



Beyond Leadership: Humanity

—
Thursday, May 24, 2018
Research conference

EU Business School, Geneva
To register or for further questions
please contact us at research@euruni.edu



[#StartHere](#)

ANNUAL RESEARCH CONFERENCE

BEYOND LEADERSHIP: HUMANITY

EU Business School takes great pleasure to host the 2018 Research Conference Beyond Leadership: Humanity. Building on the outcomes of our successful Leadership Seminar in November 2017, which provided deep insights into leading the 4th industrial revolution, we have created an interesting theme for this research event focusing on the missing links. Although the world has never been a better place to live, the current global leadership architecture is archaic. We believe it is time to go back to the basics and focus on the most important trends. And the missing link in these multifold trends seems to be the human being – what role for the individual in our common future? The 2018 Research Conference seeks to bridge the gap between pragmatic solutions and our common future.

Two Sessions, under the guidance of a moderator, will each be looking into four strategic issues to be uncovered in presentations and discussions; a plenary session will bring these topics to a common vision. The proceedings and contributions will be published.

“...will strive to a long-term policy of well-being and maximal useful employment.”

Philips, circa 1946

Objectives

EU Business School holds its annual Research Conference that showcases the latest in research by academics, students, and professionals from various disciplines. The event allows the opportunity to present and share ideas, debate issues, collaborate, and network with professionals from diverse fields. The presentations and proceedings of the conference will be published on our research website.

Who Should Attend?

- Faculty and Academics
- Graduate and Post Graduate Students
- Researchers
- Business and Industry Professionals

CONFERENCE AGENDA

PLENARY SESSION

- 09.30-09.45 Welcome Speech
Suddha Chakravartti, Head of Research, EU Business School
- 9.45-10.30 Keynote Address: *A more human-centric leadership?*
Georges Haour, Professor Emeritus, IMD Business School

SESSION 1

- 10.30-13.00: LEADERSHIP vs. RESPONSIBLE MANAGEMENT?
Moderator: Stef de Jong, Academic Dean, EU Business School
1. Coaching – individual solutions to collective responsibilities.
By Laura Penn, Founding Director, The Public Speaking School
 2. Family Business: Passion or Pathology?
By Isabelle Celardin, Pharmacist; President, EAUXVIVES Pharma SA., Geneva
 3. Start Up Management – New Styles
By Jon-Mark Walls, CEO of GovFaces; TED Speaker
 4. The End of End of History: Leading in the Era of Connected Fragmentation?
By Diego Gilardoni, Global Business and Communication Consultant; TED Speaker; and Author
- 13.00-14.00 Lunch break

SESSION 2

- 14.00-16.30: FROM SERVER TO VALUE CHAIN?
Moderator: Robert S. Green, Professor, EU Business School
1. The human element in Blockchain development – is it democracy?
By Shekhar Hari Kumar, Ph.D Candidate at HEI; Consultant at National Institute of Public Finance and Policy, India
 2. Blockchain: Decentralization & Human Factors
By Houman Goudarzi, Founder & CTO, Open Blockchain
 3. Blockchain and the Sustainable Development Goals
By Dr. Judit Kozenkow, Professor, EU Business School

CONCLUSION

- 16.30-17.00 Wrap up & Mission Statement
Apéro Reception



GEORGES HAOUR

PROFESSOR EMERITUS, IMD LAUSANNE

KEYNOTE SPEAKER

Georges Haour is Professor of Innovation and Management at IMD, in Switzerland. He is associated with the “Business Accelerator” XNODE in Shanghai, as well as with the Incubator Scientific Generics (Now Sagentia), in Cambridge, UK. He has helped with the launch of the British Telecom’s Incubator “BRIGHTSTAR” in Ipswich, UK, and frequently works in Geneva-Lausanne region; Cambridge, UK; Paris; and Shanghai.

He acts as an adviser to companies, occasionally using his “innovation journey” approach, to foster innovation-led growth in firms, as well as on effective technology transfer & commercialisation. His recent work on innovation in China compelled him to join a European Union project on the digital tsunami, on 5G/IoT, which involves companies from Japan and Europe.

Georges, born and raised in Lyon, France, holds French and Swiss passports. He obtained a PhD in Chemistry & Materials Science from the University of Toronto, Canada. He then worked with Marshall McLuhan, as well as at Bell Labs, in Murray Hill, N.J., eventually joining the innovation & tech. transfer firm Battelle, in Geneva, becoming manager of a 35 staff business unit. Companies funded the development of innovation projects carried out in his unit and he licensed several of his eight granted patents to firms, such as Hitachi, in order for them to launch new activities.

He has published numerous articles and five books. After “*Resolving the Innovation Paradox*” on effectively managing innovation, came “*From Science to Business*” (www.fromsciencetobusiness.ch) on technology/knowledge transfer (both books with Palgrave, London). His last book is on innovation in China; titled “*Created in China - how China is becoming a global innovator*”, it has been published by Bloomsbury (London, 2016) and in Chinese by CITIC Publishing (Beijing, 2017).



LAURA PENN

FOUNDING DIRECTOR, THE PUBLIC SPEAKING SCHOOL

SPEAKER

Laura Penn is an internationally acclaimed public speaking expert and Founding Director of the Public Speaking School. Dr. Penn transforms how we present and speak in public. Throughout her years as a professional speaker coach, she has empowered thousands of speakers both on and off camera and on TEDx and TED-like stages around the globe, to deliver the best talks of their lives.

This work and her eclectic background as a Ph.D-level scientist and lifelong performer in theatre and dance, have led Laura to develop a game-changing formula for learning the art of effective public speaking. Far reaching in it's approach, Laura's innovative formula transforms speakers into engaging, powerful and successful communicators who "enthuse, inspire and feel good whenever they present and speak in public".



ISABELLE CELARDIN

PHARMACIST; PRESIDENT, EAUXVIVES PHARMA SA

SPEAKER

Isabelle Celardin took over the small pharmacy in Eaux Vives in the 80s, to build it out to one of the leading entities in Geneva, with a recent second opening on Favon – her reputation and laboratory range span many approaches: allopathy, but also aroma-, nutri-, gemmo-, homeo-, and phytotherapy, spagyrie, floral elixirs and many more.

The second generation is totally dedicated to the firm, and Isabelle can therefore throw an original view on family business, providing an analysis that is worth looking into.



JON MARK WALLS

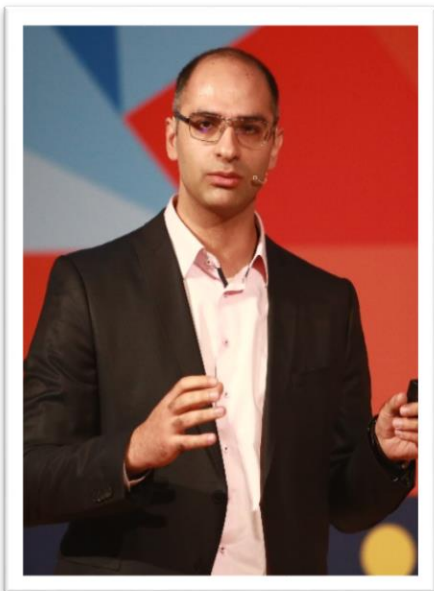
CEO, GOVFACES & TED SPEAKER

SPEAKER

Jon Mark Walls is a social entrepreneur, lecturer, and speechwriter who is driven by the idea that better communication can lead to better politics.

Having worked for the United Nations as well as various governments and NGOs, he co-founded GovFaces which aimed to improve interactive communication between citizens and representatives.

Based in Geneva, Switzerland, Jon Mark has sought to blend traditional communications approaches with new technologies and develop ways of delivering ideas across all levels of society.



HOUMAN GOUDARZI

FOUNDER & CTO, OPEN BLOCKCHAIN

SPEAKER

Founder and CTO at the Open Blockchain, also leading digital technology R&D, Start-up Incubation Program, and driving innovation and digital transformation at an industry level at the International Air Transport Association (IATA) in Geneva. Houman is a digital technologist with experience in a range of local and international business contexts, across different industries (FinTech, Travel and Transportation, Retail, IT, Aerospace), with particular focus on digital technologies (e.g. Blockchain, AI, AR/VR, IoT), software engineering, data science, innovation and business transformation.



SHEKHAR HARI KUMAR

Ph.D CANDIDATE, HEI; CONSULTANT, NATIONAL INSTITUTE OF PUBLIC FINANCE AND POLICY, INDIA

SPEAKER

Shekhar Hari Kumar is a PhD candidate in international economics at the Graduate Institute of International and Development Studies. His research focuses on the nexus between international capital flows, exchange rate regimes and monetary policy in emerging markets. He is a consultant for the MacroFinance group at the National Institute of Public Finance and Policy (NIPFP), an autonomous think tank of the Ministry of Finance in India.

He was a member of the Financial Sector Legislative Reforms Commission (FSLRC) team and has worked on financial policy issues ranging from capital controls, resolution of financial firms to fintech and payment systems for the Indian government. Shekhar completed his masters degree in Economics at Indian Institute of Technology Madras (IITM) in 2011 and is slowly waking up to the reality of fintech taking over his professional life.



JUDIT KOZENKOW

PROFESSOR OF ECONOMICS

EU BUSINESS SCHOOL

SPEAKER

Dr. Kozenkow holds a Ph.D. in Economics and has almost 10 years of experience in the field of international economics. She has developed excellent analytical, communication, and organizational skills through teaching, research and project management.

Currently she teaches at EU Business School Switzerland and at Webster University Geneva, mentors undergraduate, graduate and doctorate students, and has worked as a trade and economic expert for the United Nations Conference on Trade and Development (UNCTAD).

Her previous positions include Research Fellowship at the Graduate Institute of International and Development Studies in Geneva, Visiting Fellowship at Johns Hopkins University School of Advanced International Studies in Washington, DC and strategic advisory and risk management in the Hungarian financial sector.



DIEGO GILARDONI

GLOBAL BUSINESS & COMMUNICATIONS CONSULTANT; AUTHOR; TED SPEAKER
SPEAKER

Diego Gilardoni, a former journalist turned international consultant with experience in Europe, US and China, advises international companies faced with the communication and cultural challenges associated with operating in an increasingly complex global business environment.

He is also an accomplished international keynote speaker specialized in global business communication and has given a TEDx Talk on the impact of cultural differences on global business strategies. Most recently he gave a speech on the relationship between country reputation and corporate reputation at the 2018 World Communication Forum in Geneva, while in July 2018 he will be a keynote speaker at the 5th High Forum on Intercultural Business Communication organized by the University of International Business and Economics in Beijing.

An expert on China, he is the author of the book *Decoding China. Cross-cultural strategies for successful business with the Chinese* (Itim International, 2017).

A graduate in History from the University of Fribourg, he holds a Postgraduate Diploma in Global Business from the University of Oxford's Saïd Business School.



SUDDHA CHAKRAVARTTI

HEAD OF RESEARCH, EU BUSINESS SCHOOL

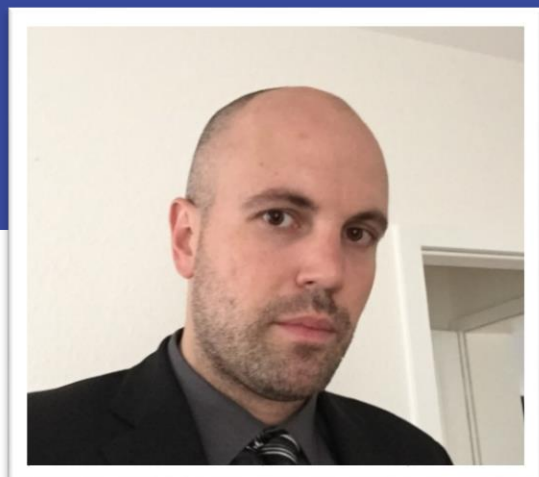
MODERATOR



STEF DE JONG

ACADEMIC DEAN, EU BUSINESS SCHOOL

MODERATOR



ROBERT S. GREEN

PROFESSOR OF MEDIA & CROSS-CULTURAL COMMUNICATION, EU
BUSINESS SCHOOL

MODERATOR

EU Geneva

Quai du Seujet 18

1201 Geneva, Switzerland

T +41 22 779 26 71

info.gva@euruni.edu

EU Montreux

Villa Ormond

Rue du Lac 18

1815 Clarens-Montreux, Switzerland

T +41 21 964 8464

info.mtx@euruni.edu

EU Munich

Therensienhöhe 28

80339 Munich, Germany

T +49 89 5502 9595

info.muc@eumunich.com

EU Barcelona

Diagonal 648 bis

08017 Barcelona, Spain

T +34 93 201 81 71

info.bcn@euruni.edu

EU Online

T +34 93 201 81 24

onlinecampus@euruni.edu