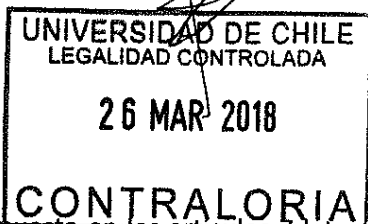




**AUTORIZA TRATO DIRECTO, DE FORMA EXCEPCIONAL, POR PARTICIPACIÓN EN CONFERENCIA INTERNACIONAL ORGANIZADA POR AACSB INTERNACIONAL, POR LAS RAZONES QUE INDICA.**

**RESOLUCIÓN N° CHC.0037.18**

SANTIAGO, Marzo 6 de 2018



**VISTOS:**

- 1.- Lo dispuesto en los artículos 7 letra c), 8 letra g), de la Ley N° 19.886, de Bases sobre Contratos Administrativos de Suministro y Prestación de Servicios.
- 2.- Lo dispuesto en el artículo 10, N°4 y N°7, letra e) del Decreto N° 250, de 2004, del Ministerio de Hacienda, que aprueba el Reglamento de la Ley N° 19.886, de Bases sobre Contratos Administrativos de Suministro y Prestación de Servicios.
- 3.- Lo dispuesto en la Ley N° 19.880, que establece bases de los procedimientos administrativos que rigen los actos de los órganos de la Administración del Estado.
- 4.- Lo dispuesto en, Decreto Supremo N°180 de 1987, del Ministerio de Hacienda, Decretos Universitarios; 8404 de 2012; 2824 y 2802 de 2014; 2045 de 2017 y en la Resolución N° 1600 de 2008, de la Contraloría General de la República.

**CONSIDERANDO:**

- 1.- Que, la Facultad de Economía y Negocios de la Universidad de Chile, requiere pagar cuota de participación para el señor Vicedecano Sergio Olavarrieta, en Foro de Impacto y Conferencia Internacional y Reunión Anual (ICAM 2018), a realizarse entre los días 20 al 24 abril de 2018, en Honolulu, Hawaii, EEUU, organizada por Association to Advance Collegiate Schools of Business AACSB, organismo en el cual la Facultad se encuentra acreditada.
- 2.- Que, AACSB es la principal asociación que certifica los estándares de calidad en la educación de las Escuelas de Negocios, a nivel mundial, contribuyendo en el proceso continuo de revisión y mejoras. Estas actividades organizadas por AACSB International están diseñadas y orientadas a Decanos, administradores y directores de investigación responsables de la gestión de sus Escuelas, así como destacados académicos y colaboradores empresariales, por lo que es relevante la participación de un representante de la Facultad de Economía y Negocios como una oportunidad de establecer contacto con las más importantes Universidades de Negocio del mundo.
- 3.- Que, dicho requerimiento fue autorizado por la Jefa de Gabinete de Decanato, según consta en el Formulario de Solicitud de Compra y Disponibilidad Presupuestaria, de fecha 5 de marzo de 2018, por hasta US\$1.990.- (mil novecientos noventa dólares americanos), impuestos incluidos, más gastos correspondientes a la transferencia electrónica.
- 4.- Que, de acuerdo a lo señalado en el artículo 51, del Reglamento de la Ley de Compras, los tratos directos que se realicen en virtud de lo dispuesto en el artículo 10 requerirán de un mínimo de tres cotizaciones de diferentes proveedores, con excepción de aquellos tratos o contrataciones directas contenidas en los números 3, 4, 6 y 7.

5.- Que, el artículo 10, establece las circunstancias en que procede la Licitación Privada o Trato o Contratación Directa, con carácter de excepción, según indica, a su turno el numeral 4 contempla la posibilidad de dicho procedimiento de contratación: *“Si sólo existe un proveedor del bien o servicio”*; asimismo, lo establecido en el numeral 7, en la letra e) *“cuando la contratación de que se trate sólo pueda realizarse con los proveedores que sean titulares de los respectivos derechos de propiedad intelectual, industrial, licencias, patentes y otros”*.

6.- Que, las circunstancias previstas por el legislador para autorizar la contratación bajo la modalidad de trato directo, que se indican en los numerales anteriores, concurren respecto de AACSB INTERNATIONAL, asociación reconocida a nivel internacional por tratarse de un organismo especializado en acreditaciones de Escuelas de Negocios, además por ser quien lidera y coordina el Foro de Impacto y la Conferencia Internacional y Reunión Anual (ICAM 2018), como se puede constatar en [www.aacsb.edu/seminar/2018/impact-forum-april-honolulu](http://www.aacsb.edu/seminar/2018/impact-forum-april-honolulu) y en [www.aacsb.edu/events/conference/2018/icam](http://www.aacsb.edu/events/conference/2018/icam), por lo que puede considerarse proveedor único, al ser titular exclusivo de derechos de propiedad intelectual y/o industrial.

7.- Que, debido a las particulares características de la contratación y la empresa que provee el servicio requerido corresponde a una entidad extranjera no inscrita en el registro de proveedores del Estado, se hace imposible para esta Facultad efectuar el proceso de compras a través del portal [www.mercadopublico.cl](http://www.mercadopublico.cl), debiendo gestionarse en conformidad a lo establecido por el artículo 62 N° 6 del Decreto 250 de 2004 del Ministerio de Hacienda.

8.- Que, atendiendo lo descrito en el considerando previo y a que el monto convenido a pagar por los servicios no supera las 1.000 UTM, no se estima necesaria la suscripción de contrato entre las partes, sin perjuicio de lo cual se entenderá como parte integrante del presente acto y de la ejecución de la prestación, los términos de referencia y la propuesta del proveedor adjunta.

9.- Que, la Facultad de Economía y Negocios de la Universidad de Chile cuenta con los fondos necesarios para proceder con la contratación requerida. Por tanto;

#### **RESUELVO:**


**1.- Autorícese** la contratación realizada a través de la modalidad excepcional de trato directo, según la causal contemplada en la parte considerativa y términos de referencia adjuntos al presente acto, al proveedor AACSB INTERNATIONAL, pudiendo efectuarse la contratación fuera del Sistema de Información de la Dirección de Compras y Contratación Pública.


**2.- Autorícese** el pago por la suma máxima de US\$1.990.- (mil novecientos noventa dólares americanos) más gastos correspondientes a transferencia electrónica, pagados en una cuota, realizada según los siguientes datos:

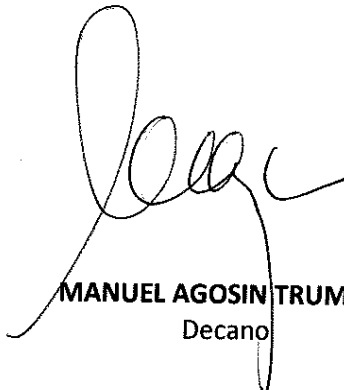
Nombre del beneficiario	: ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS.
Nombre del banco	: SUN TRUST BANK
Cuenta corriente	: 1000090141242
Dirección del banco	: 401 EAST JACKSON STREET, TAMPA FL 33602.
Moneda	: DÓLAR
Swith	: SNTRUS3A.
ABA	: 061000104.


3.- Impútese el gasto correspondiente, al Título A, ítem 2.6 del presupuesto universitario vigente, con cargo al presupuesto de la Facultad de Economía y Negocios de la Universidad de Chile.

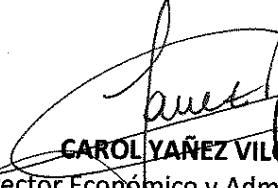
ANÓTESE, COMUNÍQUESE Y ARCHÍVESE.


  
**FREDDY CORONADO MARTÍNEZ**  
Vicedecano (S)



  
**MANUEL AGOSIN TRUMPER**  
Decano



  
**CAROL YAÑEZ VILOS**  
Director Económico y Administrativo



**Distribución:**

- 1.- Contraloría Universidad de Chile.
- 2.- Dirección Económica y Administrativa-FEN
- 3.- Unidad Tesorería-FEN
- 4.- Decanato-FEN.
- 4.- Unidad Adquisiciones-FEN,

## **TÉRMINOS DE REFERENCIA**

### **PAGO DE PARTICIPACIÓN EN ICAM 2018 PARA LA FACULTAD DE ECONOMÍA Y NEGOCIOS DE LA UNIVERSIDAD DE CHILE.**

#### **1. Objetivo General:**

El objetivo de la contratación, realizada a través de la modalidad excepcional del trato directo, es el pagar cuota de participación para el señor Vicedecano Sergio Olavarrieta, en Foro de Impacto y Conferencia Internacional y Reunión Anual, a realizarse entre los días 20 al 24 abril de 2018, en Honolulu, Hawaii, EEUU, organizada por Association to Advance Collegiate Schools of Business AACSB, asegurando a la Facultad el cumplimiento de determinados requisitos mínimos de calidad, confiabilidad y disponibilidad.

#### **2. Servicios requeridos:**

Cuota participación Foro de Impacto, US\$695.-  
Cuota participación ICAM 2018, US\$1.295.-

#### **3. Monto de la adquisición o contratación:**

El monto es de hasta US\$1.990.- (mil novecientos noventa dólares americanos), impuestos incluidos.

#### **4. Garantía de fiel y oportuno cumplimiento de contrato:**

No se estima necesaria.

#### **5. Multas:**

No se estiman necesarias. Por ser un producto estándar de simple y objetiva especificación.

#### **6. Vigencia del contrato:**

Ejecución inmediata.

#### **7. Causales de término anticipado:**

El incumplimiento de cualquier obligación contraída por la Empresa Prestadora del Servicio dará derecho a la Facultad para poner término inmediato a la presente contratación, bastando para ello una simple comunicación escrita, enviada por carta simple o correo electrónico, a la Empresa Prestadora del Servicio, sin perjuicio de las causales establecidas en el artículo 77 del Decreto 250 del Ministerio de Hacienda, las cuales son:

1. Resciliación o mutuo acuerdo entre los contratantes.
2. Incumplimiento grave de las obligaciones contraídas por el contratante.
3. Estado de notoria insolvencia del contratante, a menos que se mejoren las cauciones entregadas o las existentes sean suficientes para garantizar el cumplimiento del contrato.

4. Por exigirlo el interés público o la seguridad nacional.
5. Registrar saldos insolutos de remuneraciones o cotizaciones de seguridad social con sus actuales trabajadores o con trabajadores contratados en los últimos años, a la mitad del período de ejecución del contrato, con un máximo de seis meses.

**Procedimiento general en cuanto a la aplicación de sanciones.**

Producido el incumplimiento, y previo informe de la contraparte técnica, la autoridad correspondiente notificará este hecho al representante legal de la empresa a través del correo electrónico, informándole sobre la sanción a aplicar y sobre los hechos en que aquélla se motiva. A partir de la recepción del correo electrónico anterior, el proveedor dispondrá del plazo de dos (2) días hábiles para realizar sus descargos acompañando todos los antecedentes que respalden su posición, éstos deberán presentarse por escrito al Decano de la Facultad de Economía y Negocios o a través del correo electrónico de la contraparte técnica. La no recepción de los correos electrónicos por razones no imputables a la Facultad será de responsabilidad exclusiva del proveedor.

Transcurrido el plazo, la contraparte de la Facultad remitirá los antecedentes que disponga y/o que el proveedor haya aportado, para la decisión fundada de la Facultad o quien lo represente al efecto.

Si el proveedor hubiere presentado sus descargos en tiempo y forma, la Facultad podrá rechazarlos o acogerlos, total o parcialmente. La decisión adoptada se notificará al representante legal de la empresa por medio de carta certificada dirigida al domicilio registrado en [www.chileproveedores.cl](http://www.chileproveedores.cl), la que se entenderá notificada al tercer día hábil desde su recepción en correos.

Respecto a esta decisión, procederán los recursos que al efecto dispone la Ley N° 19.880, que establece bases de los procedimientos administrativos que rigen los actos de los órganos de la administración del Estado.

Con todo, la Facultad no podrá cursar sanciones al proveedor cuando los plazos de cumplimiento de los servicios convenidos hayan sido extendidos por orden de la contraparte técnica de la Facultad, o bien, si el proveedor no ha podido dar cumplimiento a los mismos por caso fortuito o fuerza mayor o por falta de un antecedente, visación, informe o instrucción de la Facultad, o bien por la exigencia de requerimientos adicionales o especiales de la Contraparte técnica de la Facultad.

La aplicación de sanciones no exime del derecho de poner término anticipado al contrato por incumplimiento de las obligaciones contractuales del proveedor.

Además de lo señalado, la Facultad quedará autorizada para iniciar el procedimiento judicial encaminado a exigir el pago, por parte del proveedor responsable del incumplimiento, de las indemnizaciones por los daños y perjuicios ocasionados.

**8. Forma y modalidad de pago:**

El pago se realizará a través de transferencia electrónica a los siguientes datos:

Nombre del beneficiario : ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS.  
Nombre del banco : SUN TRUST BANK  
Cuenta corriente : 000090141242  
Dirección del banco : 401 EAST JACKSON STREET, TAMPA FL 33602.  
Moneda : DÓLAR  
Swith : SNTRUS3A.  
Aba : 061000104.

**9. Contraparte técnica:**

La contraparte técnica será doña Victoria Cruces Ch., Jefa de Gabinete Decanato.



**Victoria Cruces Chiorino**  
Jefa de Gabinete  
Decanato



**Formulario de Solicitud de Compras y Contrataciones y  
Certificado Disponibilidad Presupuestaria**

Fecha de Solicitud:

**ÍTEM I: IDENTIFICACIÓN UNIDAD REQUERENTE**

Unidad Solicitante:       Responsable de la contratación:       Cargo:

**ÍTEM II: ANTECEDENTES GENERALES DE LA SOLICITUD**

Nombre de la Adquisición (Indicar solo nombre, NO detalles)

Está incorporada en Plan Anual de Compras:

Objetivo de la Compra y Detalles

¿Solicita Renovar un contrato vigente?       Indicar N° y Fecha Decreto que aprueba contrato anterior:       Monto estimado adquisición:  (Impuestos incluidos)

Imputar Gasto a:       Moneda:

Forma de Contratación

¿Consultó previamente convenio marco?

**IMPORTANTE:** Si habiendo consultado el Convenio Marco, la compra o contratación NO se hará por este medio, indique las razones fundadas, acompañadas de un análisis técnico y/o económico, por las cuales su opción NO es el Convenio Marco. Este argumento se incluirá en la Resolución que irá a Control de Legalidad y se remitirá a la Dirección de ChileCompra. **Si no se adjunta esta información, la solicitud será rechazada.**

Fundamento:

**ÍTEM III: COTIZACIONES**

**Debe adjuntar 3 cotizaciones cuando la contratación:**  
1. Es menor a 3 UTM  
2. Corresponde a Art. 10 N° 1, 2, 5 y 8

**Debe adjuntar 1 cotización cuando la contratación:**  
1. Es menor a 3 UTM y es realizada por fuera del portal  
2. Corresponde a Art. 10 N° 3, 4, 6 y 7

**ÍTEM IV: CERTIFICADO DISPONIBILIDAD PRESUPUESTARIA**

De conformidad al presupuesto aprobado para esta institución por Decreto Supremo N°180 de 1987, del Ministerio de Hacienda. Certifico que a la fecha del presente documento, la institución cuenta con el presupuesto para el financiamiento de los servicios/productos "Participación actividades AACSB", con cargo al Centro de Costo 1205.0101.4201.001 por un monto bruto de US\$1.990.- (Mil novecientos noventa dólares americanos).

En el caso de tratarse de una Transferencia, indicar:

Nombre Beneficiario	<input type="text"/>
Nombre del Banco	<input type="text"/>
Cuenta Corriente N°	<input type="text"/>
Dirección del Banco	<input type="text"/>
Moneda	<input type="text"/>
SWITH	<input type="text"/>
ABA	<input type="text"/>

Breve descripción del motivo de la transferencia

Victoria Cruces Chiorino  
Jefa Gabinete Decanato

## 2017 / 2018 Event Registration



Advance event and travel information is available on the website at [aacsb.edu](http://aacsb.edu), or email [events@aacsb.edu](mailto:events@aacsb.edu). For questions on registering, call +1-813-367-5219 or email [registration@aacsb.edu](mailto:registration@aacsb.edu).

- Use a separate form for each registrant; duplicate form as needed.
- Registration pricing is a per person amount based on date of receipt and a first-come, first-serve basis.
- Multiple registrant discounts will be offered to the 3rd and subsequent attendees registered for a single event. Registrants must be from the same member organization. The discounted amount will be REFUNDED within 30-45 days of the date of registration, and will be based strictly on the order in which registrations are received.
- Payment must accompany your registration form and be made in U.S. currency only, drawn on a U.S. bank.

Event Code	Date	Location	Fee
CN-ICAM18	April 22-24	Honolulu, Hawaii	1,295 USD
SM-IMP18a	April 20, 2018	Honolulu, Hawaii	695 USD
<b>Total of Registration Fees</b>			<b>1990 USD</b>

**Please print, type or attach business card.**

First time AACSB International registrant check here

Date: March 05, 2018

Prefix: Mr. First: Sergio MI: \_\_\_\_\_ Family/Last: Olavarrieta Designation: \_\_\_\_\_

School/Organization: School of Economics and Business, University of Chile

Position Title: Associate Dean Email: solavar@fen.uchile.cl

Division/Department: School of Economic and Business

Address: 205 Diagonal Paraguay, Corporate Building Z, 4th floor

City: Santiago Province/State: Metropolitan Area Postal Code: 8330015 Country: Chile

Phone: +56 2 29783484 Fax: \_\_\_\_\_ Preferred First Name for Badge: Sergio Olavarrieta

Is this an official contact information change:  Yes  No How did you hear about this event? \_\_\_\_\_

Dietary:  Gluten Free  Vegetarian  Kosher  Halal  Shellfish Allergies  Other \_\_\_\_\_ (Requests required two weeks prior to event)

Physical:  Please check here if you require special accommodations to participate, attach a written description of your needs. \_\_\_\_\_

Accommodations: All hotel accommodations and related special requests must be made directly with the hotel.

**Register via**

1. **INTERNET** with credit card information (**preferred**):  
<http://www.aacsb.edu/events>  
See step-by-step instructions [here](#).
2. **FAX** is acceptable only if you **cannot** pay with a credit card.  
Send completed registration form with purchase order information or wire transfer documentation to +1-813-472-5531.  
(If you are faxing, please do not mail original form.)
3. **MAIL** completed registration form with check payments to:  
AACSB International Events, Lockbox 1143, PO Box 95000,  
Philadelphia, PA, USA 19195-1143.

*(Both registration and payment must be received by the cutoff date to qualify for the discounted rate.)*

**Faxed registration cannot be processed without payment information. Also note that faxed and mailed registrations can take up to two weeks to process. AACSB International is not liable should an event sell out prior to payment being received.**

**Registrations will not be confirmed until full payment is received.**

**Payment must accompany your registration form.**

U.S. Federal Identification # 43-6036286

**Please contact [registration@aacsb.edu](mailto:registration@aacsb.edu) for wire transfer information.**  
*Wire transfers attract a bank fee, please add 15.00 USD for each wire.*

**Indicate participant's name, organization, and event code on payment.**  
Email receipt of wire transfer with registration form to [registration@aacsb.edu](mailto:registration@aacsb.edu)

Enclosed is check # \_\_\_\_\_ payable to  
AACSB International for \_\_\_\_\_ USD.  
*(Payment in U.S. currency, drawn on a U.S. bank)*

If you experience a transaction error that states DECLINE, please contact your credit card's issuing bank.

For any other credit card payment related error, you may contact us at:

Email: [registration@aacsb.edu](mailto:registration@aacsb.edu)  
Phone: Americas +1 813 769 6500  
Asia Pacific +65 6592 5210  
Europe, Middle East, Africa +31 20 509 1070



**AACSB International**

# FORO DE IMPACTO

20 de abril de, 2018 | Honolulu, Hawai, EE.UU.

Español  Con la tecnología de [Google Traductor de Google](#)

## Foro de impacto

20 de abril de, 2018 | Honolulu, Hawai, EE.UU.

Una cosa es saber que una escuela de negocios debe definir y demostrar el impacto pero la comprensión de lo que estos procesos conllevan y "cómo contar la historia de su escuela" es una cuestión totalmente diferente. Si usted se encuentra con más preguntas que respuestas sobre la manera de evaluar el impacto de su escuela, que se beneficiarán de Impacto Foro de AACSB.

Este foro altamente interactivo le ayudará a desarrollar un enfoque integral para mejorar y demostrar el impacto basado en la misión y la comunidad de partes interesadas única de su escuela. Además, tendrá la posibilidad de comparar los métodos de evaluación del impacto de su escuela con otros métodos de los asistentes y explorar los datos de impacto de una variedad de fuentes.

### Objetivos de aprendizaje

- Definir impacto en el contexto de la misión de la escuela
- Entender cómo las partes interesadas en coche impacto
- Medir el impacto a través de métodos cualitativos y cuantitativos
- Desarrollar estrategias eficaces para superar los desafíos relacionados con el impacto



Texto original

rely on yourself with more questions than answers on how to assess your school's impact, you will benefit from AACSB's Impact Forum.

Sugiere una traducción mejor

### Quién debe asistir

Decanos, administradores, directores de investigación / coordinadores, y los responsables de la gestión y demostrar el impacto en la escuela de uno. Los individuos que son nuevos en el impacto, y los que han sido recientemente añadidos a un comité en la mejora, el desarrollo y la demostración de impacto también se les anima a asistir.

### Contáctenos

Para obtener más información, póngase en contacto con [events@aacsb.edu](mailto:events@aacsb.edu).



<http://www.aacsb.edu/events/conference/2018/icam>

**AACSB International**

# CONFERENCIA INTERNACIONAL Y REUNIÓN ANUAL

22 hasta 24 abril, 2018 | Honolulu, Hawai, EE.UU. | # ICAM2018

Español  Con la tecnología de [Google Traductor de Google](#)

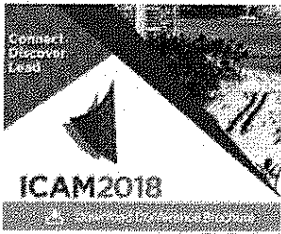
## Conferencia Internacional y Reunión Anual

**Conectar. Descubrir. Dirigir.**

22 hasta 24 abril, 2018 | Honolulu, Hawai, EE.UU.

[Register Now](#)

Regístrese antes del 11 de marzo y ahorrar 200 dólares de la cuota de inscripción en el sitio y ser introducido por una de las seis posibilidades de ganar hasta 600 dólares en gastos de viaje de regreso.

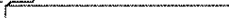


La Reunión Anual y Conferencia Internacional de 2018 (la ICAM 2018) reunirá a los mejores académicos y colaboradores empresariales del mundo a Ho'ohui (conectar) con conocidos desde hace mucho tiempo y hace que los nuevos, a 'Ike (descubrir) cómo dar forma a los futuros líderes empresariales y a Alaka'i (plomo) con el pensamiento innovador. La agenda de la conferencia está diseñada para permitir el equilibrio adecuado de tiempo para conectar, descubrir y conducir. Así que tómese su tiempo y ver qué hay más en Hawai que sol, arena y surf.

**ICAM Welcome**

de Shidler College of Business

01:37



## Qué hay de nuevo en 2018 ICAM?

La agenda de ICAM está diseñado para permitir el equilibrio adecuado de tiempo para **conectar**, **descubrir** y **plomo**.

Echa un vistazo a lo que es nuevo:

- Boogie cerebro: ejercicios de fitness cerebro para optimizar el rendimiento del cerebro y reducir la fatiga mental.
- libro respectivo revisa el negocio y los temas relacionados con liderazgo.
- Esquina de los oradores designados por el tiempo exclusivo con ponentes de la conferencia.
- **Actividades con la cultura hawaiana** disponibles en el hotel sede.
- Consultar la página web **del programa** regular de información actualizada y nuevas actividades!

## 7 Reasons to Attend ICAM

### FEATURED SPEAKER

**Susan David**, autor, *agilidad emocional* y ganador del premio Thinkers50 idea revolucionaria para la "idea que tiene el potencial de cambiar para siempre la forma en que pensamos acerca de los negocios."

*Susan David*  
The art and power of emotional agility

### WHO SHOULD ATTEND

representantes corporativos, decanos asociados / vicedecanos, directores internacionales, directores de programas, jefes de departamento, y la facultad.

### CONFERENCE CHAIR

**Caryn L. Beck-Dudley**  
Dean, Universidad de Santa Clara, Escuela Leavey de negocios

### CONNECT WITH US



Use # **ICAM2018** compartir sus relacionados con la conferencia de retroalimentación, pensamientos y fotos. Siga **@AACSBevents** y **@AACSB** de las últimas noticias y actualizaciones.

Para obtener más información, póngase en contacto con Jill Kaya, Gerente de Conferencias en [kaya.jill@aacsb.edu](mailto:kaya.jill@aacsb.edu).

## MAKE GLOBAL CONNECTIONS

*ICAM is such a great opportunity to get to know people from other business schools focusing on similar topics, struggling with the same issues, and wanting to move business education forward.*

— Claudia Moessentechner, Head Learning Solutions,  
MCI Innsbruck, Austria

\* Debe estar registrado antes del 11 de marzo de 2018. No es transferible a cualquier otro evento. Si el ganador no puede asistir, el reembolso de viaje puede ser transferido a otro individuo dentro de su institución asistir ICAM 2018. No hay gastos de viaje serán pagados por adelantado; reembolsos serán completados después del evento. Sujeto a todas las leyes fiscales. La cantidad es de hasta 500 USD - si los gastos de viaje son menos, sólo la cantidad gastada será reembolsado. Sólo un registro por cada institución puede ganar. Si internacional, el reembolso será pagado por transferencia bancaria. Solamente los registros totalmente desembolsadas son elegibles para este dibujo. El ganador será notificado el 16 de marzo, 2018 y debe confirmar la recepción del 23 de marzo, 2018 o el premio será redibujado.

## PATROCINADORES BENEFACTORES Y NIVEL COLABORADOR

Anterior



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## **2018 April International Conference and Annual Meeting (<http://www.aacsb.edu/events/conference/2018/icam>)**

Date: April 22 — 24, 2018

Location: **Hawaii Convention Center** (<https://www.meethawaii.com/convention-center/>)

Saturday, April 21, 2018

**All conference sessions and times are subject to change - check back regularly for the latest schedule. ( 12:00pm )**

**Responsible Management Education Affinity Group Learning Journey ( 1:30pm - 6:00pm )**

The Responsible Management Education Affinity Group will tour a local business and learn about their sustainable business practices. Limited to 25 registrants; pre-registration is required. Please view the full Affinity Group meeting schedule and register for your desired activities. (<http://www.aacsb.edu/events/conference/2018/icam/affinity-groups>)

Sunday, April 22, 2018

**Daily transportation between Hilton Hawaiian Village Waikiki Beach Resort and Hawaii Convention Center ( 7:00am - 7:30pm )**

**Conference Check-in and information ( 7:30am - 7:00pm )**

**Various Affinity Group Meetings ( 8:00am - 4:00pm )**

View the full Affinity Group meeting schedule and register for your desired activities. (<http://www.aacsb.edu/events/conference/2018/icam/affinity-groups>)

**Exhibit Hall Grand Opening ( 2:00pm - 4:00pm )**

**Learning and Networking Opportunities ( 2:00pm - 4:00pm )**

- Brain Boogie: Brain fitness exercises to optimize brain performance and reduce mental fatigue.
- Who is an AACSB Volunteer? Join this 30 minute information session to learn about how you can become an AACSB volunteer!

**EXPO Demo Session - SPOL ( 2:30pm - 2:50pm )**

Preparing for AACSB accreditation is a multi-step process where institutions determine their alignment with AACSB standards while developing a strategic plan that sets the course toward full compliance. Successful institutions must develop a reliable process for strategic planning and assessment to ensure that all stakeholders align their planning and assessment efforts with the AACSB standards. SPOL is a cloud software platform designed specifically to meet these needs. In this session, we will demonstrate how to manage the AACSB accreditation process using SPOL. You'll learn how to conduct self-assessments, and how to develop a strategic plan specifically for AACSB accreditation compliance.

Crystal Braden, Lead Consultant, Strategic Planning Online

**EXPO Demo Session - VMock, Inc. ( 3:00pm - 3:20pm )**

Student success and career excellence are critical pillars to the long-term institutional brand viability. In 2018, "online", "24/7", and personalization are no longer mere options – they are clear student expectations. Disruption is pervasive and highly influences the future of work, as well as the role that career services plays in students' lives. Partnering with leading, global business schools – including INSEAD, Stanford GSB, Chicago Booth – in this session, VMock will demonstrate how its artificial intelligence and machine learning-based career platform provides global best practices to help guide students toward career excellence.

Salil Pande, Chief Executive Officer, VMock, Inc.

**EXPO Demo Session - Keypath Education ( 3:35pm - 3:55pm )**

Budget restraints and declining enrollment are pushing university leaders to explore innovative partnerships to deliver online programs. In recent years, we've seen an uptick in the number of universities turning to online program managers or OPM to support the operational execution of online programs. In this session, Keypath will share how an OPM works, differences between OPM and FFS partnerships, as well as important questions to ask during the consideration process. We'll then take questions from the audience.

Cindy Wheatley, Senior Vice President, Global Research & Program Development, Keypath Education

**Conference Chair Welcome and Announcements ( 4:00pm - 4:15pm )**

**Plenary I - Emotional Agility ( 4:15pm - 5:30pm )**

Based on more than twenty years of her research, Susan David will share why even smart people get stuck, and how being emotionally agile can transform the way you live and lead. Susan's concept was heralded as a Management Idea of the Year by Harvard Business Review, and won Thinkers50 Breakthrough Idea Award for the "idea which has the potential to forever change the way we think about business".

Sponsored by Santa Clara University, Leavey School of Business

Susan David, Author, Emotional Agility

**Exhibit Hall Open ( 5:30pm - 7:00pm )**

**Welcome Reception ( 5:30pm - 7:00pm )**

Reconnect with old friends and make new ones at this informal Hawaii theme reception.

Sponsored by University of Hawaii at Manoa, Shidler College of Business

Monday, April 23, 2018

**Group Exercise Activities ( 6:00am - 6:45am )**

ICAM's headquarter hotel, Hilton Hawaiian Village Waikiki Beach Resort, offers various activities such as yoga or tai chi. Please check the Activities Schedule (<http://www.aacsb.edu/-/media/aacsb/docs/events/conferences/icam/resort%20activities%20schedule.ashx?la=en>) for more details.

**Daily transportation between Hilton Hawaiian Village Waikiki Beach Resort and Hawaii Convention Center ( 7:00am - 5:00pm )**

**Monday Continental Breakfast and Networking ( 7:30am - 8:30am )**

Sponsored by Rutgers Business School, Newark and New Brunswick

**Exhibit Hall Open ( 7:30am - 12:00pm )**

**Conference Check-In and Information ( 7:30am - 5:00pm )**

**Morning Fire-Starters: The End of Alumni? ( 8:30am - 8:50am )**

Be in the know! This brief but informative TED talk style session is a great way to kick start your day. Tom Robinson, President and CEO of AACSB International, will share research and emerging insights on the lifelong learning expectations of students and employers, which will change our notion of what it means to be an alumnus.

**(A1) Enhancing Employability through Professional Development ( 9:00am - 10:15am )**

In this session, presenters will share strategies used to benchmark with other institutions, establish core competencies and related student activities, find practical tracking and participation incentive methods, and implement a co-curricular program using a phased rollout approach. The session will include a discussion that will allow for brainstorming with comparable business schools.  
(Session Moderator) McRae C. Banks, Margaret & Harrell Hill Distinguished Professor and Dean, Joseph M. Bryan School of Business and Economics, The University of North Carolina at Greensboro  
Michelle (Shelly) Grunsted, Executive Director for the Center for Student Success, Director for Integrated Business Core and Assistant Professor of Legal Studies, University of Oklahoma  
Tyler Wiersma, Professional Development Specialist, Joseph M. Bryan School of Business and Economics, The University of North Carolina at Greensboro

**(A2) Engagement and Impact in your School's Operations and Culture ( 9:00am - 10:15am )**

Ho'ohui means to connect. The Fox School of Business at Temple University and London Business School, both have innovative programs that enhance engagement throughout the student's time both in and out of the classroom. Global business experiences, experiential learning opportunities, and other activities built on strong connections with industry help drive learning in both schools. To continuously improve the student experience both schools strive to Alaka'i, (which means lead) all to higher levels of engagement, students, faculty and staff, alumni and industry partners. Presenters will share how they engage the various stakeholders who drive impact within their respective communities.  
Deborah Campbell, Vice Dean, The Fox School of Business, Temple University  
François Ortao-Magné, Dean, London Business School

**(A3) A View of the Global Online Landscape: Learnings from a Leader in Online Graduate Business Education ( 9:00am - 10:15am )**

This session will explore trends and best practices in the online graduate business market across the top four higher education destinations –U.S., Canada, U.K. and Australia. KeyPath will present a meta-analysis of enrolment and occupational trends, as well as lessons learned from working with online business programs at top-ranked global universities. Australia's prestigious University of New South Wales – whose MBAX was recently ranked #4 in the world by The Financial Times – will share how they are applying these best practices to attract and retain online students while delivering high-quality programs. We will conclude the session with Q&A from the attendees.  
Nick Wales, Associate Dean, Digital and Innovation, UNSW Business School, UNSW Sydney  
Cindy Wheatley, Senior Vice President, Global Research & Program Development, KeyPath Education

**(A4) Staying Relevant: Factors Driving Student Satisfaction After Graduation from Business School ( 9:00am - 10:15am )**

Student satisfaction after graduation is key, and ensuring that we meet student motivations and provide relevant skills in the curricula can help drive it. Sangeet Chowfala, CEO of GMAC will share findings from research projects about student motivations and how student satisfaction years after graduation from business schools compare with satisfaction at graduation. Johan Roos, CAO of Hult will share how the school is using AI to analyze millions of job postings and quickly integrate employable skills into the curricula instead of relying on traditional advisory boards or CEO interviews. An interactive discussion will follow.  
Sangeet Chowfala, President and Chief Executive Officer, Graduate Management Admission Council®  
Johan Roos, Chief Academic Officer, Hult International Business School

**(A5) Shifting Mobility of International Students in Times of Political Turbulence ( 9:00am - 10:15am )**

A majority of international students place high value in business degrees from abroad. Gaining career advancement opportunities are integral to investing in study abroad experiences. However, the anti-immigrant political climate, especially in the U.S. and the U.K., are reducing prospects of experiential opportunities for international students. This, in turn, is affecting decision-making processes of international students. Some students are prioritizing destinations like Canada and Australia, with more welcoming policies. This interactive session will discuss shifting mobility trends and its implications for business schools, which are aiming to attract and enroll international students.  
(Session Moderator) Rahul Choudaha, EVP of Global Engagement, Research & Intelligence, StudyPortals  
Andrew Gaudes, Dean, Goodman School of Business, Brock University  
Idalene Kesner, Dean, Kelley School of Business, Indiana University Bloomington/Indianapolis

**(A6) Exhibitor Session: Adobe - Digital Storytelling: The Importance of Communicating with Impact ( 9:00am - 10:15am )**

The impact of an idea is only realized with delivery as compelling as the content itself. And with today's ever-growing sea of content, it's critical for students and educators to be effective communicators and stand out in their presentations, reports, research and proposals.  
Troy D'Ambrosio, Executive Director, Lassonde Entrepreneur Institute, Assistant Dean, David Eccles School of Business, University of Utah

**(A7) Exhibitor Session: Emerald Publishing - Bridging the Research/Application Gap with Cases ( 9:00am - 10:15am )**

Case studies are fundamental to understanding business, and peer review is the future of case research. In this session, Emerald's Senior Publisher Simon Linacre will lead a discussion on fostering high quality case research, writing, instruction, and publication with the editors-in-chief of The CASE Journal and Emerging Markets Case Studies, along with a renowned business professor.  
Michael Goldman, Editor in Chief, Emerging Markets Case Studies, Emerald Publishing  
Simon Linacre, Head, Academic Relations, Emerald Publishing  
Rebecca Morris, Editor-in-Chief, The CASE Journal, Emerald Publishing

**(A8) Exhibitor Session: Peregrine Academic Services - Learning Outcomes Assessment: Use of Peregrine's Assessment Reports to Understand Knowledge Gaps ( 9:00am - 10:15am )**

By using Peregrine's online, customizable assessment services, program managers can map their learning outcomes to the exam topics and subjects (when programs offer unique specializations they are able to upload their own test bank questions covering those unique specialization topics/subjects onto Peregrine's platform as part of the customized assessment exam), set targets/objectives, internally and externally benchmark, integrate student surveys, evaluate results, and report progress relative to knowledge-based and some critical thinking learning outcomes as they relate to the business curriculum of the program. In this presentation, we will present our Response Distractor Report on why an incorrect response is incorrect.  
Gregory A. Carnes, Dean, College of Business, University of North Alabama  
Alimaa Jamiyansuren, Director, Global Programs and Marketing, Peregrine Academic Services, LLC

**Monday Morning Refreshment Break and Networking ( 10:15am - 11:00am )**

Sponsored by North Carolina State University, Poole College of Management

**Speakers' Corner ( 10:15am - 11:00am )**

Visit the Speakers' Corner for exclusive time with conference presenters. This is a great opportunity to talk with speakers about their session and ask questions.

**EXPO Demo Session - FactSet ( 10:30am - 10:50am )**

With a growing emphasis on technology in the learning environment, FactSet can help bring a real world experience into your classrooms and trading labs. Our academic package will provide professors, faculty, and students with access to the same data and analytical tools used by global investment professionals for more than 40 years. Join us for a preview of our fully customizable, easy to use, academic solution!

Sarah O'Brien, Vice President, Academic Programs, FactSet Research Systems, Inc.

**(B1) Interdisciplinary Programs: Developing Better Leaders ( 11:00am - 12:15pm )**

Business schools are increasingly teaming together with other colleges on campus and corporate partners to develop innovative interdisciplinary learning opportunities for students. This session will explore examples of collaborations with engineering, computer science and design schools that lead to special courses, certificates and degrees that better prepare students to work in the highly integrated and increasingly technology-driven work environments of the future. The key ingredients of developing such successful programs, as well as the challenges that arise in implementation, will be discussed by the panelists, integrating examples from the audience participants.

(Session Moderator) Richard K. Lyons, Dean, Haas School of Business, University of California, Berkeley

Josep Franch, Dean, ESADE Business School, ESADE

Alexander Triantis, Dean, Robert H. Smith School of Business, University of Maryland

**(B2) Standard 15: Complexity of Faculty Development and Qualifications ( 11:00am - 12:15pm )**

This session will focus on the need for aligning criteria for faculty qualifications and engagement with mission, programs, and impact. It is important for business schools to maintain and deploy faculty who have significant academic and professional engagement to support high-quality outcomes consistent with the school's mission and strategies. This session will address how this is done at HEC Montréal and the Sam M. Walton College of Business, University of Arkansas. We will address Standard 15 from a strategic perspective as well as from an operational perspective and look at various approaches to implementation.

Michel Patry, Director, HEC Montréal

Matthew A. Waller, Dean, Sam M. Walton College of Business, University of Arkansas

**(B3) Innovative Teaching, Learning and Assessment in Management Education: Engaging with Digital Technologies that Enhance Student Learning ( 11:00am - 12:15pm )**

This session provides an opportunity for participants to hear of innovative learning technologies that are currently in use and to share their own experiences of potential barriers to faculty engagement with learning technologies. Exemplar practices (and access to resources used by exemplar faculty) will be shared with participants, as will an interactive i-resource developed to assist faculty in the journey. We will also illustrate the WOW Room – a new way to engage blended learning students.

Martin Boehm, Dean, IE Business School

Kim Watly, Deputy Dean, Faculty of Business and Law, Deakin University

**(B4) Best Practices In Fundraising for the Long-Run ( 11:00am - 12:15pm )**

This session explores innovative approaches to fundraising to secure long-run financial stability. The approaches involve the funding opportunities made available by land-based investments. These approaches are being successfully utilized by Jay Shidler in his \$228 million support of the Shidler College of Business. He has donated interests in income generated by land, as well as the land itself, underlying a number of significant office buildings in the central business districts of major U.S. mainland cities. These investments provide predictable cash flows for nearly 100 years.

Vance Roley, Dean and First Hawaiian Bank Distinguished Professor, Leadership and Management, Shidler College of Business, University of Hawaii at Manoa

Jay H. Shidler, Founder and Managing Partner, The Shidler Group

**(B5) Research Impact: Status Quo, Evolution, or Revolution? ( 11:00am - 12:15pm )**

It has been a decade since AACSB released its influential report on the impact of business school research. What have we learned? Are schools beginning to create and disseminate research differently? What new initiatives, platforms, and tools have emerged to help schools and scholars to broaden and increase impact through research—and to measure and communicate about it? Participants in this session are invited to explore these and other questions with leaders from a publisher of business journals, a research metrics company, and AACSB.

(Session Moderator) Dan LeClair, Executive Vice President and Chief Strategy and Innovation Officer, AACSB International

Andrea Michalek, Managing Director of Plum Analytics, VP of Research Metrics, Elsevier Ltd

Tony Roche, Director, Emerald Publishing

**(B6) Exhibitor Session: Perkins+Will - Exploring the Future of Business Education Facility Resource Needs ( 11:00am - 12:15pm )**

We will discuss the changes in the physical resources supporting business education including: the overlap and synergies between spaces and programs supporting learning, working and engagement within a business school setting, opportunities to reinforce your brand identity through your built environment, and evolving public, private partnerships.

Jeff Ziebarth, Principal, National Higher Education, Perkins+Will

**(B7) Exhibitor Session: Bloomberg for Education - The Power of Bloomberg on Campus ( 11:00am - 12:15pm )**

Over 850 universities provide students with access to Bloomberg Terminals on their campus, empowering them with the hands-on knowledge and real-world experience needed to compete in the world of business and finance. John Fox, the Head of University Sales for Bloomberg for Education, will be sharing the innovative ways to use Bloomberg on your campus and the best tips and tricks to measure and maximize value from a campus finance laboratories.

John Fox, Global Head of University Sales, Bloomberg for Education

**(B8) Exhibitor Session: Ivy Software, Inc. - Solving the Prereq Dilemma ( 11:00am - 12:15pm )**

This session discusses the prereq dilemma and how it was solved at Eastern Illinois University using Ivy Software prereq courses. Also, assessment testing prior to and following course completion is discussed.

Robert Holt, President, Ivy Software, Inc.

Melody Wolian, Associate Chair and Coordinator, Graduate Business Studies, Lumpkin College of Business and Applied Sciences, Eastern Illinois University

**Beta Gamma Sigma International Honoree Luncheon and Plenary II ( 12:15pm - 2:00pm )**

Sponsored by Beta Gamma Sigma

Lynne Doughtie, Chairman and CEO, KPMG LLP (US)

**Technology in Business Schools Roundtable Affinity Group Meeting ( 2:00pm - 3:15pm )**

Please view the full Affinity Group meeting schedule and register for your desired activities. (<http://www.aacsb.edu/events/conference/2018/icam/affinity-groups>)

**Learning and Networking Opportunities ( 2:00pm - 3:30pm )**



- **Book Reviews:** 15 minute sessions on timely, relevant books.
- **Brain Boogie:** 30 minute sessions with brain fitness exercises to optimize brain performance and reduce mental fatigue.
- **Speakers' Corner:** visit the Speakers' Corner for exclusive time with conference presenters. This is a great opportunity to talk with speakers about their session and ask questions.
- **AACSB Volunteer Opportunities:** 30 minute information session to learn about how you can become an AACSB volunteer!
- **How BGS Chapters Support AACSB Objectives of Engagement, Innovation, and Impact:** learn how Beta Gamma Sigma chapter at your school can provide student leadership opportunities, business school development tools, as well as support your goals of innovation, impact, engagement.
- **2018 Innovations That Inspire: Serving as Leaders on Leadership-** exchange ideas and engage in interactive discussions on innovations that have inspired both academe and business, and resulted in positive changes across the leadership development ecosystem.
- **How to Get the Most out of Your AACSB Membership:** learn about AACSB, membership benefits, and how you can support our activities globally.
- **DataDirect: Your Source for Benchmarking Enrollments:** 30 minute session on strategies using AACSB's DataDirect to benchmark your school's enrollment trends against your peers and competitors.
- **DataDirect: Your Source for Benchmarking Faculty and Budget:** 30 minute session on strategies using AACSB's DataDirect to benchmark your school's faculty complement and operating budget against your peers and competitors.

**Exhibit Hall Open ( 2:00pm - 4:30pm )**

**EXPO Demo Session - Ivy Software, Inc. ( 2:15pm - 2:45pm )**

This session discusses the problems associated with community college transfer students. Some CC students are prepared, but others are not, particularly in subjects such as Accounting. Ivy Software has a self paced online course to prepare the accounting major for Intermediate I as well as other courses such as Ethics, Communications, and Computer Applications.  
Robert Holt, President, Ivy Software, Inc.

**EXPO Demo Session - Stukent ( 3:00pm - 3:20pm )**

Come hear how this innovative approach to digital courseware is allowing schools like Harvard, Stanford, and UCLA the chance to teach material that is updated twice annually. The speaker, Stuart Draper, is the co-author of the text Digital Marketing Essentials and the founder of Stukent, Inc., a courseware provider with over 1,000 business schools in 40+ countries.  
Stuart Draper, CEO, Stukent

**Monday Afternoon Refreshment Break and Networking ( 3:00pm - 3:30pm )**

**AACSB Officers' Remarks and Annual Business Meeting ( 3:30pm - 4:30pm )**

Officers of AACSB International will provide reports to the membership with Thomas R. Robinson, president and CEO, updating members on the organization's strategic change agenda, Caryn L. Beck-Dudley presenting the Chair's Annual Address, and vice chair-elect John A. Elliott discussing the vision for business education. Official representatives for organizations within the Accounting Accreditation Council (i.e., official representatives from member organizations holding accounting accreditation) or their designees will be asked to vote on the proposed Accounting Accreditation Standards.

**Bus Transportation to Hotel ( 4:30pm - 5:00pm )**

**Evening Reception ( 5:00pm - 6:30pm )**

To be held at the Hilton Hawaiian Village Waikiki Beach Resort, network with colleagues and exhibitors, and enjoy the full ICAM experience. Get a preview of ICAM 2019 in Edinburgh, Scotland.

Tuesday, April 24, 2018

**Group Exercise Activities ( 6:00am - 6:45am )**

ICAM's headquarter hotel, Hilton Hawaiian Village Waikiki Beach Resort, offers various activities such as yoga or tai chi. Please check the Activities Schedule (<http://www.aacsb.edu/-/media/aacsb/docs/events/conferences/icam/resort%20activities%20schedule.ashx?la=en>) for more details.

**Daily transportation between Hilton Hawaiian Village Waikiki Beach Resort and Hawaii Convention Center ( 7:00am - 2:00pm )**

**Tuesday Continental Breakfast and Networking ( 7:30am - 9:00am )**

**Exhibit Hall Open ( 7:30am - 11:15am )**

**Conference Check-In and Information ( 7:30am - 1:30pm )**

**Bonus Session: Accreditation Q&A: Continuous Improvement Review ( 8:00am - 8:45am )**

In this informal Q&A session, attendees are invited to bring their questions about the continuous improvement review.

McRae C. Banks, Margaret & Harrell Hill Distinguished Professor and Dean, Joseph M. Bryan School of Business and Economics, The University of North Carolina at Greensboro  
Stephanie Mattox Bryant, Executive Vice President and Chief Accreditation Officer, AACSB International

**Bonus Session: Initial Accreditation Q & A ( 8:00am - 8:45am )**

In this informal Q&A session, attendees are invited to bring their questions about the initial accreditation process and strategies.

Maria Baltar, Senior Director, Accreditation Services, AACSB International  
Robert Dixon, Professor of Management Accounting, Durham University Business School, Durham University

**Plenary III: The Neuroscience of High-trust, High-performance Organizations ( 9:00am - 10:30am )**

Organizational trust is a powerful lever to increase business performance. Advances in neuroscience show how to measure and manage organizational trust and obtain its performance benefits. Paul J Zak's research has identified the eight building blocks that leaders can influence to create organizational trust. Neuroeconomics studies show how to change the building blocks of trust most efficiently to increase performance. The neuroscience shows that trust, combined with an organization's transcendent purpose (why it exists), create joy at work. This talk will also present data from educational institutions showing how it increases student outcomes.

Sponsored by University of San Francisco, School of Management

Paul J Zak, Director, Center for Neuroeconomics Studies and Professor, Economics, The Peter F. Drucker and Masatoshi Ito Graduate School of Management, Claremont Graduate University

**Tuesday Morning Refreshment Break and Networking ( 10:30am - 11:15am )**

Sponsored by Bentley University, McCallum Graduate School of Business

**EXPO Demo Session - The PhD Project ( 10:45am - 11:05am )**

Close to 300 doctoral and non-doctoral granting institutions participate in The PhD Project. Attend this session to learn how these universities can share tenure-track, adjunct and lecturer positions as well as openings in administration with over 1,500 PhD Project minority business faculty and doctoral students and over 7,000 minority professionals.

Bernard J. Milano, President and Trustee, KPMG

**(C1) Leveraging and Improving Collaborative Provision ( 11:15am - 12:30pm )**

This session builds on the plenary presentation given at the AACSB European Accreditation Conference (May 2017). The continuing focus is on the use of international collaboration as a platform for business school advancement and internationalisation with attention paid to key issues linked to quality assurance and accreditation. Participants will be invited to work with a new typology of ICP, to explore best practice, and contribute to an ongoing AACSB project.

Simon Mercado, Campus Dean, London, ESCP Europe

Julie Perrin-Halot, Associate Dean and Director, Quality, Strategy and International, Grenoble Ecole de Management

**(C2) Responsible Management: Engaging Faculty, Students and Staff with the United Nations 2030 Sustainable Development Goals ( 11:15am - 12:30pm )**

AACSB encourages business schools to teach business as a force for good. In this session, we will explore the resources available to assist schools/colleges of business to make this shift and the benefits of becoming a signatory of PRME (Principles for Responsible Management Education). We will review the numerous means we have used to engage faculty, students and staff with the 2030 Sustainable Development Goals forged by the United Nations Global Compact – including the use of course assignments, online quizzes, apps, social media, and connecting to united nations initiatives. Bring your technology to actively participate in this interactive session.

Cathy DuBois, Associate Dean, Administration, College of Business Administration, Kent State University

Amanda Gudmundsson, Assistant Dean, Teaching & Learning, Business School, Queensland University of Technology

**(C3) Data Analytics: Challenges and Opportunities ( 11:15am - 12:30pm )**

Business schools have been gearing up to meet market demand for analytics graduates. Yet, many questions arise. How technical should the programs be? How can students who come from a variety of backgrounds learn both business and analytics? What kinds of analytics jobs should the programs prepare students for? We provide some answers based on experiences at USF's Muma College of Business and the Asian Institute of Management at the undergraduate, MS, MBA and executive education levels. While opportunities for such programs abound there are challenges to overcome. Recruiting highly talented faculty, bringing departments together, differentiating from programs in other disciplines and staying true to a business school's mission are some major ones. This session also provides guidance to effectively overcome these challenges.

Erika Fille T. Legara, Associate Professor, Department of Analytics, Information, and Operations and Academic Program Director, Master of Science in Data Science, Asian Institute of Management

Balaji Padmanabhan, Director, Center for Analytics and Creativity Professor, Muma College of Business, University of South Florida

**(C4) Thinking and Rethinking Undergraduate Business Education ( 11:15am - 12:30pm )**

Hear from Deans of two very different schools that are committed to undergraduate business education. They will discuss the value proposition for the undergraduate business degree, the Teacher Scholar model, co-curricular and curricular issues, graduation outcomes, and trends. With respect to the curriculum and teaching, they will discuss both challenges and opportunities.

Nancy A. Bagranoff, Dean and Professor, Accounting, Robins School of Business, University of Richmond

D. Michael Fields, Dean, Davies College of Business, University of Houston-Downtown

**(C5) Small Size Schools' Issues and Opportunities ( 11:15am - 12:30pm )**

This session will address the challenges, risks, opportunities, and advantages of small schools in pursuing strategies that can be very diverse from one school to the next. Among other things, we will examine the tensions that arise in allocation of resources, the role of creativity and focus, as well as the relevance of culture and identity as competitive assets or barriers. Growth is a particular topic of concern for small schools as it is often assumed to be something they should seek, and is frequently held up as a measure of ultimate success despite the school's real interests. Input from the audience will contribute to understand the small school diversity and its powerful relevance.

Steve Harvey, Dean, Suliman S. Olayan School of Business, American University of Beirut

María Virginia Lasio Morillo, Dean, ESPAE-Graduate School of Management

**(C6) Exhibitor Session: Cabells - Using Whitelists and Blacklists to Determine Quality and Impact ( 11:15am - 12:30pm )**

This session will focus on the use of journal lists in choosing quality publication outlets. Topics include the advantages of using a list, how to obtain faculty buy-in, how Cabells creates its Whitelist and Blacklist, how to use features in Cabells, as well as a demonstration of Cabells Whitelist and Blacklist.

Kathleen Perryman, Senior Projects Manager, Cabell's International

Jane P. Wayland, Stephen Harrow Smith Dean of Business, College of Business, University of Arkansas at Little Rock

**(C7) Exhibitor Session: StudyPortals - Global Recruitment: Pressing Issues & Innovative Strategies for Business Schools ( 11:15am - 12:30pm )**

The global competition for attracting international students is intensifying due to increasing cost of education, declining brand differentiation and political turbulence. This interactive session focuses on identifying pressing issues and corresponding innovative solutions for achieving enrollment goals. In specific, it will focus on role of digital marketing in expanding reach with trackable results.

Rahul Choudaha, EVP of Global Engagement, Research & Intelligence, StudyPortals

Nina Grether, Head of Community & Intelligence, StudyPortals

**(C8) Exhibitor Session: Peregrine Academic Services - Delivering an Effective Career Readiness and Professional Development Curriculum ( 11:15am - 12:30pm )**

Effectively delivering and developing career readiness and professional development curriculum to your students depends on the type, size, and structure of your institution. Please join this panel discussion on the various innovative strategies and best practices on delivering and measuring the outcomes for this critical curriculum in a way that provides the greatest impact and positive results for your students.

Jennifer Kushell, CEO & Founder, YSN - Your Success Now

Erik Rolland, Dean, College of Business Administration, California State Polytechnic University Pomona

Tanuja Singh, Dean, Greehey School of Business, St. Mary's University

**Networking Luncheon ( 12:30pm - 1:30pm )**