all Thai program undergraduate courses and science and technology graduate courses at its Rangsit campus. The graduate programs in social sciences, international programs and special programs are taught at Tha Phrachan. There are also two additional regional campuses in Pattaya and Lampang.



PARTICIPANTS OF 46TH PIM CONFERENCE



Argentina

Alex Markman

Director, International Programs
Universidad Torcuato Di Tella
alexm@utdt.edu



Argentina

Nicolas Merener

Dean of Business School
Universidad Torcuato Di Tella
negocios@utdt.edu



Australia

Lisa Barrett

Global Partnerships Coordinator
AGSM, The University of
New South Wales
lisab@agsm.edu.au



Australia

Maja Modin

Student Experience Coordinator
AGSM, The University of
New South Wales
m.modin@agsm.edu.au



Australia

Olivia Lang

Programme Services Manager
Melbourne Business School,
The University of Melbourne
O.lang@mbs.edu



Austria

Prof. Edith Littich

Professor
WU, Vienna University of
Economics and Business



Austria

Katrin Korber

Program Manager, Graduate Exchange
WU, Vienna University of
Economics and Business
katrin.korber@wu.ac.at



Austria

Prof. Wolfgang Obenaus

Dean for International Affairs
WU, Vienna University of
Economics and Business



Belgium

Pierre Semal

Vice-Dean International Affairs
Louvain School of Management
Pierre.Semal@UCLouvain.be



Belgium

Caroline Dossagne

Head of International Office
Louvain School of Management
caroline.dossagne@uclouvain.be



Brazil

Julia von Maltzan Pacheco

Associate Dean for Global Affairs
Escola de Administração de Empresas
de São Paulo (FGV-EAESP)
julia.pacheco@fgv.br



Brazil

Renata Jesus

Incoming Exchange Coordinator
Escola de Administração de Empresas
de São Paulo (FGV-EAESP)
renata.jesus@fgv.br



Canada

Alfred Jaeger

Academic Director – MBA Programs
McGill University, Desautels Faculty
of Management
alfred.jaeger@mcgill.ca



Canada

Alina Yukhymets

Global Learning Manager
Sauder School of Business,
Robert H. Lee Graduate School
alina.yukhymets@sauder.ubc.ca



Canada

Larysa Gamula

Director, MSc Program Services
Ivey Business School,
University of Western Ontario
lgamula@ivey.ca



Canada

Marcia Annisette

Associate Dean, Students
Schulich School of Business,
York University
mannisette@schulich.yorku.ca



Chile

Andres Ibanez

Associate Dean International Affairs &
Executive Education
Pontificia Universidad Católica de Chile,
School of Business
aibanez@uc.cl



Chile

Monique Delaveau

International Coordinator MBA
Pontificia Universidad Católica de
Chile, School of Business
mdelaveau@uc.cl



China

Cosmos Chen

International Programs Manager
School of Management and Economics,
The Chinese University of Hongkong,
Shenzhen
cosmoschen@cuhk.edu.cn



China

Dili Lu

Program Manager
China Europe International
Business School
ldili@ceibs.edu



China

Fanlin Hu

Associate Director of Office of
International Relations
Guanghua School of Management,
Peking University
hu@gsm.pku.edu.cn



China

Hai Huang

Director of Student Mobility, International
Office School of Management,
Fudan University
huanghai@fudan.edu.cn



China

Jian Xue

Assistant Dean
Tsinghua University, School of
Economics and Management
sunw4@sem.tsinghua.edu.cn



China

Lihua Xu

Director of International Office
School of Management,
Fudan University
lihuaxu@fudan.edu.cn



China

Michael Ferguson

Senior Associate Dean
School of Management and Economics,
The Chinese University of Hongkong,
Shenzhen
ferguson@cuhk.edu.cn



China

Wei Sun

Director of International Office
Tsinghua University, School of
Economics and Management
sunw4@sem.tsinghua.edu.cn



China

Weina Li

Exchange Program Manager
Guanghua School of Management,
Peking University
venus.li@gsm.pku.edu.cn



China

Xiaoyang Chen

Exchange Coordinator
Tsinghua University, School of
Economics and Management
chenxy6@sem.tsinghua.edu.cn



Costa Rica

Alexandra Esquivel

Director of International Programs
INCAE Business School
alexandra.esquivel@incae.edu



Czech Republic

Dana Brazdova

Head of International Office
VSE, The University of Economics
brazdova@vse.cz



Czech Republic

Jiri Hnilica

Vice-Rector for International Relations
VSE, The University of Economics
hnilica@vse.cz



Denmark

Martin Jes Iversen

Vice Dean of International Education
Copenhagen Business School
mji.si@cbs.dk



Denmark

Mette Kloch

Senior Advisor, Strategic International
Partnerships
Copenhagen Business School
mk.intoff@cbs.dk



Denmark

Niels Henrik Larsen

Director of International Programs
Copenhagen Business School
nhl.intoff@cbs.dk



Finland

Matti Suominen

Associate Dean
Aalto University School of Business
matti.suominen@aalto.fi



Finland

Saila Kurtbay

Head of International Affairs
Aalto University School of Business
saila.kurtbay@aalto.fi



Finland

Sanna Krigsholm
Manager, Outgoing Exchange Program
Aalto University School of Business
sanna.krigsholm@aalto.fi



France

Iris Ritter von Fallois
Director for Academic Partnerships
and Student Mobility HEC Paris
ritter@hec.fr



Germany

Christoph Sonnenschein
Director International Relations
University of Cologne, Faculty of
Management, Economics and
Social Sciences
christoph.sonnenschein@uni-koeln.de



Germany

Diana Hehle
International Communication and
Cooperation Manager
University of Cologne, Faculty of
Management, Economics and
Social Sciences
diana.hehle@uni-koeln.de



Hong Kong

Chris Tsang
Head (School Development) &
MSc Program Director, SBM
HKUST Business School
chris.tsang@ust.hk



Hong Kong

Daryl Yang
Director, Global Engagement Office
CUHK Business School, The Chinese
University of Hong Kong
d.yang@cuhk.edu.hk



Hong Kong

Grace Leung
Assistant Manager, Global
Engagement Office
CUHK Business School, The Chinese
University of Hong Kong
graceleung@cuhk.edu.hk



Hong Kong

Hiuching Law
Assistant Manager, MBA Program
HKUST Business School
deniselaw@ust.hk



Hong Kong

Lai Ping Ng

Associate Dean (Global Engagement
and External Relations)
CUHK Business School, The Chinese
University of Hong Kong
angelang@cuhk.edu.hk



Hong Kong

Pauline Cheung

Head (Program Administration),
MBA Programs HKUST Business School
cpauline@ust.hk



Hungary

Zita Zoltay Paprika

Dean, Corvinus Business School
Corvinus Business School
zita.paprika@uni-corvinus.hu



India

Anurag Choudhury

Head-Alumni & External Partnership
Indian Institute of Management
Ahmedabad, IIMA
head-aep@iima.ac.in



India

Rakesh Basant

Dean - Alumni & External Relations
Indian Institute of Management
Ahmedabad, IIMA
dean-aer@iima.ac.in



India

Shiv Kumar

Director, Student Engagement
& Applied Learning Department
Indian School of Business,
Hyderabad & Mohali
shiv_kumar@isb.edu



Ireland

Brian Fynes

Associate Dean (International)
UCD College of Business
brian.fynes@ucd.ie



Israel

Hila Rachmani

Student Exchange & International
Cooperation Manager
Coller School of Management,
Tel Aviv University
hilara@tauex.tau.ac.il



Israel

Idit Admon

International Programs Manager
Coller School of Management,
Tel Aviv University
arbelita@gmail.com



Israel

Shai Danziger

Associate Dean of International Affairs
Coller School of Management, Tel Aviv
University
shaid@tau.ac.il



Italy

Isabella Cristina De Toni

Global Alliances, Manager
Bocconi University
isabella.detoni@unibocconi.it

Italy

Erika Zancan

Head, Partner Universities Relations
Bocconi University
erika.zancan@unibocconi.it



Italy

Simone Consonni

Exchange Students coordinator
Bocconi University
simone.consonni@sdabocconi.it



Italy

Stefano Caselli

Dean for International Affairs
Bocconi University
stefano.caselli@unibocconi.it



Mexico

Rodrigo Osuna

International Strategic Initiatives
Coordinator
EGADE Business School of
Tecnológico de Monterrey
rodrigo.osuna@tec.mx

Netherlands

Prof. Dr. Eric Waarts

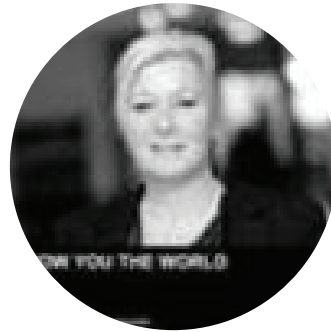
Rotterdam School of Management,
Erasmus University
ewaarts@rsm.nl



Netherlands

Eva Lejeune

Project Manager MBA team
Rotterdam School of Management,
Erasmus University
elejeune@rsm.nl



Netherlands

Linda de Vries

Head International Office
Rotterdam School of Management,
Erasmus University
Lvries@rsm.nl



New Zealand

Sebastian Filep

Associate Dean International
University of Otago Business School
sebastian.filep@otago.ac.nz



Norway

Astrid Foldal

Head of Section, International Relations
NHH Norwegian School of Economics
astrid.foldal@nhh.no



Norway

Linda Nostbakken

Deputy rector and vice rector for
academic affairs
NHH Norwegian School of Economics
linda.nostbakken@nhh.no



Poland

Jacek Prokop

Vice-Rector for International Relation
SGH, Warsaw School of Economics
jproko@sgh.waw.pl



Poland

Katarzyna Kacperczyk

Director of International Centre
SGH, Warsaw School of Economics
kkacpe@sgh.waw.pl



Portugal

Rita Campos Cunha

Deputy Dean, Pre-Experience Studies
Nova School of Business and Economics
rita.cunha@novasbe.pt



Portugal

Victoria Winter

Director of Institutional Relations
Nova School of Business and Economics
victoria.winter@novasbe.pt



Russia

Alisa Stepanova

Graduate School of Management,
St. Petersburg University
a.e.stepanova@gsom.spbu.ru



Singapore

Elison Lim

Assistant Dean-Graduate Studies
Nanyang Business School, Nanyang
Technological University
limac@ntu.edu.sg



Singapore

Wai Cheng Cheah

Manager, Curriculum & Assessment
NUS Business School, National
University of Singapore
waicheng@nus.edu.sg



Singapore

Zahira Nawî

Head, Programme Management (MBA)
NUS Business School, National
University of Singapore
zahira@nus.edu.sg



South Africa

Karen Trent

International Exchange Coordinator
WITS Business School, The University
of the Witwatersrand
Karen.Trent@wits.ac.za



South Africa

Renee Horne

Director of International Relations
WITS Business School, The University
of the Witwatersrand
renee.horne@wits.ac.za



South Korea

Ji Eun Lee

Program Manager, External Affairs Center
Kaist College of Business
jelee@kaist.ac.kr



South Korea

Miyoung Choi

Director, External Affairs Center
Kaist College of Business
mychoi@kaist.ac.kr



Spain

Paula Niembro

Exchange Programme Manager
ESADE Business School
paula.niembro@esade.edu



Sweden

Anna Dozai Ahlqvist

Administrative Director,
Program Office
Stockholm School of Economics
anna.dozai@hhs.se



Sweden

Karin Fernler

PhD, Program Director BSc in
Business & Economics
Stockholm School of Economics
karin.fernler@hhs.se



Sweden

Salam Zandi

International Relations Manager
Stockholm School of Economics
salam.zandi@hhs.se



Switzerland

Andreas Wittmer

Head of International Networks
University of St Gallen
andreas.wittmer@unisg.ch



Switzerland

Nicole Gsell

Head of Student Mobility, Programme
Manager for Asia
University of St Gallen
nicole.gsell@unisg.ch



Switzerland

Peter Lindstrom

Dean, External Relations
University of St Gallen



Taiwan

Cherry Huang

Senior Manager

National Chengchi University

crhuang@nccu.edu.tw



Taiwan

Kwei Tang

University Chair Professor

National Chengchi University

ktang@nccu.edu.tw



Taiwan

Shari Shang

Associate Dean

National Chengchi University

shari_shang@yahoo.com



Turkey

Basak Yalman

Academic Programs Manager

Koç University Graduate

School of Business

byalman@ku.edu.tr



United Kingdom

Ashley Roberts

Associate Professor Organisation & HRM

Warwick Business School,

University of Warwick

Ashley.Roberts@wbs.ac.uk



United Kingdom

Charlotte Fiddy

Programme Manager

London School of Economics and

Political Science

c.fiddy@lse.ac.uk



United Kingdom

Laura Youngman

Programmes Improvement Manager

(Masters Programmes)

Warwick Business School, University

of Warwick

Laura.Youngman@wbs.ac.uk

United Kingdom

Paolo Taticchi

Director of Global Initiatives

Imperial College London

p.taticchi@imperial.ac.uk



United States

Annie Floyd
Program Manager
Duke, The Fuqua School of Business
annie.floyd@duke.edu



United States

Brian Mitchell
Associate Dean
Emory University, Goizueta
Business School
Brian.Mitchell@emory.edu



United States

Caitlin O'Donnell
Associate Director, The Jerome A. Chazen
Institute for Global Business at
Columbia Business School
Columbia University
cmo2129@columbia.edu



United States

Charles (Michael) Stepanek
Executive Director Academics & Operations
UNC Kenan-Flagler Business School
michael_stepanek@kenan-flagler.unc.edu



United States

Eric Hirst
Sr. Associate Dean for Academic Affairs
McCombs School of Business,
University of Texas
Eric.Hirst@mcombs.utexas.edu



United States

Harriet Ruskin
Director, International and Joint
Degree Programs
Emory University,
Goizueta Business School
harriet.ruskin@emory.edu



United States

Jenni Patterson
Global Student Experience Manager
Stephen M. Ross School of Business,
The University of Michigan
jmpatte@umich.edu



United States

Jeremy Billetdeaux
Director of International Programs,
BBA Program, Emory University,
Goizueta Business School
jeremy.billetdeaux@emory.edu



United States

Josh Rucker

Senior International Programs Coordinator
McCombs School of Business,
University of Texas
josh.rucker@mcombs.utexas.edu



United States

Joshua Safier

Managing Director
Columbia University
Jerome A.Chazen Institute
for Global Business
jms131@gsb.columbia.edu



United States

Megha Madan

Assistant Director, Goizueta
Global Strategy
Emory University, Goizueta
Business School
megha.madan@emory.edu



United States

Patricia Collins

Associate Director, MBA
Global Programs
UNC Kenan-Flagler Business School
patricia_collins@kenan-flagler.unc.edu



United States

Rachel Fleishman

Associate Director of Global Programs,
Kelley MBA Office
Kelley School of Business,
Indiana University
rafleish@indiana.edu



United States

Wendi Liu

Assistant Director, MBA
International Programs
Stern School of Business,
New York University
wliu@stern.nyu.edu

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