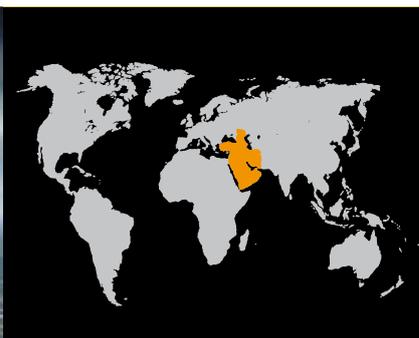




# 7<sup>th</sup> eduniversal World Convention



**ISTANBUL**  
**TURKEY 2014**  

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**October 21-25**

# CONVENTION HANDBOOK

Hosted by



Istanbul University  
School of Business



*İstanbul'da düzenlenen Avrasya ve orta doğu bölgesinin 2014 Eduniversal World toplantısı doğrultusunda bizi ağırlayan İstanbul üniversitesi işletme fakültesine teşekkürlerimizi sunuyoruz.*

*Yedincisi düzenlenecek olan Eduniversal World Cenvention için yaptığınız yardım ve destek için minnettarız. Umarız bu organizasyon, bizim için dünyanın öğretim liderliği yolunda ilk adım olur.*

*Göstermiş olduğunuz ilgi için teşekkürler*

*Sevgiler*

*Eduniversal Team*

*We would like to express our sincerest gratitude to the Istanbul University School of Business as our host institution for the 2014 Eduniversal World Convention in the Eurasia & Middle East region in Istanbul, Turkey.*

*We are grateful for your involvement and support in the organization of the 7th Eduniversal World Convention. Due to our collaboration it became possible to bring together international leaders from the world of Education.*

*We appreciate your dedication and enthusiasm!*

*Kind regards,*

*Eduniversal Team*

*Nous tenons à exprimer nos sincères remerciements à l'University School of Business d'Istanbul pour leur participation en tant qu'établissement hôte et d'accueil de l'Eduniversal World Convention 2014 en Eurasie et Moyen Orient, à Istanbul en Turquie.*

*Nous sommes très reconnaissants pour votre soutien et votre implication dans l'organisation de la 7<sup>ème</sup> Eduniversal World Convention. Grace à notre collaboration, il est devenu possible de rassembler et de réunir des leaders internationaux du monde de l'Education.*

*Votre dévouement et votre enthousiasme sont dûment appréciés.*

*Cordialement,*

*L'équipe Eduniversal*

eduniversal  
World Convention

ISTANBUL  
TURKEY 2014  
October 21-25

PRESENTATION

# PRESENTATION

Hosted by



Istanbul University  
School of Business







## Welcome Speech



Dear Ladies and Gentlemen,

I am honored to welcome you all to the **7<sup>th</sup> Eduniversal World Convention 2014**, the annual meeting for the top-ranked business schools and institutions in the world. I am delighted you have all joined us in the beautiful country of Turkey, here, in Istanbul.

First of all, I would like to express my sincere gratitude to the host of this very important event, **Istanbul University School of Business**, for their commitment and effort in the preparation of this annual Convention.

As every year, I want the Eduniversal World Convention to be, for everyone, a tremendous opportunity to exchange, interact and participate to the improvement and support of Excellency in the Business School's field. Meeting you here is also an important moment as it enables us to present you the development and improvement of our Company, as well as our new ambitions.

This 7<sup>th</sup> edition will unveil in exclusivity the **2014 Eduniversal Ratings and Rankings**. Based on the results of Dean's Vote, this ranking will distinguish the 28 most prestigious and highly recommended Business Schools worldwide classified in 9 geographical zones. Moreover, I am very proud to announce you that for the 2014 campaign, about 63% Deans and Directors of the 1,000 most prestigious Business Schools worldwide have participated to the voting process, and contributed, thus, to our spectacular evolution.

Four years ago, some of you witnessed the creation of our websites [www.best-masters.com](http://www.best-masters.com), and its ramification websites [best-masters.country](http://best-masters.country), **ranking the 4,000 Best Programs worldwide within 30 different specializations**. During the last academic year, it is 4.7 million students (+ 134% increase over the same period last year, source Google Analytics: 01/10/2013 – 01/10/2014) from 234 countries consulted our websites. Better yet, for the current scholar year, 6 million students will use the

[www.best-masters.com](http://www.best-masters.com) rankings to carry out their orientation choice. We await no less than 10 million visitors for next year.

Another sign testifying our development: the referencing of our internet platforms on the web search engines. Our Websites are indeed positioned at the top of the suggestions designed by Google in many countries when searching for key-words such as "best master in", "masters ranking", or simply "masters".

This unparalleled development fits right into the path of our core objective: providing an in depth view on academic expertise worldwide to all stakeholders of higher education with the goal of actively supporting international exchanges between schools, encouraging mobility for professors and students, and assisting HR professionals to identify specialised talent.

What better place than Turkey, a country where East meets West, to contextualize the dynamism and the outstanding expansion of Eduniversal? What better place than Istanbul, a city of two continents, to set the scene for the meeting of our respective ambitions? What better place than Istanbul University School of Business, the first business school established in Turkey, to symbolize our common will to highlight the Excellency of global Higher Education.

I wish you all an excellent 7<sup>th</sup> annual Eduniversal World Convention that will be, I'm positive, crowned with success. I wish it will enable you to build strong and sustainable partnerships with your international peers and help you increase your global visibility. Finally, I wish you to have a very pleasant time with us.

Warm regards,



Martial GUIETTE  
CEO & Founder  
Group Eduniversal



## Dean's Message

Dear Colleagues,

On behalf of Istanbul University School of Business and our country as well, it is a great pleasure to welcome you all to attend the 7th Eduniversal World Convention. We are certainly proud of being host for this global and unique event that will be held at our Avcilar Campus of Istanbul University School of Business on October 22-24, 2014.

We are delighted to provide another opportunity for our colleagues from all around the world to strengthen the ties between themselves. Thus, we hope that it will help to promote our advancement in business education through the exchange of views and ideas.

I am the dean at a business school of a university established in 1453 by Sultan Mehmet the Conqueror. I am sure many of you might know that the year of 1453 was one of the unique years in the history. The medieval age ended and the new age started. Being one of the leaders in the scientific development, our university has been proud of being one of the ten universities first established in the Europe.

Istanbul is one of the world's most magical and enchanting cities. The two continents of Europe and Asia meet and embrace here across the Bosphorus Strait, carrying with them unique flavors of the Orient and Occident. You may like to explore the remains of the three empires which dominated this part of the world in the past. The mystic silhouette of the city and the unique beauty of the Bosphorus still survive in spite of cruel effects of urbanization and economic necessities. The monuments of all religions are around you. At the same time you can enjoy the modern life if you wish.

We are looking forward to welcome you to the exciting city of Istanbul in October 2014. ■■

Erdal TEKARSLAN, Ph.D.  
*Professor of Behavioral Sciences*  
*Dean, Business School*  
*Istanbul University*

# Istanbul University



## School of Business

With an establishment date going back to 1453, Istanbul University is one of the oldest educational institutions, not only of Turkey, but also the world. The Institute of Business Economics was established in 1954 in the School of Economics of Istanbul University. During its establishment academic assistance was provided by the Harvard Business School and the Ford Foundation. Istanbul University Institute of Business Economics, is the first institution to offer Graduate Programs in Europe. The Institute of Business Economics played an important role in constituting the academic staff and the educational program of Istanbul University, School of Business, which was founded in 1968 as the first Business School of Turkey. As a result, they are Istanbul University graduates who initiated the establishment of new Turkish universities, forming the teaching & research staff in other higher educational institutions.

Today the Istanbul University, School of Business embraces the Institute of Business Economics, which offers programs for graduate students, both MSc and MBA. A wide variety of PhD programs are also lectured in Istanbul University, School of Business under the constitution of Institute of Social Sciences.



Today Istanbul University, School of Business consists of:

- 33 professors, 22 associate professors and 17 assistant professors
- Offering 2 undergraduate, 6 MSc. and 6 PhD programs
- The overall student body in undergraduate level sums up to 2780

Since 25th of July, 2012 Istanbul University, School of Business is officially AACSB accredited with its all undergraduate, masters and PhD level programs. Istanbul University, School of Business is the first and only state university of Turkey with an AACSB accreditation.



### Address:

İşletme Fakültesi  
İ.Ü. İşletme Fakültesi Avcılar Kampüsü  
34322 Avcılar -İstanbul, TURKEY

**Website:** <http://isletme.istanbul.edu.tr/en/>

# Communication Partners

We would like to thank our communication partners of 2014 Eduniversal World Convention. We are grateful for their support and dedication to Eduniversal mission. The list of the partners is presented below.



## Turkish Student International Education Magazine

[www.turkishstudent.com.tr](http://www.turkishstudent.com.tr)

P: +90 212 327 7733

Published in the Turkish language twice a year, this magazine addresses the main questions students have when investigating their study abroad options. Parents, teachers, education advisors, friends and family - everyone involved in this important decision will have all the information they need at their fingertips and in their native language. Each edition contains interesting and relevant editorials from education providers, interviews with



education-related government officials, details on a feature destination, program offering descriptions, as well as up-beat student testimonials. With the targeted range of distribution throughout Turkey and Northern Cyprus, Turkish Student will be read by your future students. Turkish Student is distributed for free to all Turkish high schools, universities, key education fairs, job information centers, education counseling agents and embassies.

## International Education Counselors Association of Turkey (YEDAB)

[www.yedab.org](http://www.yedab.org)

P: +90 212 280 8636



YEDAB (International Education Counselors Association of Turkey) was established in 2013. It's reasonable, dynamic and hardworking team has gathered to carry out various projects in the process of international education. Along with the participation of the international education agencies working in the sector for years in the association, YEDAB is preparing to achieve important successions in distinctive projects within a very short time and will continue supporting the growth of the sector thanks to its participative structure. YEDAB is growing and developing with the support and interest of its members. Taking its strength from international agencies that give fair and principled professional services in the foreign education sector, YEDAB continues its activities in order to constitute the required environment for building new agencies in our country that work in accordance with world standards in the sector.



## Plus Education & Career

www.plus-edu.biz  
P: +90 212 243 3260

A Turkish owned and operated international education, career counseling and training service provider dedicated to providing quality services in the fields of workplace training, human resource services, project consulting and study abroad on the whole. Our mission is to provide professional international education and career counseling to individuals worldwide additional to value adding services to our global partners in Turkey. Our main vision is to link our local and global partners in the international education and career field to add value and mutual benefits matching the dynamics of modern global academic and professional environments.



## Global Campus TV

http://globalcampus.tv  
P: +90 212 243 3260



Global Campus TV is a database of study abroad videos. You choose the country, city and the school then we show you what international students are doing there. What Global Campus TV offers is very wide, and for sure you would find something interesting for you! GC TV is offering the complete media package to institutions: promotional videos, TV Programs, Internet clips – focusing on the international activities of the educational institutions worldwide.



## International Education Fairs of Turkey (IEFT)

www.ieft.net  
P: +90 212 244 4213



IEFT is the leading student recruitment fair in Turkey, welcoming nearly 20,000 Turkish students to each of our semi-annual fairs. Throughout the past 12 years, IEFT has grown to become the largest education exhibition in both Turkey and the Middle-East, with universities from more than 30 countries attending every year. IEFT focuses solely on the Turkish Market, and therefore has built a reputation with students throughout the country through strong marketing and promotion of the IEFT events, and excellent relationships with local high schools, universities, language schools and Turkish agents.

# The Eduniversal World Convention



Headquartered in Paris, Eduniversal is a global ranking and rating agency specializing in higher education. The company has established strong expertise in evaluating academic institutions and programs in France since 1994, and internationally since 2007.

Eduniversal produces two annual global rankings:

- The Best 1000 Business Schools in 154 countries ([www.eduniversal-ranking.com](http://www.eduniversal-ranking.com))
- The Best 4000 Masters and MBA programs in 30 fields of study in 154 countries ([www.best-masters.com](http://www.best-masters.com))

These rankings are designed to provide information to prospective graduate students that will help them in their search for their future studies in the following zones: Africa, Central Asia, Eastern Europe, Eurasia & Middle East, Far East Asia, Latin America, North America, Oceania, Western Europe.

Eduniversal ranking is published once a year and announced at Eduniversal's annual World Convention.

For the past 7 years this Convention welcomes the most prestigious professionals in the Higher Education

“ The Eduniversal World Convention is like the United Nations of the Educational World. ”

Prof. Dr. Aneeta MADHOK,  
Eduniversal International Scientific Committee  
Member - Central Asia



industry, giving them the opportunity to interact with their international counterparts and meet potential partners.

Each year, the Eduniversal World Convention takes place in a new geographical zone in order to highlight the richness and diversity of higher education around the world.

Eduniversal continues its world education tour and holds this year's annual event in Eurasia and Middle East (Istanbul, Turkey) - former Conventions took place in Western Europe (Paris), Africa (Cape Town), Eastern Europe (Prague), Far East Asia (Shanghai), Latin America (Lima) and Central Asia (Bangalore).

# Educating the world...

...In an ever-changing and rapidly globalizing world, students, professionals and universities are realizing the importance of a quality business education, that stretches across borders, and teaches future business leaders to think on an international scale, all while remaining socially responsible.



Therefore, the first crucial aspect for higher education institutions, and other stakeholders, is to come together to share their best practices and build the future for business education. The second aspect is to take this practical advice and continue to innovate, while remaining true to the heritage of the institution.

## Topics

### Track 1: Meeting the challenges of digitalization

1. Trends in Global education and applications. New modes of collaboration - whether to franchise or consider double degrees.
2. What are the economic and social effects that your business school has on your region?
3. The growth of MOOCs and distance learning opportunities. What does it mean for business education models?
4. What makes a good website? How mobile devices change higher education today for tomorrow?

### Track 2: Business School's practices to meet the expectations of students and companies

1. See the future: what do students want to study and why?
2. Implementing and measuring admissions success within different regions and programs.
3. Building sustainability into your MBA program. Models of success.
4. Innovative ways to bring the MBA program into developing markets.
5. The pipeline for graduate jobs: Strategy from intake to job success.

### Track 3: Branding and communication: how to improve the global reputation of a school?

1. What determines the international brand identity of the school?
2. Business school and program rankings. Actual impact on global reputation.

## Key Objectives

- Advance the goals and objectives of your institution by discovering success models, as well as some of the best practices in the field of business education.
- Gain a deeper understanding of the current topics concerning deans and academic personnel.
- Explore your role as a leader of a business school and learn how to yield despite the financial crisis.
- Interact closely with other leaders in the field of educational development and academia through conference sessions, exhibitions and informal gatherings.
- Develop sustainable and strategic partnerships with your counterparts in nine geographical zones and promote internationalization.
- Establish an international network with some of the best business schools from 154 different countries.

## Campus visits:



### **Koç University Graduate Schools of Business**

Koç University was founded in 1993 as a non-profit foundation research university in Istanbul, Turkey. Koç University has quickly become one of the leading research universities in the country and with a global presence, distinguished by notable contributions to the elevation of education, knowledge and service with high impact both domestically and beyond.

Koç University currently has 4,600 undergraduates, 1,100 postgraduates and more than 490 staff in seven schools and colleges and four graduate schools and institutes. Koç, which was 41st in this year's 100 Under 50 ranking (THE), is among the top three Turkish institutions for international publications per academic, and it attracts the second largest amount of European Union funding to Turkish universities (including three of the six European Research Council grants so far awarded to Turkish institutions). This sharp growth is often attributed to the cultivation of a creative and free environment for students and academics.

**Friday, 24 October 2014**

**09:00 – 11:00 : Campus visit to Koç University:**

- *Presentation*
- *Presentation from current program students (MBA, CEMS MIM, MSc Finance – TBC)*
- *Campus tour*



#### **4 Palmes of Excellence**

Top business school with significant international influence



**eduniversal  
MASTERS  
RANKING 2014**  
The best Masters and MBA worldwide

**Ranked No°1 - Master of Science in International Management** in Eurasia & Middle East

**Ranked No°4 – Full Time MBA** in Eurasia & Middle East





Koç University aims to cultivate Turkey's most competent graduates, well-rounded adults who are internationally qualified; who can think creatively, independently and objectively; and who are confident leaders. The university's commitment to excellence and its well-resourced programs attract world-class academicians. The university's faculty consists of Turkey's most established senior researchers and PhD's from elite research institutions worldwide. 95% of all full-time faculty members have doctoral degrees from top-tier universities in the United States and Europe, while the remaining 5% are recruited from top Turkish universities.

Koç University Graduate School of Business is the only school that holds European Quality Improvement System (EQUIS) accreditation in Turkey and the region. EQUIS is administered by European Foundation for Management Development (EFMD) and is given to higher education institutions in management and business administration. EQUIS areas of benchmarking are Context, Governance and Strategy, Programs, Students Faculty, Research and Development, Executive Education, Contribution to the Community, Resources and Administration, Internationalization, Corporate Connections. There are

147 accredited schools in 40 countries. LBS, INSEAD, IMD, ESADE are among the accredited schools.

Koç University Graduate School of Business is the only business school that is a member of the Global Network for Advanced Management from Turkey. INSEAD from France, London School of Economics and Political Science from England and Yale Business School from USA are among 22 member institutions. GNAM is a leading organization setting the future of MBA throughout the World. The Global Network for Advance Management fosters substantive ties among leading business schools, providing opportunities for faculty to exchange ideas, collaborate on research, co-create cases and course materials, and for students to experience the complexity that will characterize any environment in which they will lead (<http://advancedmanagement.net/>)

Koç University College of Administrative Sciences and Economics has Business Administration, Economics and International Relations programs whereas Graduate School of Business has MBA, Modular MBA, Executive MBA, MSc in Finance, PhD in Business, CEMS MIM and Koç MIM Programs.



*For more information, please visit:*

[www.ku.edu.tr/en](http://www.ku.edu.tr/en)

## Campus visits:



**SABANCI  
SCHOOL OF  
MANAGEMENT**



### Sabanci University Sabanci School of Management

Established in 1999 as a graduate school of management and later expanded its offerings to include undergraduate education, Sabanci School of Management (Sabanci SOM) has quickly become one of the leading business schools in its region. Always a research-driven school, we are proud to have world-class faculty delivering high quality programs ranging from BA in Management to PhD.

In all our programs we have been innovative, focusing on developing close links with the business community, striking the right-balance between theory and practice of management, and educating socially responsible managers. We have been accredited by the Association to Advance Collegiate Schools of Business (AACSB International) recognizing the strategic importance we give to continuous improvement.

We are striving to make the best of our strategic location between the East and the West, understanding the needs of businesses in our region, and directing our research, teaching and outreach efforts to make the most impact.

**Friday, 24 October 2014**

**12:00 – 14:30: Campus visit to Sabanci University:**

- Lunch
- Presentation
- Campus tour



#### 3 Palms of Excellence

Excellent business school with reinforcing international influence



**Ranked No°3 - Master Economics in Eurasia & Middle East**



**Ranked No°5 – Full Time MBA in Eurasia & Middle East**

### Quick facts on Sabanci University:

<b>Founded:</b>	1996 – First student enrollment in 1999
<b>Number of Faculties:</b>	3 Faculties (Management, Arts and Social Sciences, Engineering and Natural Sciences)
<b>Academic Programs:</b>	12 undergraduate, 5 minor (Chemistry, Mathematics, Physics, Psychology and Entrepreneurship) and 28 graduate programs
<b>Status:</b>	Non-profit private university
<b>Number of Students:</b>	3,692 (3,008 undergraduate, 684 graduate students)
<b>Number of Academic Staff:</b>	Full-time academic staff: 161, part-time, adjunct, network & practice: 90
<b>Language of instruction:</b>	English

*For more information, please visit:*

[www.sabanciuniv.edu](http://www.sabanciuniv.edu)  
[som.sabanciuniv.edu](http://som.sabanciuniv.edu)

## Industry Tour:



### The Sabancı Group In Brief

Sabancı Group companies currently operate in 18 countries and market their products in regions across Europe, the Middle East, Asia, North Africa, North and South America. Having generated significant value and know-how in Turkey, Sabancı Holding has experienced remarkable growth in its core businesses. The Holding's reputation, brand image and strong joint ventures helped further extend its operations into the global market.

Sabancı Holding is the parent company of Sabancı Group, Turkey's leading industrial and financial conglomerate. Sabancı Group companies are market leaders in their respective sectors that include financial services, energy, cement, retail and industrials. Listed on the Borsa Istanbul (BIST), Sabancı Holding has controlling interest in 10 companies that are also listed on the BIST.

Sabancı Group companies currently operate in 18 countries and market their products in regions across Europe, the Middle East, Asia, North Africa, North and South America. Having generated significant value and know-how in Turkey, Sabancı Holding has experienced remarkable growth in its core businesses. The Holding's reputation, brand image and strong joint ventures helped further extend its operations into the global market. Sabancı Holding's multinational business partners include such prominent companies as Ageas, Aviva, Bridgestone, Carrefour, Citi, E.ON, Heidelberg Cement and Philip Morris.

In addition to coordination of finance, strategy, business development and human resource functions, Sabancı Holding determines the Group's vision and strategies.

In 2013, the consolidated revenue of Sabancı Holding was TL 24.2 billion (US\$ 12.7 billion) with operating profit of TL 4.9 billion (US\$ 2.6 billion). The Sabancı Family is collectively Sabancı Holding's major shareholder with 57.7% of the share capital. Sabancı Holding shares are traded on the Borsa Istanbul with a free float of 40.1% having largest float percentage among holding companies. Depository receipts are quoted on the SEAQ International and Portal.



### Management Approach

#### Responsibility and Transparency

*Upholding our core values of modesty, respect and proximity to people, being socially responsible and managing according to the principles of corporate governance*

#### Innovation

*Creating long-lasting advantages such as brand, technology, design, network and IP*

#### Participation

*Generating a management approach that promotes participation and collective thinking in the decision-making process*

#### Strategic Approach

*Managing the present with excellence and shaping our future to ensure long-term advantages*

#### Friday, 24 October 2014

#### 16:00 – 17:00: Sabancı Holding:

- Hacı Ömer Sabancı Meeting Room
- Barbaros İnceci, Chief Economist of Sabancı Holding – General Economic Framework of Turkey
- Eren Mantaş, Financial Planning, Analysis and Investor Relations Director at Sabancı Holding - Briefing of the Sabancı Group

# 2014 Eduniversal Ratings and Rankings

The top 3 excellent Business Schools in 9 geographical zones according to the results of the 2014 Deans' Vote Survey will be announced during the **7<sup>th</sup> Eduniversal World Convention** on October 23<sup>th</sup>, 2014 in Istanbul (Turkey).

eduniversal  
AWARDS



VOTED BY THEIR PEERS AS  
BEST BUSINESS SCHOOL WORLWIDE

#### AFRICA\*

- The American University in Cairo School of Business – *Egypt*
- University of Cape Town - UCT Graduate School of Business – *South Africa*
- University of Stellenbosch Business School – *South Africa*

#### CENTRAL ASIA\*

- Indian Institute of Management Ahmedabad (IIM-A) – *India*
- Indian Institute of Management Bangalore (IIM-B) – *India*
- Indian Institute of Management Calcutta (IIM-C) – *India*

#### EASTERN EUROPE\*

- St. Petersburg University - Graduate School of Management – *Russia*
- The University of Economics, Prague (VŠE) – *Czech Republic*
- University of Ljubljana Faculty of Economics – *Slovenia*

#### EURASIA & MIDDLE EAST\*

- Istanbul University School of Business – *Turkey*
- Koç University Graduate School of Business – *Turkey*
- Tel Aviv University's Faculty of Management - The Leon Recanati Graduate School of Business Administration – *Israel*

\* Business School are listed alphabetically. The ranking will be announced during the 2014 EWC

#### FAR EAST ASIA\*

- CEIBS - China Europe International Business school – *China*
- Hong Kong University of Science and Technology - HKUST Business School – *Hong Kong S.A.R., China*
- National University of Singapore - NUS Business School – *Singapore*

#### LATIN AMERICA

- EGADE Business School - Tecnológico de Monterrey – *Mexico*
- FGV - EAESP São Paulo Business Administration School – *Brazil*
- IAE Business School - Universidad Austral – *Argentina*

#### NORTH AMERICA\*

- Harvard Business School – *USA*
- McGill University - Desautels Faculty of Management – *Canada*
- Stanford University Graduate School of Business – *USA*
- Yale School of Management – *USA*

#### OCEANIA\*

- Monash University Faculty of Business and Economics – *Australia*
- The University of Melbourne - Melbourne Business School – *Australia*
- The University of Sydney Business School – *Australia*

#### WESTERN EUROPE\*

- Copenhagen Business School - CBS – *Denmark*
- INSEAD – *France*
- London Business School – *United Kingdom*

The 2014 rankings and ratings of the 1,000 best Business Schools will be announced on October 23<sup>th</sup>, 2014 in Istanbul.

All the results will be published on

[www.eduniversal-ranking.com](http://www.eduniversal-ranking.com)

The 2015 Eduniversal Deans' Vote Survey accessible to the Deans and Directors of the 1,000 Business Schools from the Eduniversal Official Selection will be launched on November 2014 on

[www.eduniversal-deans-vote.com](http://www.eduniversal-deans-vote.com)

# The annual Eduniversal Deans' Vote Survey



On behalf of their respective academic institutions, each Dean is asked to highlight among the 999 other institutions, the one(s) they would suggest to students, planning to study abroad and answer the question : **“What are the business schools you would recommend to a student who is looking to study in this country?”**

The Deans' Votes generate the schools' recommendation rate which results are disclosed during the Eduniversal World Convention with the annual ratings and rankings by country and published on [www.eduniversal-ranking.com](http://www.eduniversal-ranking.com)

The Deans Vote is the criterion that distinguishes Eduniversal's Ranking and Rating methodology of the Best 1,000 Business Schools from most of the international classification systems.

The Business Schools selected in the Eduniversal Official Selection are evaluated and recommended by their academic Peers from 154 countries.

The aim of this Rating is to add a component of Peers assessment considered as one of the numerous qualitative and quantitative criteria used in the Eduniversal's methodology.



## ► Key facts about the 2014 Eduniversal Deans' Vote Results :

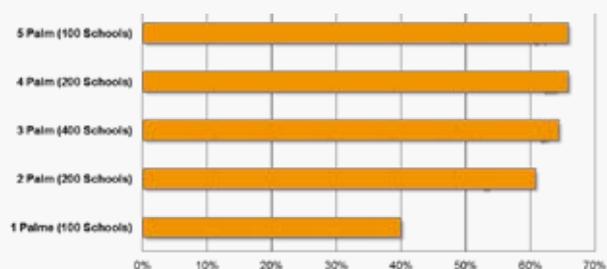
### ► TOP 3 geographic zones with the highest school's participation rate in 2014

1. Eastern Europe : 85%

2. Western Europe : 70%

3. Latin America and Oceania : 68%

**62.60%** of the Deans from the 1,000 best Business Schools worldwide have participated in the Deans'Vote.



Participation rate per Palmes League

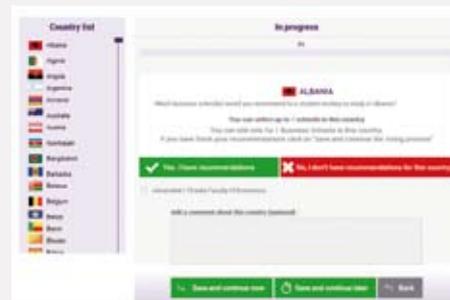
5 palmes	4 palmes	3 palmes	2 palmes	1 palme
66%	66%	64%	61%	40%

**▶ Voting process on [www.eduniversal-deans-vote.com](http://www.eduniversal-deans-vote.com) :**

Once a year, the deans & directors of the 1,000 Business Schools included in the Eduniversal Official Selection are invited to participate in the Eduniversal Deans Vote. The vote starts every year in November and each dean/director receives his login information granting access to the voting platform

A few simple rules to know on beforehand:

- The dean/director is the only person allowed to report the votes on behalf of his/her Institution with his personal access.
- Countries are presented in alphabetical order.
- Your country will be the last one in the list (after Zimbabwe).
- You can select up to 50% of the institutions for each country.
- If you don't know or if you don't want to recommend any school in a country, select "no, I don't have recommendation for this country" and the next country will appear on the screen.
- Your own Institution will not appear in the list of your country, as the Dean is not allowed to vote for his own Institution.
- Your votes are considered once the 154 countries of the Eduniversal System have been examined.



Information/requests about the Deans' Vote, please contact : [international.coordinator@eduniversal.com](mailto:international.coordinator@eduniversal.com)

**IMPORTANT REMINDER :** The 2014-15 Eduniversal Deans' Vote Survey will start in November 2014.

**▶ [www.eduniversal-ranking.com](http://www.eduniversal-ranking.com)**

website dedicated for the ranking of the 1,000 Best Business Schools worldwide

Our theme: **EDUCATION** / Our strength: **UNIVERSALITY**

This platform describes the best academic opportunities for the students zone by zone (Africa, Central Asia, Eastern Europe, Eurasia & Middle East, Far East Asia, Latin America, North America, Oceania, Western Europe), via a range of institutions included in the Official Selection of the Best Business Schools with different levels of reputation reflected with the Palmes of Excellence together with the assessments made by Peers (Deans Vote Survey) in 154 countries.

Every year, the annual ratings and rankings by country are disclosed during the Eduniversal World Convention and published on [www.eduniversal-ranking.com](http://www.eduniversal-ranking.com)



Country	Ranking	Score	Quality	Research	Internationalisation	Teaching	Employability
1	1	100%	100%	100%	100%	100%	100%
2	2	95%	95%	95%	95%	95%	95%
3	3	90%	90%	90%	90%	90%	90%
4	4	85%	85%	85%	85%	85%	85%
5	5	80%	80%	80%	80%	80%	80%
6	6	75%	75%	75%	75%	75%	75%
7	7	70%	70%	70%	70%	70%	70%
8	8	65%	65%	65%	65%	65%	65%
9	9	60%	60%	60%	60%	60%	60%
10	10	55%	55%	55%	55%	55%	55%

The subdivision of the schools into the Palmes of Excellence leagues allows for a horizontal and intercontinental comparison, which is different from the vertical comparison established by most of the international classification systems.

Each of the 1,000 Institutions selected in the Eduniversal Official Selection has a personalised profile on:

[www.eduniversal-ranking.com](http://www.eduniversal-ranking.com)



# The Eduniversal Evaluation System International Ranking Agency

Since 2002 in France, and 2008 on the international scale, the Eduniversal Evaluation System (EES) has implemented innovative rankings on the academic sector with the main purpose to highlight the institutions' expertise to inform and advice students all over the world.



## International rankings



**Best 1,000 Business Schools ratings and rankings in 154 countries**

[www.eduniversal-ranking.com](http://www.eduniversal-ranking.com)



eduniversal  
BUSINESS SCHOOLS  
RANKING 2014  
The best Business Schools worldwide



**Best 4,000 worldwide Master & MBA programs in 30 fields of study**

[www.best-masters.com](http://www.best-masters.com)



eduniversal  
MASTERS  
RANKING 2014  
The best Masters and MBA worldwide





**Best masters national websites**

- www.mejores-masters.es
- www.mejores-masters.mx
- www.mejores-masters.ar
- www.mejores-masters.co
- www.mejores-masters.pe
- www.mejores-masters.cl
- www.mejores-masters.cr
- www.meilleurs-masters.ch
- www.meilleurs-masters.ma
- www.meilleurs-masters.be
- www.best-masters.com.au
- www.best-masters.co.nz
- www.best-masters.co.za

- www.best-masters.ca
- www.best-masters.us
- www.best-masters.co.uk
- www.best-masters.in
- www.best-masters.com.ru



**French undergraduate & postgraduate programs rankings**



**Best French Masters & MBAs in 57 fields of studies**

www.meilleurs-masters.com



**Best French Bachelors and undergraduate programs**

www.meilleures-licences.com  
www.meilleures-grandes-ecoles.com





# The First Ranking of the Best 4,000 Masters & MBAs in 30 fields of study worldwide

The Eduniversal Best Masters Ranking is a true assessment of global Masters and MBA programs designed to help prospective students determine the best choice for their graduate studies. This is the only ranking that evaluates individual masters programs worldwide in 30 fields of study. Each year this ranking evaluates more than 12,000 postgraduate programs. The final ranking is determined through a global survey of 5,000 international recruiters, 800,000 students and over 10,000 representatives from 1,000 academic institutions in 154 countries

## Objectives

### For students:

- Identification of the Best Masters programs in Eduniversal global ranking

### For recruiters:

- Consultation of the Best 4,000 Master and MBAs programs
- Provide a reference that allows students to discover and choose the best academic programs in each 9 geographical zones;

### For program Directors:

- Identification of local and global talent
- Attract the Best students

## The 3 Criteria of the Methodology

### > THE REPUTATION OF THE PROGRAM

- 50% of this score is based on the opinions of HR managers;
- 50% of this score is based on the level of Palme of Excellence of the school.

### > THE SALARY OF THE 1<sup>ST</sup> EMPLOYMENT

- Information provided by each program and verified by Eduniversal.
- Salaries are weighted by country and by the average annual salary of its executives
- Three scales are used according the type of the program (MBA full time, EMBA and all other programs)

### > STUDENT SATISFACTION

- A survey comprised of 11 questions send by email to graduating students to assess satisfaction with the completed program.
- A minimum 10% of the students in each program must reply to be scored



[www.best-masters.com](http://www.best-masters.com)

# The Eduniversal Webvideo

**The new way to reinforce the impact of your communication with the students.**

Today, watching a video on the computer or on the mobile device is not at all exceptional anymore.

For the new generation of consumers, it's a life style. This makes us believe that in the future, the video communication will become a must-have for the academic institutions. It will be necessary to effectively communicate on their study aiming a new generation of students.

This year, we offer you to make your communication on your master programs in a more efficient and effective way for the prospective student.

All of this thanks to a video message that describes the main aspects and strengths of your program.

## Benefits for your program :

- **Boost the traffic of the ranked Master / MBA program**
- **Help the students in relating and retaining the information in an easier and more dynamic way.**
- **Improve the referencing of the school and the program**  
Through the related links on YouTube: in order to distinguish yourself from your competitors it is extremely important to be well referenced on the various search engines. According to our observations in France, the program profile that contains a video message has 50 percent more chances to appear on the 1<sup>st</sup> position in Google search results compared to a program profile without a video message.
- **24/7 Visibility and availability.** Programs with the video message will be highlighted on our websites:  
[www.best-masters.com](http://www.best-masters.com)  
[www.eduniversal-ranking.com](http://www.eduniversal-ranking.com)  
You Tube
- **Lead prospective students with the qualitative profiles to your program.** According to the research we did in France, an increase of candidates by 35% was observed for the program files with the video message compared to non-video program profiles (decrease of 17%).

## Concept of the Video message

Eduniversal Web Video is a message from the program director about the ranked program in the form of an interview that lasts around 8-10 minutes. The video is shot using a webcam with the assistance of Eduniversal, and is accessible on [www.bestmasters.com](http://www.bestmasters.com) via [YouTube](https://www.youtube.com). It is easy, fast and cost effective!

Eduniversal as a consulting agency for students knows what determines the choices of the students while selecting their studies. The video is designed around 9 main topics answering questions which prospective students usually ask when they look for best suitable study options.



## The 9 topics broached on the interview:

- **«Our vision for the sector / function»**  
We approach the major stakes in your field or the functions/skills that can be learnt with your Master.
- **«The strength of our program»**  
We approach the principal strength of your Master, its major advantage and the reasons for success.
- **«The secret of our pedagogy»**  
We approach the type of teaching skills used in your Master as well as the educator role in the formation of future competent executives.

How your video will look like on [www.best-masters.com](http://www.best-masters.com):

### Impact of the video on the communication :

*Statistically, people usually remember about 20 % of the information that they hear, 30 % of what they see and 70% of what they see and hear. The video is an excellent way to understand your message quickly by the new generation of the students and reach their imagination.*

The screenshot displays the Best-Masters.COM website interface. At the top, there is a navigation bar with links for Home, About us, Methodology, World Ranking by Field of study, and Best Masters by Country. A search bar is present on the right. Below the navigation bar, there is a login section and a banner for ESPI MBA Global Real Estate Management. The main content area features a video player titled "Dr. Ahmed ABDEL-MEGUID addresses to students" with a play button. To the right of the video is a "FREE NAVIGATION TOOL" with buttons for "START TO SEARCH PROGRAMS LOCAL AND GLOBAL", "SAVE AND RECEIVE NEW TOOLS", "INTERACT WITH TOP RATED PROGRAMS", "MANAGE APPLICATIONS", and "BE SEEN BY ADMISSION OFFICERS". Below the video player is a list of "See also in: MBA full time" programs, including The American University in Cairo, University of Cape Town, University of Greenwich Business School, Pan-African University - Lagos Business School, and University of the Witwatersrand - WITS Business School. A sidebar on the right contains social media icons and a "REQUEST INFO" button.

- **«What's new for the next school year?»**  
We approach the modifications and innovations intended in your Master for the next year.
- **«Internship and career opportunities»**  
We approach the internships done by last year's students or the ones of the current year. We also provide specifications on what professional dimensions your Master enables.
- **«Our program is different because ...»**  
We approach a key question! Why choose this program rather than any other? What is the difference with the rest of Masters?
- **«Convincing our jury »**  
We approach all that you expect from a candidate and all

that you particularly like, but also all that you would not like to find in a candidate's profile.

### Choose two out of the three following questions:

- **«International outlooks»**  
To what extent your Master provides facilities for international students and is involved in international projects.
- **«International expectations»**  
We take interest in the most appreciated factors and features amongst the international students.
- **«Application Process»**  
We approach the way of recruiting and the easiness for future students to apply for your Master irrespective of the country they are applying from.

# Live from Campus

## The Eduniversal Social Network

“Live From Campus” (LFC), the website with students - reporters, was created in 2011. This free network gathers blogs dedicated to the 1,000 Best Business School of the Eduniversal’s Official selection. The service was designed to meet information needs of students about campus life.

The principle is simple:

- A student is chosen by campus to be the reporter for Live from Campus.
- Each school has its own dedicated blog. All the blogs are connected through the LFC platform.
- Each reporter runs the blog dedicated to his school enabling thousands of students to follow the news of the campus.
- The reporters are guided by the Student World News Agency advisers.

### PROVIDE A NEW CONTENT: FROM STUDENTS TO STUDENTS

“Live From Campus” is the first website to broadcast information that encourages and facilitates international student mobility. Indeed when a student chooses its future institution of study, she/he takes into account, not only the academic dimension of the Institution, but also the general environment.



### INTERNATIONAL INFLUENCE FOR YOUR SCHOOL: HIGHLIGHT YOUR PROJECT THROUGH YOUR REPORTER

The blog is mainly an opportunity to highlight the special features of the school, and create a greater proximity to students, through, for example, interviewing key people in the school.

### YOUR STUDENTS ARE YOUR FIRST AMBASSADORS

Who better than a student from your school can promote and develop the life of your Institution with students from around the world?

Any student can be a reporter. They can either be a student from the Business School or any faculty of the University.

They just have to apply on this website:

[www.live-from-campus.com](http://www.live-from-campus.com)

Early this year, Eduniversal and the entire *Live From Campus* community were extremely saddened to hear about the death of **Ahmed El Halaby**, American University of Cairo student and eminent reporter of our student’s Blog.

The whole team wishes to express its deepest condolences to his family and loved ones and to bring his support to them in this difficult time.

We will keep Ahmed forever the memory of a young brilliant, voluntary as smiling and friendly man



*Inform your student  
Join the Community*



Communication Department  
[communication@live-from-campus.com](mailto:communication@live-from-campus.com)  
[www.live-from-campus.com](http://www.live-from-campus.com)





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AGENDA

# AGENDA

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# The 7<sup>th</sup> Eduniversal World Convention

## AGENDA



### Tuesday, 21 October 2014

19:00 - 21:00	Hilton Istanbul Bomonti Hotel	Welcome cocktail & registration
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### Wednesday, 22 October 2014

07:45 - 08:00	Hilton Istanbul Bomonti Hotel	Departure by bus to Istanbul University, School of Business
09:00 - 09:30		Registration, Coffee & Exhibition
09:45 09:45 - 09:55	Auditorium	<p>Opening of the 7<sup>th</sup> Eduniversal World Convention Introduction by the Conference Chairperson</p> <ul style="list-style-type: none"> <li>• Ms. Marti Büyüközden, Member of Board, YEDAB (International Education Counsellors Association of Turkey), Director, Plus Education &amp; Career, Global Campus TV, Turkey</li> </ul>
09:55 - 10:10		<p>Welcome by</p> <ul style="list-style-type: none"> <li>• Dr. Erdal Tekarslan, Dean, Istanbul University, School of Business, Turkey</li> <li>• Prof. Safak Sahir Karamemetoglu, Deputy Rector, Istanbul University, Professor of Physical Therapy and Rehabilitation</li> <li>• Mr. Martial Guiette, CEO &amp; Founder, Eduniversal Group, France</li> </ul>
10:10 - 10:50		<p>Trends in global education and applications. New modes of collaboration.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Prof. Nehme Azoury, Dean, Holy Spirit University of Kaslik - USEK - Faculty of Business and Commercial Sciences, Lebanon, Eduniversal International Scientific Committee member Eurasia and Middle East</li> <li>• Prof. Sherif Kamel, Former Dean, the American University in Cairo School of Business, Egypt, Eduniversal Scientific Committee member, Africa</li> </ul>

10:50 - 11:10		Break
11:10 - 12:00		<p><b>What are the economic and social effects that your business school has on your region?</b></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Anne-Marie Croteau</b>, Associate Dean of External Relations and Business Development, John Molson School of Business, Concordia University, Canada</li> <li>• <b>Prof. Mr. Yuriy Zelenin</b>, CEO, International Institute of Business (IIB), Ukraine</li> <li>• <b>Prof. Aykut Berber</b>, Professor of Management, Business School, Istanbul University, Turkey</li> </ul>
12:00 - 13:00		Peer to Peer meetings & Exhibition
13:00 - 14:00		Lunch
14:00 - 15:00	Auditorium	<p><b>Plenary Session 1:</b></p> <p><b>The growth of MOOCs and distance learning opportunities. What does it mean for business education models?</b></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Sung Joo Park</b>, Professor, Kaist Business School, South Korea, Eduniversal International Scientific Committee member for Far East Asia</li> <li>• <b>Prof. Jean Charroin</b>, Director and Vice Dean, Audencia School of Management, France</li> <li>• <b>Prof. Sergey Myasoedov</b>, President of RABE, Rector, The Russian Presidential Academy of National Economy and Public Administration, Russia</li> </ul>
15:00 - 15:20		Coffee break
15:20 - 16:20	Auditorium	<p><b>Plenary Session 2:</b></p> <p><b>Innovative ways to bring the MBA program into developing markets.</b></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Wim Naudé</b>, Director, Dean, Maastricht School of Management, Netherlands</li> <li>• <b>Prof. Devanath Tirupati</b>, Dean Academic, Indian Institute of Management Bangalore, India</li> </ul> <p><b>Building sustainability into your MBA program. Models of success.</b></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Victor Araman</b>, MBA Director, American University of Beirut – Suliman S. Olayan School of Business (OSB), Lebanon</li> <li>• <b>Dr. Raquel Castaño</b>, Director EGADE Business School campus Monterrey, EGADE Business School - Tecnológico de Monterrey, Mexico</li> </ul>
16:20		Departure by bus to Hilton Istanbul Bomonti Hotel
19:30 - 23:30	Hilton Istanbul Bomonti Hotel	<p><b>Cocktail, Gala Dinner &amp; 2014 Awards Ceremony</b></p> 

## Thursday, 23 October 2014

<b>08:00</b>	<i>Hilton Istanbul Bomonti Hotel</i>	Departure by bus to Istanbul University, School of Business
<b>09:00 - 09:10</b>		<p><b>Welcome by</b></p> <ul style="list-style-type: none"> <li>• <b>Prof. Yunus Soylet</b>, Rector, Istanbul University, Professor of Pediatric Surgery and Consultant Pediatric Urologist, Turkey</li> </ul>
<b>09:10 - 10:30</b>	<i>Auditorium</i>	<p><b>Plenary Session 3:</b>  <b>What determines the international brand identity of the school?</b>  <i>Chair:</i></p> <ul style="list-style-type: none"> <li>• <b>Dr. Virginijus Kundrotas</b>, Dean of Adizes Graduate School, USA, Scientific Committee member Eastern Europe</li> </ul> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Mr. Martial Guiette</b>, CEO &amp; Founder, Eduniversal Group, France</li> <li>• <b>Dr. Karim Seghir</b>, Dean, the American University in Cairo School of Business, Egypt</li> <li>• <b>Ms. Marti Büyüközden</b>, Member of Board, YEDAB (International Education Counsellors Association of Turkey), Director, Plus Education &amp; Career, Global Campus TV, Turkey</li> <li>• <b>Prof. Thami Ghorfi</b>, President, ESCA School of Management, Morocco</li> <li>• <b>Prof. Michel De Wolf</b>, Dean, Université Catholique de Louvain – UCL Louvain School of Management, Belgium</li> </ul>
<b>10:30 - 11:00</b>		Coffee break
<b>11:00 - 12:00</b>	<i>Auditorium</i>	<p><b>Plenary Session 4:</b>  <b>The pipeline for graduate jobs: Strategy for intake to job success.</b>  <i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Prof. Konstantine Gatsios</b>, Rector, Athens University of Economics and Business, Greece</li> <li>• <b>Prof. Izel Levi Coskun</b>, CEO Mazar International Auditing, Turkey</li> <li>• <b>Prof. Ricardo Reis</b>, Associate Dean for International Relations, Universidade Católica Portuguesa – CATÓLICA-LISBON School of Business and Economics, Portugal</li> <li>• <b>Ms. Catalina Huszar</b>, Senior Brand Manager South Eastern Europe, Dettol, Cillit Bang &amp; Harpic, Romania</li> </ul>
<b>12:00 - 13:00</b>	<i>Hall</i>	<b>Peer to Peer meetings &amp; Exhibition</b>
<b>13:00 - 14:30</b>		<p><b>Lunch &amp; 2014 Eduniversal Palmes of Excellence Ceremony</b></p> 
<b>14:30 - 15:30</b>	<i>Workshop rooms</i>	<p><b>Parallel Workshops</b></p> <div style="display: flex; justify-content: space-between;"> <div style="border: 1px solid gray; padding: 5px; width: 45%;"> <p><b>See the future: what do students want to study and why?</b>  <i>Speaker:</i></p> <ul style="list-style-type: none"> <li>• <b>Mr. Andrew Crisp</b>, Founder, CarringtonCrisp, UK</li> </ul> </div> <div style="border: 1px solid gray; padding: 5px; width: 45%;"> <p><b>What makes a good website? How mobile devices change higher education today for tomorrow?</b>  <i>Speakers:</i></p> <ul style="list-style-type: none"> <li>• <b>Mr. Antoine Bayle</b>, CEO Education Web Consulting, France</li> <li>• <b>Mr. Jean-Michel Leroy</b>, Project Director, Education Web Consulting, France</li> </ul> </div> </div>

15:30 - 16:30	Hall Workshop rooms	Peer to Peer meetings & Exhibition with Coffee	Workshop <b>Implementing &amp; measuring admissions success within different regions and programs.</b> <i>Speaker:</i> • <b>Dr. Fergal O'Brien</b> , Director of Postgraduate Studies, University of Limerick – Kemmy Business School, Ireland
16:45		Departure by bus to Hilton Istanbul Bomonti Hotel	
19:45	Hilton Istanbul Bomonti Hotel	Departure by bus to the Restaurant "1001 Direk"	
20:30 - 23:30	Restaurant "1001 Direk"	Networking dinner " Spotlight on the Best Masters & MBA programs" <b>B-school 2020: where will student demand take business education?</b> <i>Speaker:</i> • <b>Mr. Andrew Crisp</b> , Founder, CarringtonCrisp, UK	

## Friday, 24 October 2014

07:30	Hilton Istanbul Bomonti Hotel	Departure by bus to Koç University Graduate School of Business
09:00 - 11:00		<b>Campus visit: Koç University Graduate School of Business</b> • Presentation • Presentation from current program students (MBA, CEMS MIM, MSc Finance – TBC) • Campus tour
11:15		Departure by bus to Sabanci University Sabanci School of Management
12:30 - 13:30		Lunch at Sabanci University
13:30 - 14:30		<b>Campus visit: Sabanci University Sabanci School of Management</b> • Presentation • Campus tour
14:35		Departure by bus to Sabanci Holding
16:00 - 17:00	Sabancı Center 4.Levent 34330, Istanbul Türkiye	<b>Company visit: Sabancı Holding</b> <b>Hacı Ömer Sabancı Meeting Room</b> • <b>Barbaros İnceci</b> , Chief Economist of Sabancı Holding – General Economic Framework of Turkey • <b>Eren Mantas</b> , Financial Planning, Analysis and Investor Relations Director at Sabancı Holding - Briefing of the Sabancı Group

## Saturday, 25 October 2014

09:30 - 15:00	Cultural activities, Informal networking day
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# SPEAKERS

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## Dr. Victor ARAMAN

MBA Director

American University of Beirut – Suliman S. Olayan School of Business (OSB)



Victor Araman is an Associate Professor of Decision Science and is currently the Director of the MBA program at OSB. Before joining AUB, Dr. Araman was a full time faculty at Stern School of Business, NYU, through 2007. He was also a Visiting Professor at INSEAD in 2006-2007. He still teaches at NYU and other places like ESMT in Berlin. His teaching portfolio includes courses in Operations, Supply Chain, Decision Models as well as pricing and revenue management. Professor Araman's primary research area is stochastic modeling of economical systems with an emphasis on dynamic pricing and capacity management. Dr. Araman worked with Altera Corporation in San Jose, California and McKinsey & Company in Paris. He has also consulted with many companies in the Silicon Valley area and recently in the region. Dr. Araman received his Engineering degree from Ecole Centrale (Nantes and Paris), and his MS and PhD degrees from Stanford University.



## Prof. Nehme AZOURY

Dean,

Holy Spirit University of Kaslik - USEK - Faculty of Business and Commercial Sciences,  
Eduniversal International Scientific Committee member Eurasia and Middle East



Prof. Nehme Azoury is Professor and Dean at the Faculty of Business at USEK and holds the position of Secretary General of the Arab Society of Faculties of Business, Economics and Political Science, BEPS, (an affiliate of the Association of Arab Universities, itself founded by the League of Arab States). He lectures in the fields of marketing, strategy and Corporate Governance in several reputed universities namely, The Georges Washington University, which presented him with an appreciation award. As part of his research activities, he has to his credit several publications in internationally renowned scientific journals. To promote research in the Arab world, he is founder and editor of «The Arab Economic & Business Journal». In addition, and beyond his academic and administrative activities, Nehme Azoury is currently Managing-partner at Widein, a consulting firm headquartered in Beirut.



## Prof. Aykut BERBER

Professor of Management

Business School, Istanbul University



Aykut Berber received his BSc in mathematics from Marmara University and holds his PhD on management and organisation studies from Istanbul University School of Business. His research interests include philosophy and history of management, organisational behaviour, networks and complex systems theory, innovation management and user experience. In addition to his book on classical management thought and book chapters in the field of human resource management, he has publications in national and international journals and he has presented his papers at several EIASM, ISPIM and EBHA conferences. In 2014, he spent the Spring semester at Brunel University Brunel Business School in London as a visiting professor and researcher. He is an editorial review board member of the International Journal of Applied Management Science and Engineering and several Turkish peer-reviewed journals.



## Ms. Marti BÜYÜKÖZDEN

Member of Board, YEDAB (International Education Counsellors Association of Turkey), Director, Plus Education & Career, Global Campus TV



She has completed the secondary school and high school education in İzmir Bornova Anatolian High School (English Section).

During high school and university years, she has educated in English in the education institutions she studied, both in Turkey and in the USA. After high school education she studied Mechanical Engineering in Istanbul Technical University in order to obtain fundamental engineering formation, with the training courses that she has realized in the United States and Germany she has got information about the business environments there and she returned back in Turkey with several business offers.

She has preferred the section of Industrial Engineering of Galatasaray University where she had the possibility to have French education for Master degree. Following to run the mission of Project Administrator in the Consultancy Companies for years, she has established PLUS EDUCATION & CAREER with the desire to have her own business. since 2001 Plus education is helping the Turkish students and professionals study and continue their career abroad. Global campus tv is another brand created to help institutions for media and marketing solutions.

Education English Sufficiency Certificate (EF Schools New York), Diploma of Mechanical Engineering ( Technical University of Istanbul), Master of Science in Industrial Engineering (Galatasaray University).



## Dr. Raquel CASTAÑO

Director EGADE Business School campus Monterrey,  
EGADE Business School - Tecnológico de Monterrey



Raquel Castaño is currently the Director of EGADE Business School site at Monterrey. She has been a full-time professor at the institution in the areas of Marketing and Consumer Behavior since 1997, serving as Director of the Master in Marketing (2007-2013), Associate Director of the undergraduate marketing program (1997-2000). Her research interest centers on the roles of emotion and cognition in consumer decision making and in the adoption of new products and her research has been published, inter alia, in the Journal of Marketing Research and the Journal of Consumer Psychology. She is a member of the Mexican National System of Researchers (Sistema Nacional de Investigadores) and has received distinctions and honors for her teaching and research, including from Tecnológico de Monterrey and the American Marketing Association (AMA). In the Mexican corporate sector, she has worked extensively in the areas of market research, brand management and strategic marketing consultancy. Raquel Castaño earned her Ph.D. in Marketing (2004) at Tulane University (USA) and a master's degree in Management (2003) at the same institution. From Tecnológico de Monterrey (Mexico), she obtained a master's degree in Marketing (1999), a master's degree in Administration (1991) and a B.A. Marketing (1983).



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## Prof. Jean CHARROIN

Director and Vice Dean, Audencia School of Management



Jean Charroin is vice dean of Audencia Group and director of Audencia Nantes School of Management. Audencia Nantes is among the few institutions worldwide to hold the three main international accreditations (AACSB, AMBA & EQUIS). Jean Charroin holds an engineering degree and worked for 10 years in biotech and agrofood companies such as SANOFI and SARA LEE CORP. After this decade in industrial firms, he completed a PhD thesis in Management at Ecole Polytechnique – ParisTech and joined in 2003 the Industrial Performance Center, Massachusetts Institute of Technology, as a visiting research associate. Back to France, he joined Audencia Nantes as a professor in management accounting and was appointed director of the Grande Ecole master in management in 2006. For five years he initiated several interdisciplinary double degree partnerships (engineering, political science, law, arts, architecture) and contributed to the launching of a new consortium - “L’Alliance” – with Ecole Centrale de Nantes and Ecole Nationale Supérieure d’Architecture de Nantes. Since 2012, he is president of SIGEM, the association in charge of the national entrance examination after preparatory classes for all the French business schools.



## Prof. Izel Levi COŞKUN

CEO Mazar International Auditing



Prof. IZEL LEVI COSKUN is the CEO and Chairman of the Executive Board of Mazar International Auditing, Turkey.

He holds a PhD in Production Management and Marketing, from Marmara University of Istanbul, An MBA in Business Administration from the University of Illinois, USA. And a BA in Business Administration delivered by the University of Istanbul. He also experienced an exchange program course at ESSEC (Ecole Supérieure des Sciences Economiques et Commerciales), Paris, France.

Throughout his professional career, Prof Coskun has experienced an outstanding evolution in the Mazars & Guerar Financial Consulting Inc. With a status of a Certified Public Accountant, he started from a position of Assistant Auditor in 1992, and has worked his way up the ladder until becoming the CEO and Chief Executive Partner of Mazar International Auditing.

His experiences have permitted him to develop and nourish key qualifications in many domains such as, Financial Analysis, SPK (Capital Markets Board’s arrangement), Management Accounting, Marketing, Organization, Entrepreneurship and Sustainability.

In addition, to his advanced studies, Prof Coskun has always withheld a very active professional career in the Financial Auditing and Entrepreneurship domains. Thus, allowing him to develop various memberships in different business associations in Turkey, such as, The Turkish Industry & Business Association (TÜSİAD), the Young Businessmen Association of Turkey (TÜGIAD), the Union of Chambers of Certified Public Accountants and Sworn-in Certified Public Accountants of Turkey (TÜRMOB), and also the American Research Institute in Turkey (ARIT).





## Mr. Andrew CRISP

Founder, CarringtonCrisp



United Kingdom

Andrew Crisp founded CarringtonCrisp with Mary Lou Carrington in 2003. Since that time the business has worked with more than 125 institutions in 25 countries, helping business schools and universities to build a better offer for students, staff, alumni and corporates. CarringtonCrisp provide research, strategy, consulting and creative services with a focus on data, driven by a series of annual group market research studies.

Andrew has considerable research and communication experience having worked in a branding agency, as the Employment Correspondent for The European newspaper and as Marketing Director for an internet business. Andrew has also spoken at industry events organised by The Economist, The Design Council, the Association of Business Schools (ABS), the European Foundation for Management Development (EFMD), the Council for Advancement and Support of Education (CASE), the European Association for International Education (EAIE) and others.



## Prof. Anne-Marie CROTEAU

Associate Dean of External Relations and Business Development,  
John Molson School of Business, Concordia University



Canada

Anne-Marie Croteau is the associate dean responsible of external relations and business development at John Molson School of Business at Concordia University (Montreal, Canada). She is also a professor of business technology management.

Dr. Croteau gained many years of administrative experience since 2000, including those spent as associate dean of recruitment and awards at the School of Graduate Studies, director of the John Molson Executive MBA Program and the Aviation MBA Program, as well as the founder and director of the Graduate Certificate in e-Business Program. She currently serves on the board of the *Société de l'assurance automobile du Québec* of the Québec Government and is the president of its IT steering committee.

She teaches at the doctoral, master and undergraduate levels. Her courses cover topics such as strategic management of information technology, competitive advantage through information technology, fundamentals of electronic business, and management of information systems. Her research focuses on strategic management of information technology. She supervises MSc and PhD thesis on a regular basis. Her research is highly cited and has been published in various scientific journals such as *Journal of Strategic Information Systems*, *Journal of Information Technology*, *Canadian Journal of Administrative Sciences*, *IEEE-Transactions on Engineering Management*, *International Business Research*, *International Journal of Knowledge Management*, *Industrial Management & Data Systems*, *Information Systems Frontiers*, as well as in various national and international conference proceedings. Throughout her career, Dr. Croteau has received a number of awards for excellence in teaching and research.

She obtained her PhD in Management Information Systems at Laval University (Quebec City); her MSc and BComm in MIS at HEC Montréal; and her BSc in Actuarial Mathematics at Concordia University. She also received the designation of Chartered Director (CDir) from the Directors College from McMaster University.



## Prof. Michel de WOLF

Dean

Université Catholique de Louvain – UCL Louvain School of Management



Michel De Wolf is a professor at Université Catholique de Louvain & Université de Liège and he is currently the Dean of the Louvain School of Management. Michel De Wolf has masters' degrees in Economics, Law and Business Administration, a Ph.D. in Law.

He published more than 20 books and 150 articles, and 5 editorial functions, mainly in tax law, accounting law and company law.

In addition and beyond his academic and administrative activities Michel De Wolf is also a Certified Public Accountant – a managing partner «DGST réviseurs d'entreprises», founder and co-author of the website «www.businessandlaw.be» and judge for the Commercial Court in Brussels.

His various interests lead him to hold various positions: Honorary President, *Institut des réviseurs d'entreprises*; Honorary President, *Fédération internationale des experts-comptables et commissaires aux comptes francophones (FIDEF)*; Board Member and Former Chairman, *Les Jeunes Entreprises*; Member and secretary of the Board, *Junior Achievement - Young Enterprise Europe*; Board Member, *Commission des normes comptables*; Member and secretary of the Board and member of the Audit Committee, *Junior Achievement Worldwide* (based in Boston, USA).



## Prof. Konstantine GATSIOS

Rector

Athens University of Economics and Business



Konstantine Gatsios is the Rector of the Athens University of Economics and Business (2011- ). He is Professor in the Department of Economics at the Athens University of Economics and Business. He obtained his B.A. in Economics from the National and Kapodistrian University of Athens (1981), while his M.Phil. (1984) and Ph.D. (1988) from the University of Cambridge. He taught at the University of Cambridge where he also served as a Fellow and Director of Studies in Economics at Fitzwilliam College (1987-1992).

His research interests lie in Microeconomics and, in particular, in the areas of Trade, Industrial Organization, Mathematical Economics and Game Theory. He has published in a variety of scientific journals in Economics such as *Review of Economic Studies*, *Journal of International Economics*, *Journal of Industrial Economics*, *Economic Journal*, *European Economic Review*, *Journal of Development Economics* and others. Many of his articles have been reprinted in books. He has also contributed to various books, such as *The New Palgrave Dictionary of Economics and the Law*, London: Macmillan.

He served as an Associate Editor of the *European Journal of Political Economy* (1994-1999), and he is a referee in a number of well known scientific journals, such as *Economic Journal*, *Economica*, *European Economic Review*, *International Economic Review*, *International Review of Economics and Finance*, *Journal of Industrial Economics*, *Journal of International Economics*, *Review of International Economics*, *Scandinavian Journal of Economics*, *Southern Economic Journal* and others.

He is or has been a member of many international educational and research institutions, such as Research Fellow at the European Trade Study Group (2003- ) and the Centre for Economic Policy Research, London (1988-2010), while he has served as a Member of the Advisory Committee of the Department of Trade, Finance and Shipping at the Technological University of Cyprus (2006-2011).

He teaches Microeconomic Theory, Trade Theory and Policy, Mathematical Economics and Game Theory at undergraduate and postgraduate level.



## Prof. Thami GHORFI

President, ESCA School of Management



Morocco

Thami GHORFI is President of ESCA Ecole de Management, an African leading Business School based in Casablanca, Morocco, where he teaches communication strategy and change management.

Prof. Thami GHORFI has developed an expertise on management practices in Morocco and the Maghreb region, in entrepreneurship and change management.

He is advisor to several organizations in the strategic fields, multicultural human resources management and leading change.

Thami GHORFI is also present during important economic events in Morocco and the MENA Region, and is given the opportunity to contribute to the success of high-level economical meetings.

Thami GHORFI has been appointed in 2011 as an expert member of the Economic, Social and Environmental Council, a constitutional institution of Kingdom of Morocco.

Thami GHORFI, through his position as Vice President of the AL AMANA foundation – leading micro finance organization in the MENA region- is strongly involved in charity and the fight against financial exclusion.

Thami GHORFI is also a member of :

- 'Development and Solidarity Council', a brain trusts aiming at harmonizing economic development strategies and social cohesion;
- 'Scientific Council of Amadeus Institute', a think tank focusing on geopolitics and geo-economics concerning countries of the south part of the world.

He is an International Academic Member of the EDAF Committee of the EFMD (European Foundation for Management Development), and a member of the Academic Advisory Board of GBSN (Global Business School Network).

Thami is graduated from ISG-Paris and ESSEC Business School. He holds a Doctorate Honoris Causa from Grenoble Ecole de Management.



## Mr. Martial GUIETTE

CEO & Founder, Eduniversal Group



France

Founder of SMBG Eduniversal in 1994, Martial Guiette graduated in Law, Politics, Finance and Corporate strategy. Holder of Master in Taxation from the University Paris II Pantheon Assas and graduated from Sciences Po Toulouse, he then obtained a Master in Corporate Finance in Dauphine University before attending the course of corporate strategy in the ESCP Europe.

Fascinated by the world of education, Martial Guiette has been developing SMBG EDUNIVERSAL together with his teams during the past 15 years in order to provide innovative information tools and effective reference for students, universities and enterprises. By consolidating the expertise and expanding its activities, SMBG EDUNIVERSAL is now a key player in notation and evaluation in the field of higher education. Passionate about entrepreneurship Martial Guiette has also developed in parallel, societies in the field of gastronomy and wine.



## Ms. Catalina HUSZAR

Senior Brand Manager South Eastern Europe, Dettol, Cillit Bang & Harpic



Catalina is International Senior Brand Manager having a wide experience in the product/brand management and marketing services for multinational and french companies. After her studies in linguistic to the University Sorbonne Paris IV where she get her Research Master in Middle Age French Linguistic, she have joined the MS Communication des entreprise from ESC Rouen, developping further the secondary competence. In the last 10 years, she adressed different areas of FMCG and pharmaceutical industries: cosmetics, tobacco, detergents, OTC, but as well the very complexe part of marketing and sales for services. Catalina is one of the marketeers having an important contribution to the development of brands like L'Oreal, Nivea, Eucerin in Romania and Nurofen for Greece and Romania.

Working from 2003 to 2006 for SMBG introduced her in the Educational worldwilde system and she was part of team building the Ranking of best Masters & MBA in France, the core base for future international activities of the company.

Since November 2013 Catalina is Senior Brand Manager Hygiene to Reckitt Benckiser for South Eastern Europe cluster , counting 11 ountries (Greece, Romania, Bulgaria; Serbia, Cyprus etc.) and she drives marketing/trade marketing strategy for international brands like Dettol or Cillit Bang in a very competitive environement. Catalina is one of the professionnals which strongly believes that every single object or person is in a fact a product behind a strategy.



## Prof. Sherif KAMEL

Former Dean, the American University in Cairo School of Business  
Eduniversal Scientific Committee member, Africa



Professor of management information systems and former founding dean of the School of Business (2009-2014) at the American University in Cairo (AUC). Kamel led a major repositioning of the school by adopting a multi-tier thematic approach that included entrepreneurship, innovation, leadership and responsible business. During his tenure, he initiated the process for EQUIS, AMBA and ACCET accreditations and got the school reaccredited by AACSB in 2011. The school became ACCET accredited in 2011; AMBA and EQUIS accredited in 2014 joining only 70 business school in the world that are triple-crowned. In addition, the MBA program ranked top by Forbes ME in 2012; the school ranked 46th and became recognized as one of the most influential 100 business schools in the world by Eduniversal in 2013, and executive education open enrolment ranked 68th by the FT in 2014. He helped establish the Center for Entrepreneurship and Innovation and the university's Venture Lab becoming Egypt's primary university-based incubator. His experience focuses on investing in human capital, building and managing executive development institutions addressing management, governance, entrepreneurial, and leadership issues. He was associate dean for executive education (2008-2009) and director of the Management Center (2002-2008). Before joining AUC, he was director of the Regional IT Institute (1992-2001) and managed the training department of the Cabinet of Egypt Information and Decision Support Center (1989-1992). Kamel holds a PhD in Information Systems from London School of Economics and Political Science; an MBA and an MA in Islamic Art and Architecture from the American University in Cairo. His research and teaching interests include management of information technology, information technology transfer to developing nations, electronic business and decision support systems. His work is broadly published in IS and management journals. He is the associate editor of the Journal of IT for Development and the Journal of Cases on Information Technology. Kamel is an Eisenhower Fellow. He is the executive VP of the American Chamber of Commerce in Egypt; board member of the Egyptian American Enterprise Fund; and RISE Egypt. He is a member of the Institute of Corporate Directors Canada and Egypt-US Business Council. He is a founding member of the Internet Society of Egypt. Kamel is an advocate of diversity, empowerment, inclusion and using a bottom-up leadership approach.



## Dr. Virginijus KUNDROTAS

Dean of Adizes Graduate School, USA,  
Eduniversal Scientific Committee member Eastern Europe



Lithuania

Dr. Virginijus Kundrotas is the Dean of Adizes Graduate School (USA) and Vice- President for West Europe and Baltics of Adizes Institute (USA). He was a Founding President of ISM University of Management & Economics (Lithuania) and worked in this position for 9 years. Specialized in business ethics, leadership and change management, he is also President of BMDA (Baltic Management Development Association), vice-president of CEEMAN (Central and East European Management Development Association), and member of the EQUIS accreditation committee.



## Prof. Win NAUDÉ

Director, Dean  
Maastricht School of Management



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Wim Naudé is Dean of MsM and Professorial Fellow at Maastricht Graduate School of Governance, Maastricht University and UNU-MERIT, The Netherlands. He is also affiliated professor at Centrum Catolica Graduate School of Business in Lima, Peru and Research Fellow at the IZA-Institute for the Study of Labor, Bonn, Germany. He is a development economist working on entrepreneurship, innovation and global development, and has published widely on this topic, his latest volume is on Industrial Development in The BRICS and is forthcoming in 2015 from Oxford University Press. Before joining MSM he was senior research fellow at UNU-WIDER in Helsinki, Finland, research director at North West University, South Africa, and research officer at CSAE, University of Oxford.



## Dr. Fergal O'BRIEN

Director of Postgraduate Studies  
University of Limerick – Kemmy Business School



Ireland

Dr. Fergal O'Brien lectures in Finance and is Director of Postgraduate Studies at the Kemmy Business School, University of Limerick, Ireland. He holds a PhD in finance from Lancaster University. Dr. O'Brien is currently working on a number of research projects including the role of tacit knowledge in manufacturing organisations, predictability of Chinese stock market returns, the determinants of derivative use in European corporates and the use of prediction markets as a learning resource in finance classes. He has been recognised for his teaching by being awarded the Jennifer Burke Award for Innovation in Teaching and Learning as part of a University of Limerick team. Dr. O'Brien is a board member of World Sports Team, a sports charity that will launch late 2014.



## Prof. Sergey MYASOEDOV

President of RABE, Vice Rector

The Russian Presidential Academy of National Economy and Public Administration



Sergey Myasoedov was born in Moscow, Russia on the 1st October 1954. He graduated (1977) and got PhD in Economics (1980) at the Moscow University of International Relations (MGIMO). He studied at Durham Business School, Great Britain (1991); Wharton Business School, University of Pennsylvania, USA (1992) and Harvard Business School, USA (1993). In 2000 he got his second PhD in Sociology at the Moscow State University.

Since 2011 he is Vice-Rector of the Russian Presidential Academy (RANEP), the biggest Russian University with 180 thousand students and 68 campuses. Since 1996 - Dean of the Institute of Business Studies (IBS-Moscow) – a leading management school of Russia, since 2010 - President of RABE (Russian Association on Business Education), Member of the Board of CEEVAN and Russian Management Association. He published 7 books and more than hundred of articles in economic reform and cross-cultural management, leadership. He teaches cross-cultural management and leadership.



## Prof. Sung Joo PARK

Professor, Kaist Business School

Eduniversal International Scientific Committee Member - Far East Asia



Prof. Sung Joo Park is the former Dean and Vice president of KAIST (Korea Advanced Institute of Science and Technology). He is currently a professor at KAIST Business School. Holding a PhD from Michigan State University, he was also the founding president of AAPB (Association of Asia-Pacific Business Schools.), and served as a board member of the AACSB and the GFME (Global Foundation for Management Education). Also, he served as an advisor to Samsung Group.



## Prof. Ricardo REIS

Associate Dean for International Relations

Universidade Católica Portuguesa – CATÓLICA-LISBON School of Business and Economics



Master in Finance Director; Associate Dean for International Relations, CATÓLICA-LISBON; Assistant Professor of Accounting, CATÓLICA-LISBON, Ph.D. in Business Science and Applied Economics, Wharton School, USA; Degree in Economics, FEP-U.Porto.

Ricardo Ferreira Reis teaches Accounting, Financial Statement Analysis and Performance Evaluation at the MBA, MSc, BSc and Executive Education levels. His areas of research interest focus on informational economics, with an emphasis on accounting, ranging from agency theory to corporate governance. He was a Visiting Professor at The Wharton School between 2009 and 2011 and an International Faculty Fellow at MIT in 2009. Earlier in his career, he attended the Doctorate and Master's Degree in Economics at Universidade Nova in Lisbon, where he also taught a wide range of courses in Economics and Business. He was a consultant for the Lisbon and Porto Stock Exchanges (now Euronext-NYSE Lisbon) and he worked as a credit risk analyst in investment banking.



## Dr. Karim SEGHIR

Dean

The American University in Cairo - School of Business



Egypt

Karim Seghir has an extensive and geographically diverse professional experience. Born in France and raised in Tunisia, Seghir earned a Bachelor of Science in Mathematics in 1997 from the Faculty of Sciences of Tunis. He earned a Master of Science in Mathematical Methods in Economics and Finance and a PhD in Mathematical Economics and Finance from University of Paris 1 Sorbonne in 1998 and 2002, respectively.

He served as a Visiting Professor at Pontificia Universidade Catolica in Rio de Janeiro in 2003 and at Universidad de Chile in 2010. He also served as a visiting researcher at Universidade NOVA in Lisbon from September 2002 to September 2004. Prior to joining AUC, he worked as an Assistant Professor of Economics at the American University of Beirut from September 2004 to September 2006.

Prior to being dean, Seghir served as associate dean for undergraduate studies and administration at the AUC School of Business from June 2011 to June 2014.

Seghir was invited as a panelist in various regional and international events including AACSB, EFMD, PRME, Economic Research Forum and the World Bank.

Seghir's research interests include mathematical economics, general equilibrium theory, financial markets, credit markets and default. He has published in top tier journals in Economics such as Games and Economic Behavior, Economic Theory and Journal of Mathematical Economics. He also serves as referee for leading academic journals such as Economic Theory and Journal of Mathematical Economics. He is a member of The Econometric Society and The Society for the Advancement of Economic Theory.

Seghir taught microeconomics, mathematical economics, financial economics, decision under uncertainty and game theory at the undergraduate and graduate levels.

Seghir is passionate about sports, especially squash and soccer; music; poetry and psychology.



## Dr. Erdal TEKARSLAN

Dean

Istanbul University, School of Business



Turkey

Erdal Tekarslan is a professor of Organizational Behavior at the School of Business, Istanbul University. He is the Dean of the School of Business since 2010. He earned his B.S. in Economics from the Istanbul University and his M.B.A. and Ph.D. in Business Administration from the School of Business. His Ph.D. thesis was "Behavioral Factors in Organizational Decision Making." His primary fields of research are team building, cultural studies, organizational development, and decision making. In 1995, he received the "Successful Researcher" Award from Istanbul University due to his contribution to scientific studies in Turkey. He has worked for the Organizational Behavior Department at the School of Business since 1986, and currently he is the Department Chair of Organizational Behavior.



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## Prof. Devanath TIRUPATI

Dean Academic

Indian Institute of Management Bangalore, IIM-B



Professor Devanath Tirupati is Dean Academic, Indian Institute of Management Bangalore, and EADS-SMI Chair Professor of Sourcing and Supply Management, Centre for Supply Chain Management at the Institute.

Professor Tirupati has a B.Tech from the Indian Institute of Technology, Madras, a PGDM from the Indian Institute of Management, Calcutta and a Ph.D from the Sloan School of Management, Massachusetts Institute of Technology, USA.

His primary research and teaching interests are in operations management and operations research that span a range of topics that include capacity planning, innovation and technology management, supply chain management, healthcare management, production planning and inventory control, scheduling, queuing network models of manufacturing, off-line and on-line quality control.

Professor Tirupati was named IBM Pre-doctoral Fellow (1985), (US) Presidential Young Investigator (1989) and received Award for Research Excellence from the University of Texas at Austin (1990). At the Indian Institute of Management, Calcutta, he won the prestigious John Wynne Prize (1976), the Chairman's Prize (1976), the Calcutta Management Association Prize (1976) and the Institute Roll of Honour (1976). He was the recipient of the Bhaba Prize (1972), Bhaba Atomic Research Centre, Bombay, and the Institute Merit Scholarship at IIT, Madras.

He has consulted with several firms both in India and USA. Prior to moving to IIM Bangalore, Professor Tirupati has taught at IIM, Ahmedabad, the University of Texas at Austin, and Melbourne Business School.

Professor Tirupati has published several papers, case studies and book chapters. He is currently Chief Editor of Technology, Operations and Management. In the past he has served as Associate Editor of Management Science, Associate Editor of Operations Research and as Area Editor of Production and Operations Management.



## Mr. Yuriy ZELENIN

CEO

International Institute of Business (IIB)



He was one of those who stood by the roots of IIB foundation in 1993, managing all IIB financial operations and activity, including management of George Soros Open Society Foundation grant, and being a member of IIB Advisory Board. He attended managerial training programs "Professionalization of Institutes" at INSEAD, France and "Managing a Management Development Institute" at IMI (Dublin). He also studied at the "Chartered Postgraduate Diploma in Marketing" program (Chartered Institute of Marketing, London, UK) and at the University of New Brunswick (Canada), when he have got his MBA degree. Now he is CEO of the International Institute of Business, a leading Ukrainian business school. He is awarded by an order "For building up Ukrainian Education" granted by Non-Governmental Association of Ukrainian Universities. His rich experience and profound knowledge of industry he works in helps International Institute of Business to stay a market leader, successfully introducing new intellectual products to Ukrainian business education market.

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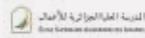
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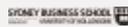
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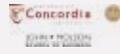




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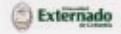


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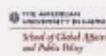


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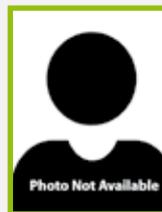
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eduniversal  
World Convention

ISTANBUL  
TURKEY 2014  
October 21-25

# LOGISTICS

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## ► Important Dates to Remember

### ► Wednesday, October 22 – Dinner

#### 19:30 Gala Dinner and Awards Ceremony

This Award Ceremony puts into the spotlight the Top 28 Business Schools, which have distinguished themselves in their respective zone by the best recommendation rate from the deans across the world.

#### Where? Hilton Istanbul Bomonti Hotel

Merkez Mh.  
Bomonti Ar Sk  
Şişli, Turkey  
Tel: +90 212 375 3000 - bomonti.info@hilton.com

#### Details:

19:30 - 20 :30 – Cocktail  
20:30 - 23 :30 – Award Ceremony & Gala Dinner in  
Crystal Ballroom of Hilton Istanbul Bomonti Hotel



### ► Thursday, October 23 – Lunch

#### 12:00 - 13:30 Lunch & 2014 Eduniversal Palmes of Excellence Ceremony :

During the “Palmes Awards Ceremony”, each School receives its official trophy that will reward the number of Palmes reached.

#### Where? Istanbul University, School of Business

İşletme Fakültesi  
İ.Ü. İşletme Fakültesi Avcılar Kampüsü  
34322 Avcılar -İstanbul, Turkey

### ► Thursday, October 23 – Dinner

#### 20:30 Networking Dinner – Spotlight on the Best Masters and MBAs

B-school 2020: where will student demand take business education?

Speaker: Mr. Andrew Crisp, *Founder, CarringtonCrisp, UK*

#### Where? Restaurant ‘1001 Direk Cistern’

Binbirdirek Cistern  
İmran Öktem Cd No:4,  
Fatih, Turkey  
www.binbirdirek.com  
+90 212 518 1001

## ► Istanbul University, School of Business

### ► Istanbul University, School of Business

İşletme Fakültesi  
İ.Ü. İşletme Fakültesi Avcılar Kampüsü  
34322 Avcılar -İstanbul, TURKEY  
Website: <http://isletme.istanbul.edu.tr/en/>



► WiFi access will be provided by Istanbul University, School of Business

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## ▶ Useful Contacts

There are central emergency phone numbers for the police and the fire department. Hopefully you will never need them, but in case you do

### ▶ Police - 155

Central Emergency Number

### ▶ Fire - 110

Central Emergency Number

### ▶ Ambulance - 112

Central Emergency Number

### ▶ Tourist Info – 170

Central Number

### ▶ Tourist Police

Phone: +90 (0212) 527 4503 (Istanbul only)

### ▶ Taksim Emergency Hospital

Siraselviler Caddesi No:112

Taksim-Istanbul

Phone: +90 (0)212 252 4300

### ▶ German Hospital

Siraselviler Caddesi 119

Taksim-Istanbul

Phone: +90 (0212) 293 2150

## ▶ ATM service, Currency Exchange, Credit Cards in Istanbul

### ▶ Currency & Exchange

The national currency is the Turkish lira, divided in 100 kuruş. There are 1, 5, 10, 25, 50 kuruş and 1 Turkish lira. The composition of denominations of the Turkish lira are: 1, 5, 10, 20, 50, 100 and each banknote depicts a famous Turkish personality.

The yearly average exchange rate of the lira is the following (2014):

1 USD = 2.14 Turkish lira (on 18/06/2014)

1 EUR = 2.90 Turkish lira (on 18/06/2014)

Euros are accepted at some larger stores and in the tourist areas, it is generally better to trade in the Turkish currency (the 'Turkish lira'). Major currencies can be exchanged for lira at airports, banks or exchange offices throughout the city.

### ▶ ATM Service & credit cards

The credit cards are widely accepted in hotels, restaurants, bars and stores. MasterCard and Visa are accepted almost everywhere; AmEx is accepted as well, but less than the other cards. If you have a six-digit pin on your bank card, consult with your bank before leaving, as you need a four-digit pin number to use ATMs in Turkey.

ATM machines all over the city and those with a credit/debit card will have few problems accessing money.

Nevertheless is advised to carry some money since often you will get a nice discount of 10% or more if you pay cash! Hotels and shops are widely known to use this tactic. However, while there is not much serious crime in the tourist areas, there are certainly pick-pockets where it is crowded, so exercise usual caution.

## ► Transportation in Istanbul

### ► Airport Information

Istanbul has two airports: The city's major airport is Atatürk Airport in Yesilköy on the European side and the distance between Atatürk Airport and downtown Istanbul is 28 km.

Sabiha Gökçen Airport is Istanbul's second airport, situated on the Asian side of the city. The distance between the Airport and Taksim is 50 km

There are a number of transport options for travel from Atatürk and Sabiha Gokcen Airports to Sultanahmet and Beyoğlu/Taksim. Both airports have dedicated shuttle services and it is also possible to travel by public transport (tram and metro from Atatürk Airport, and bus from Sabiha Gokcen airport.)

To book the transportation from Atatürk Airport Taxi, please contact: +90 (0) 850 780 7734

To book the transportation from Sabiha Gökçen Airport Taxi, please contact: taxi@sawkoop.com or +90 (0) 216 588 12 35 / +90 (0) 552 552 4 552

### ► Transportation to the Convention Events

Shuttle busses will drive from Hilton Istanbul Bomonti Hotel to the Istanbul University, School of Business in the morning; and back to the Hilton Istanbul Bomonti Hotel Hotel in evening.

### ► Taxi Service

Taxis are numerous in Istanbul and they are one of the most common transportation vehicles for locals and tourists as well. They are much cheaper in Turkey than in many European countries, however, it's important to be aware of a few tips before embarking on a taxi ride in Istanbul. Though generally

a safe form of transport, it's not uncommon to be overcharged or for the drivers to behave dishonestly. Taxis are yellow and they have the word 'Taksi' on top of their car. The use of the taxi meter is mandatory in Turkey. Istanbul taxi fees are calculated by adding a certain fee per km to a constant initial fee. The fare shown on the meter reads according to distance travelled. For journeys between Asia and Europe, the crossing fee is subject to be paid by the passenger. If you like, the taxi drivers may inform you before the journey about the approximate fee you are going to pay with respect to your distance. Visitors sometimes complain of having negative experiences with taxi drivers in Istanbul, so we recommend that you keep in mind the following:

- Try to use your hotel service to call a taxi or ask a nearby hotel to call for you. In this way, you at least have someone to complain to.
- Check that the taxi meter is started by the taxi driver when the journey begins. If the driver refuses or claims that the meter is off, get out of the taxi.
- Watch when paying the driver at the end of the journey. Try to have small cash on hand and give the full amount or something close to it to the driver. Be careful when handing over big banknotes, as it is a common trick of taxi drivers to replace the bigger banknote with a smaller one and request more from you.
- Since Sultanahmet is a highly touristic area, taxi drivers are more inclined to be dishonest. Walk or take the tram to another neighborhood (Eminönü, Sirkeci) and take a taxi from there.
- For airport transfers, try to use private transfer services if you can afford the extra cost. Although it can cost around 40% more than a taxi, your journey will be secure, reliable and comfortable.

Keep in mind that there are also many respectable taxi drivers in Istanbul. Tipping taxi drivers is not common for locals, but if you want to you can give some small change.

## ► Security in Istanbul

Compared to most western countries, Istanbul is a very safe city. The incidence of violent crime against foreigners is extremely low and few visitors to the city experience any problem. There are some scams and pickpockets operating, more so in the tourist-heavy areas, so exercise usual caution.

## ► Dress Code

The dress code for the Convention is business professional for women and suit and tie for men.

For the Gala Dinner & Award Ceremony and for the International Networking Dinner, the dress code is cocktail attire or national dress.

## ► Shopping

Istanbul is well known for fabulous shopping experiences! As home of The Grand Bazaar the world's largest covered markets in the world, Istanbul does not only maintains the monumental state of the bazaar, but also makes it a palace for shopping. Shoppers in Istanbul are bound to be tempted at every corner. From food to traditional handicrafts to modern apparel, the variety of things to buy in the city as souvenirs is endless. We have put together a list of some of the most popular items to buy in Istanbul.

### ► Traditional clothing

Modern European clothing is common and customary with the most recent generations of Turks. However, older generations still wear traditional Turkish clothes. The fashions of old were largely influenced by practicality and the various cultures lying within the Turkish kingdom. The headscarf, baggy trousers and colorful, sequined clothing are common items in traditional Turkish clothing as well as modern.

#### The Kaftan

These wrap-style dresses included a two piece slip and a formal or informal outer wrap. The slips of wealthy women were comprised of silk or other fine fabrics, while poorer women wore fabrics closely related to burlap or very rough cotton. Outer wraps of the elite were made of beautifully embroidered silks from the Orient or fine Egyptian Cotton. Peasants wore rough cotton or other cheap fabrics. Other names for kaftans include the 'gomlek' or 'entari' for the bodice and 'salvar' or 'potur' for skirt.



#### Belts and Shoes

Turkish men and women both adore belts and shoes, and it is a traditional practice to wear very decorative pieces. Kusakura, or kusak belts are closely related to modern day martial arts belts in that they are stiff, thick and made of fabric. That is where the similarities end, however. Kusaks are very ornately embroidered and are an important accessory to the overall look Ottoman Turks went for.

Basmak shoes were in vogue for centuries, and closely resemble decorate house slippers that American men wear around the house today. Winter basmaks were constructed of soft leather and lined with thick wool or cotton to act as insulation. Summer basmaks may have leather soles and soft cloth wrapping around the feet. Candle wax was warmed and massaged into shoes as a way to protect them from exposure to water, mud and other natural elements.

### ► Shopping:

#### Istinye Park

Istinye Park offers art, fun, sports, shopping and world cuisines to any one and is the new apple of Istanbul's eye with its almost 300 stores, top local and global brands, café and 40 exclusive restaurants and the first IMAX Theater.

#### Kanyon Istanbul

Kanyon an urban oasis in Istanbul and is fusing a unique approach to shopping, entertainment and retail in an extraordinary architectural shell. Kanyon features 160 stores, 9 cinema screens, fitness center. Top local and global brands, cafes, and open air performances are set in an atmosphere alive.

#### Akmerkez

Akmerkez the most award winning shopping center in Istanbul. With its 246 shops, provides outstanding women's, men's and children's clothing and textiles, stationery, toys, sports, shoes, eyewear and gift shops along with restaurants, cinemas, hairdressers, banks, a currency exchange office, electronic goods, orthopedic goods, shoe shine services, a tailor, a pet shop, and a supermarket for all the shoppers needs.

#### Trump Towers Mall

175 stores offering a unique blend of fashion, entertainment and restaurants covering a total area of 43,600 square meters at the shopping center located in Istanbul's Şişli district.

#### Istanbul Cevahir

Istanbul Cevahir is the largest shopping mall in Europe, and the second largest shopping mall in the world. There are 280 shops, some of which are the first in Turkey to sell certain international brands; 34 fast food restaurants and 14 exclusive restaurants in the shopping centre. Under its roof, there is a big stage for shows and other events, 12 cinemas including an IMAX 3D cinema. It has also a cinema for children, several other entertainment facilities, and a bowling hall.

Sitting at the exact intersection of Europe and Asia, Istanbul is truly all things to all people: a jumbled muddle of grand palaces, churches-turned-mosques, five star hotels, delicate minarets, crowded shipping lanes, bustling markets and winding back-alley streets that no one can name — exoticism and familiarity colliding against each other every which way you look. The city's two best-known shopping areas are the Spice Market and the Grand Bazaar. Both are located between the Sultanahmet and the Golden Horn, where tourists' line up for boat trips to the Bosphorus Strait and the Asian side. Additionally, around the Sultanahmet, you'll find plenty of street stalls hawking everything from water pipes to postcards, souvenir guidebooks to headscarves. So, among this chaotic cacophony, the pushy merchants, the explosion of colors and scents: What makes the grade as a worthwhile souvenir?

### The "Blue Eye"

One of the most ubiquitous symbols of Turkey, the "Nazar Boncugu," also known as the evil eye, protects its owner against envy and bad will. Eyes come as keychain-sized charms or can be worked into jewelry or used in larger more elaborate ornaments. Make sure you pack it well so it doesn't crack or break.

### Ceramics

Traditional mosaic designs with intricate patterns are the the hallmark of Turkish ceramics, used in everything from coffee sets to decorative tiles for Mosques. The patterns, often handed down from generation to generation, feature complex geometric motifs or elements of nature, often in cobalt, turquoise, and aubergine hues. Today, you'll see ceramic jugs, bowls, and plates in museums as well as in fine shops and modest street stalls. Quality varies widely between machine-made pieces, handmade pieces, pieces containing a higher amount of crystal, and low-grade mass-market pieces made in China.

### Glass Lamps

The multi-colored glass lamps are another common offering in the tourist markets, and range in price from a few dollars for a small candle holder to a hundred or more euros for a multi-piece electric candelabra.

### Leather

Handmade Turkish leather goods are typically made from sheep or lamb. Istanbul is the center of the leather trade, with all manner of hand-made leather clothing — vests, dresses, jackets, hats, gloves — available, along with accessories such as belts, purses, and wallets. It is possible to have items custom made.

### Jewelry

Gold is sold in the Grand Bazaar; prices are largely based on weight: Gold here is regarded as an investment, and workmanship is a secondary issue. Some travelers report getting good prices on antique jewelry.

### Turkish delight

This confection, also called lokum, is a gel, sometimes flavored with mastic (a piney resin), mint, rosewater, or lemon. Chopped dates, pistachios, hazelnuts, or walnuts give it added flavor and texture, and it is dusted with powdered sugar. It was said to be a favorite of the ladies of Turkish harems, and became fashionable in European high society as well. It is sold pretty much everywhere you look, including the airports, but quality varies. In the Spice Market, you'll be able to sample small pieces and choose how many of which flavors you want for your own customized box.

### Spices

Spices are, of course, one of the foundations of trade between east and west, and you'll find them A guide can point you to better shops: They probably get a commission, but you might be spared bringing home spices that are substandard or have spoiled. The shops selling loose spices offer better quality. Also look for locals shopping, rather than tourists buying prepackaged gift boxes.

### Carpets

The traditional *crème de la crème* of Turkish souvenirs is a genuine Turkish carpet, either knotted or woven.



## ► Language Tips

Turkish is spoken by about 70 million people worldwide. From its roots as a nomadic Central Asian language, it has changed dramatically through time to become the Turkish of today. From as far back as the 11th century, Arabic and Persian words, especially those used for art, diplomacy and business, gradually crept into the Turkish language and Arabic script began to be used.

However, when Mustafa Kemal Atatürk came to power in 1922, as part of his reforms following the formation of the Turkish Republic he instigated a radical overhaul of the language. In an attempt to purify the language, the structure and vocabulary were simplified and the Arabic script was swapped for a Latin one.

The result of this is a refreshingly logical language. Turkish is also relatively simple to pronounce as it is a phonetically consistent language. There are no genders and only one irregular verb and one irregular noun.

Although you may hear a couple of Arabic phrases such as 'Inshallah' and 'Salam Aleykum', in reality Turkish bears no real resemblance to the Arabic language.

Turkish has 5 characters which aren't found in the English alphabet- the ü, ö, ş (with a tail), ı (without dot) and ç.

- Hello: *Merhaba (Mer.ha.ba)*
- Goodbye: *Güle güle (Gew.le Gew.le)*
- How are you?: *Nasılsın? (Na.suhl.suhn)*
- Thank you: *Tesekkür ederim (Te.shek.kewr e.de.reem)*
- Excuse me: *Afedersiniz (Fe.der.see.neez)*
- Yes: *Evet (e.vet)*
- No: *Hayır (Ha.yuhr)*
- Ok: *Tamam (Ta.mum)*
- I don't understand: *Anlamıyorum (An.luh.muh.yo.room)*
- How much?: *Ne kadar? (Ne ka.dar?)*
- Stop here: *Burada durum (Boo.ra.da doo.room)*
- Left: *Sola (So.la)*
- Right: *Sağa (Sa.a)*

## ► Cultural Events

Republic Day marks the creation of the Turkish Republic in 1923. After Turkey's victory in the War of Independence (1919-1923), the Turkish parliament proclaimed the new Turkish state as a republic. A new constitution, which the parliament adopted on October 29, 1923, replaced the constitution of the Ottoman Empire. The leader in the Turkish War of Independence, Mustafa Kemal Atatürk, became the country's first president on the same day. Many people in Turkey celebrate Republic Day on October 29 by attending performances and participating in traditional processions with flags and musical bands. The Turkish Republic's founder Mustafa Kemal Atatürk proclaimed Republic Day as Turkey's most important holiday.

Many people go to local stadiums on October 29 to watch performances dedicated to Republic Day in Turkey. Such performances usually consist of theater sketches, poetry readings and traditional Turkish dances. Many school children participate in school performances for parents and teachers. Republic Day is an official national holiday in Turkey. Public administration buildings, schools, post offices and many small businesses are usually closed on this day.

## ► Electricity

In Turkey the mains voltage for electricity is 220V and 50Hz. Central European type wall socket (two-pin plugs) is standard in Turkey.

The Type C electrical plug (or Europlug) is a two-wire plug that has two round pins. It fits into any socket that accepts 4.0 – 4.8 mm round contacts on 19 mm centres. They are being replaced by E, F, J, K or N sockets which work perfectly with Type C plugs.

Type C plugs are generally limited for use in appliances that require 2.5 amps or less.



## Local Restaurants

Turkish cuisine is largely the heritage of the Ottoman cuisine, which can be described as a fusion and refinement of Central Asian, Caucasian, Middle Eastern, Mediterranean and Balkan cuisines. At the same time it did influence those of neighboring cuisines, including those of Western Europe. The Ottomans fused various culinary traditions and created a vast variety of specialties – many with strong regional associations.

Frequently used ingredients in Turkish specialties include: lamb, beef, chicken, fish, eggplants, green peppers, onions, garlic, lentils, beans, and tomatoes. Nuts, especially pistachios, chestnuts, almonds, hazelnuts, and walnuts, together with spices, have a special place in Turkish cuisine, and are used extensively in desserts or eaten separately. Preferred spices and herbs include parsley, cumin, black pepper, paprika, mint, oregano, pul biber (red pepper), allspice, and thyme. Olives are also common on various breakfasts and meze tables frequently. In Turkey sunni 'iftars' (fasts) were broken with olives ever since the Ottomans.

Being such a diverse and refined cuisine, we advise you to try it. Here below you can find some quality restaurants:

### Top-end selection

#### Kayikci Restaurant

Kayikci Restaurant

Cuisine: Sea-Food and Fish

Address: Ticarethane sok. No:35, Sultanahmet, Istanbul

#### Armada Terrace Restaurant

Cuisine: Turkish-Ottoman

Address: Ahırkapı Sok. No:24, Sultanahmet, Istanbul



#### Feriye Restaurant

Cuisine: Turkish

Address: Çırağan Cad. No: 40, Ortakoy, Istanbul

#### Pandeli Restaurant

Cuisine: Turkish

Address: Mısır Çarşısı No:1, Eminonu, Istanbul

### Mid-range selection

#### Imbat Restaurant

Cuisine: Mediterranean

Address: Hüdavendigâr Cad. No:34, Sirkeç, Istanbul

#### Ocean's 7 Restaurant

Cuisine: Turkish

Address: Cankurtaran Mh. Akbıyık Cad. No:49, Sultanahmet, Istanbul

#### Khorasani Restaurant

Cuisine: Turkish-Kebab and Meat

Address: Divanyolu cad. Ticarethane sk. 39/41, Sultanahmet, Istanbul

#### Albura Kathisma Cafe Bar & Restaurant

Cuisine: Turkish

Address: Cankurtaran Mah. Akbıyık Cad. No:36-38, Sultanahmet, Istanbul

#### Neyzade Restaurant

Cuisine: Turkish-Anatolian

Address: Hoca Paşa Mh. Taya Hatun Cad. No: 5, Sirkeci, Istanbul

#### Zarifi Restaurant

Cuisine: Turkish-South Eastern

Address: Çukurlu çeşme sokak, İstiklal, Istanbul

#### Havuzlu Restaurant

Cuisine: Turkish-Lokantas

Address: Gani Çelebi Sokağı No:3 PTT yanı, Grand Bazaar

#### Subasi Restaurant

Cuisine: Turkish-Lokantas

Address: Nuruosmaniye Cad. Kılıççılar Sokak No:48, Around Grand Bazaar

### Budget selection

#### The Pudding Shop

Cuisine: Turkish

Address: Divanyolu No: 6, Sultanahmet, Istanbul

## ► Location of the Venues



### ► Istanbul University, School of Business

Address:  
İşletme Fakültesi  
İ.Ü. İşletme Fakültesi Avcılar Kampüsü  
34322 Avcılar -İstanbul, TURKEY

### ► Hilton Istanbul Bomonti Hotel

Address:  
Merkez Mh.  
Bomonti Ar Sk  
Şişli, İstanbul, TURKEY

### ► Restaurant 1001 Direk Cistern

Address:  
İmran Öktem Cad.Binbirdirek Mah.  
Binbirdirek Sarıncı Sultanahmet Fatih – İstanbul, TURKEY

### ► Koc University

Address:  
Rumelifeneri Yolu 34450 Sariyer İstanbul, TURKEY

### ► Sabanci University

Address:  
Orta Mahalle, Üniversite Caddesi No: 27  
34956 İstanbul, TURKEY



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ISTANBUL  
TURKEY 2014  
October 21-25

# NOTES

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- ▶ **2008:** Creation of the Eduniversal ranking with an official selection of the Best 1,000 Business Schools worldwide
- ▶ **2008:** 1<sup>st</sup> Eduniversal World Convention – Paris (Western Europe)
- ▶ **2009:** 2<sup>nd</sup> Eduniversal World Convention – Cape Town (Africa)
- ▶ **2010:** 3<sup>rd</sup> Eduniversal World Convention – Prague (Eastern Europe)
- ▶ **2010:** Creation of the 1<sup>st</sup> Worldwide Ranking of the Best Masters and MBA Programs in 32 Majors.
- ▶ **2011:** 4<sup>th</sup> Eduniversal World Convention – Shanghai (Far East Asia)
- ▶ **2012:** 5<sup>th</sup> Eduniversal World Convention – Lima (Latin America)
- ▶ **2013:** 6<sup>th</sup> Eduniversal World Convention – Bangalore (Central Asia)
- ▶ **2014:** 7<sup>th</sup> Eduniversal World Convention – Istanbul (Middle East)

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