



# 2015 Executive MBA Council Conference “Global Shift”



25 – 28 October 2015 • Marina Bay Sands • Singapore

(As of 04Sep2015)

Saturday, October 24		
7:45 a.m. – 5:30 p.m.	<b>EMBA Insights – Marketing and Admissions in Asia**</b> <i>Buses load 7:00 am – MBS Basement Coach Bay (Located between Tower 1 &amp; 2) Buses depart for hotel at approx. 5:45 pm (**pre-registration and fee required) Sponsored by: National University of Singapore</i>	<b>National University of Singapore</b>
12:00 p.m. – 6:00 p.m.	<b>Executive MBA Council Registration Desk</b>	<i>Simpor/Roselle 4700</i>
Sunday, October 25		
8:00 a.m. – 5:30 p.m.	<b>Executive MBA Council Registration Desk</b>	<i>Simpor/Roselle 4700</i>
12:00 p.m. – 5:30 p.m.	<b>Setup and Exhibit Area</b>	<i>Simpor/Roselle 4700</i>
7:30 a.m. – 12:15 p.m.	<b>EMBA Insights – Marketing and Admissions in Asia (Cont.)**</b> <i>Buses load 7:00 am – MBS Basement Coach Bay (Located between Tower 1 &amp; 2) Buses depart for hotel at approx. 12:30 pm (**pre-registration and fee required) Sponsored by: National University of Singapore</i>	<b>National University of Singapore</b>
7:00 p.m. – 9:00 p.m.	<b>Welcome Reception</b> <i>Meet, reconnect with colleagues, and enjoy a beautiful Singapore evening! Sponsored by: University of Chicago Booth School of Business</i>	<i>Lotus &amp; Melati &amp; Garden Walk 1 Pre-Function Area</i>
Monday, October 26		
7:00 a.m. – 5:30 p.m.	<b>Executive MBA Council Registration Desk</b>	<i>Simpor/Roselle 4700</i>
7:00 a.m. – 5:30 p.m.	<b>Exhibit Area</b>	<i>Simpor/Roselle 4700</i>
7:45 a.m. – 8:45 a.m.	<b>Breakfast</b> <i>Sponsored by: UNC Kenan-Flagler EMBA Programs</i>	<i>Simpor/Roselle 4700</i>
8:45 a.m. – 9:15 a.m.	<b>Welcome to Singapore and Logo Launch</b>	<i>Simpor Jr. 4811-13 &amp; 4911-13</i>
9:15 a.m. – 9:45 a.m.	<b>Research</b> <i>Executive MBA Council Center for Research</i>	<i>Simpor Jr. 4811-13 &amp; 4911-13</i>
9:45 a.m. – 10:15 a.m.	<b>Coffee Break</b> <i>Sponsored by: Corporate Members</i>	<i>Simpor/Roselle 4700</i>

10:15 a.m. – 11:45 a.m.	<b>Plenary Session I: The View From the Top</b> Dean Ilian Mihov <i>Professor of Economics The Novartis Chair of Management and Environment, INSEAD</i> Prof. Bernard Yeung <i>Stephen Riady Distinguished Professor and Dean, NUS Business School</i>	<i>Simpor Jr. 4811-13 &amp; 4911-13</i>
11:45 a.m. – 12:45 p.m.	<b>Lunch</b>  <i>Sponsored by: Washington State University</i>	<i>Simpor/Roselle 4700</i>
1:00 p.m. – 2:00 p.m.	<b>Concurrent Sessions (1 - 3); Director's 1; EMBA-Must-Knows1 &amp; Technology 1</b>	
<i>Session 1</i>	<b>Purposeful Recruiting: Keeping YOUR Program in Mind</b> Sally Bradley, Purdue University	<i>4801A/B-2</i>
<i>Session 2</i>	<b>Learning in context: lessons from our back yard</b> Tanya van Lill, GIBS (Gordon Institute of Business Science)	<i>4803-4</i>
<i>Session 3</i>	<b>Integrating Leadership Development into Existing Curriculum: Creating a holistic model through coaches, teams and faculty</b> Robin Mladinich, Robinson College of Business, Georgia State University Melody Paris, Robinson College of Business, Georgia State University Suzanne M. Carter, Texas Christian University Linda LaCoste, Texas Christian University	<i>4805-6</i>
<i>Director's 1</i>	<b>Constantly Updating the EMBA Curriculum: Short Modules or New Courses?</b> Dr. Farrokh Langdana, Rutgers Business School	<i>4601A/B-2</i>
<i>EMBA-Must-Knows 1</i>	<b>Leading Change from Day One: The New Sheriff in Town</b> Jonathan Lehrich, Boston University	<i>4603-4</i>
<i>Technology 1</i>	<b>Paid Social Media Ad Campaigns: Design, Technology, and Politics of Running Digital Campaigns to Increase EMBA Enrollment</b> Kevin Richard, Suffolk University Sawyer Business School	<i>4605-6</i>
2:00 p.m. – 2:15 p.m.	<b>Non-refreshment break</b>	
2:15 p.m. – 3:15 p.m.	<b>Concurrent Sessions (repeat of 1 - 3); Director's 2; EMBA-Must-Knows 2 &amp; Technology 2</b>	
<i>Repeat Session 1</i>	<b>Purposeful Recruiting: Keeping YOUR Program in Mind</b> Sally Bradley, Purdue University	<i>4801A/B-2</i>
<i>Repeat Session 2</i>	<b>Learning in context: lessons from our back yard</b> Tanya van Lill, GIBS (Gordon Institute of Business Science)	<i>4803-4</i>
<i>Repeat Session 3</i>	<b>Integrating Leadership Development into Existing Curriculum: Creating a holistic model through coaches, teams and faculty</b> Robin Mladinich, Robinson College of Business, Georgia State University Melody Paris, Robinson College of Business, Georgia State University Suzanne M. Carter, Texas Christian University Linda LaCoste, Texas Christian University	<i>4805-6</i>
<i>Director's 2</i>	<b>Women in EMBA: The next chapter</b> Beatrix Dart, University of Toronto Geeta Sheker, University of Toronto	<i>4601A/B-2</i>

EMBA-Must-Knows 2	<b>The Silver Linings Playbook for Admissions and Students</b> Louise Kapustka, University of Washington, Foster School of Business Sylvia Haas, UCLA Anderson	4603-4
Technology 2	<b>EMBA Transformation: How technology has changed every aspect of the student experience in unexpected ways</b> Sarah Perez, UNC Kenan-Flagler Shawnice Meador, UNC Kenan-Flagler	4605-6
3:15 p.m. – 3:45 p.m.	<b>Coffee Break</b>  <i>Sponsored by:</i> <b>Corporate Members</b>	<i>Simpor/Roselle 4700</i>
3:45 p.m. – 4:45 p.m.	<b>Concurrent Sessions (4 - 6); Director's 3; EMBA-Must-Knows 3 &amp; Technology 3</b>	
<i>Session 4</i>	<b>How to deal with an Executive MBA cohort that gradually becomes older and more experienced?</b> Jesper Christiansen, Technical University of Denmark	4801A/B-2
<i>Session 5</i>	<b>Teams: Opportunity for Leadership Development</b> Ken Keen, Emory University's Goizueta Business School Doug Bowman, Emory University's Goizueta Business School	4803-4
<i>Session 6</i>	<b>Have I Lost Your Attention Yet?</b> Barbara J. Kreisman, University of Denver	4805-6
Director's 3	<b>Developing Intercultural Competence for Global Leaders</b> Elizabeth A. Tuleja, Ph.D., University of Notre Dame Paul C. Velasco, University of Notre Dame	4601A/B-2
EMBA-Must-Knows 3	<b>Global Opportunities and Threats: How can business schools help students understand and tackle world scale problems?</b> Kathy Harvey, University of Oxford	4603-4
Technology 3	<b>Faster, Better, Cheaper: Can digital learning content and Technology Based Instruction really deliver as advertised?</b> Gary Nelson, Study.Net Corporation Joe Ambrosetti, Georgia Institute of Technology	4605-6
4:45p.m. – 5:45 p.m.	<b>Concurrent Sessions (repeat of 4 - 6); Director's 4; EMBA-Must-Knows 4 &amp; Technology 4</b>	
<i>Repeat Session 4</i>	<b>How to deal with an Executive MBA cohort that gradually becomes older and more experienced?</b> Jesper Christiansen, Technical University of Denmark	4801A/B-2
<i>Repeat Session 5</i>	<b>Teams: Opportunity for Leadership Development</b> Ken Keen, Emory University's Goizueta Business School Doug Bowman, Emory University's Goizueta Business School	4803-4
<i>Repeat Session 6</i>	<b>Have I Lost Your Attention Yet?</b> Barbara J. Kreisman, University of Denver	4805-6
Director's 4	<b>Enhancing Alumni Engagement</b> Cheri DeClercq, Michigan State University	4601A/B-2
EMBA-Must-Knows 4	<b>Innovation in EMBA program operation: management of students expectation</b> Weldon Lai, CEIBS	4603-4

Technology 4	<b>Effective combination of Emerging Technologies (SMAC) for delivering an Industry backed Hybrid Course to new age Executives</b> Gunjan Mohan Sharma, IFIM Business School Dr. Madhumita Chatterji, IFIM Business School	4605-6
Refer to sign-up sheets for specific reservation times	<b>Small Group Dinners (Optional)***</b> <i>Dine at your own expense at local restaurants. These dinners are recommended for newer attendees, but all are welcome. Sign-up at the registration desk for a specific restaurant.</i> <i>(***pre-registration required)</i>	<b>TBA</b>
<b>Tuesday, October 27</b>		
7:00 a.m. – 5:00 p.m.	<b>Executive MBA Council Registration Desk</b>	<i>Simpor/Roselle 4700</i>
7:00 a.m. – 5:00 p.m.	<b>Exhibit Area</b>	<i>Simpor/Roselle 4700</i>
7:45 a.m. – 8:45 a.m.	<b>Breakfast</b>  <i>Sponsored by:</i> <b>Georgia Institute of Technology, Scheller College of Business</b>	<i>Simpor/Roselle 4700</i>
8:45 a.m. – 10:15 a.m.	<b>EMBAC Exchange and Bud Fackler Award Presentation</b> <i>The year in review, looking ahead and open forum with our executive director, Michael Desiderio</i>	<i>Simpor Jr. 4811-13 &amp; 4911-13</i>
10:15 a.m. – 10:45 a.m.	<b>Coffee Break</b>  <i>Sponsored by:</i> <b>Corporate Members</b>	<i>Simpor/Roselle 4700</i>
10:45 a.m. – 12:00 p.m.	<b>Plenary Session II</b> <b>Leaders on Leadership Training</b> Jason Ho <i>OCBC Bank, Head of Group Human Resources</i> Lai Heng Chin <i>GlaxoSmithKline, Global Talent Business Lead</i> <i>Emerging Markets Asia Pacific &amp; Japan</i> <i>Talent, Leadership and OD COE</i> <i>HR Centres of Excellence</i> GOH Swee Chen <i>Shell Asia, Chairperson</i> KWAN Chee Wei <i>Human Capital Leadership Institute</i>	<i>Simpor Jr. 4811-13 &amp; 4911-13</i>
12:00 p.m. – 1:00 p.m.	<b>Lunch</b>  <i>Sponsored by</i> <b>University of Virginia Darden School of Business</b>	<i>Simpor/Roselle 4700</i>
1:15 p.m. – 2:15 p.m.	<b>Concurrent Sessions (7 - 9); Director's 5; EMBA-Must-Knows 5 &amp; Technology 5</b>	
<i>Session 7</i>	<b>Building a Sustainable Regional Executive MBA Program: 20 years of Experience</b> Vernon Jones, University of Calgary	<i>4801A/B-2</i>
<i>Session 8</i>	<b>Selecting Quality: Admissions Practices of Top US EMBA Programs</b> Rob Sheehan, University of Maryland Gary Cohen, University of Maryland	<i>4803-4</i>

Session 9	<b>Business School Partnerships: A unique way to help professional executives become more effective global leaders</b> Carla Arruda Vasseur, FDC Business School – Fundação Dom Cabral – Brazil Jennifer Gerrard, Kellogg School of Management Su-Lan Tenn, Schulich School of Business York University	4805-6
Director's 5	<b>Threats and Opportunities for a new incumbent in the Chinese competitive arena: the case of IBSS</b> Roberto Dona', Xi'an Jiaotong Liverpool University	4601A/B-2
EMBA-Must-Knows 5	<b>New trends, opportunities, and challenges in the EMBA industry</b> Elmer Almachar, Kellogg School of Management, Northwestern University Luisa Fernanda Elsin Barragan, Universidad de los Andes Brian Mahoney, Percept Research	4603-4
Technology 5	<b>How Our Online MBA Improved our EMBA Program</b> Brad Vierig, University of Utah Jonathon Nichols, University of Utah	4605-6
2:15 p.m. – 2:45 p.m.	<b>Coffee Break</b>  <i>Sponsored by:</i> <b>Corporate Members</b>	<i>Simpor/Roselle 4700</i>
2:45 p.m. – 3:45 p.m.	<b>Concurrent Sessions (repeat of 7 - 9); Director's 6; EMBA-Must-Knows 6 &amp; Technology 6</b>	
Repeat Session 7	<b>Building a Sustainable Regional Executive MBA Program: 20 years of Experience</b> Vernon Jones, University of Calgary	4801A/B-2
Repeat Session 8	<b>Selecting Quality: Admissions Practices of Top US EMBA Programs</b> Rob Sheehan, University of Maryland Gary Cohen, University of Maryland	4803-4
Repeat Session 9	<b>Business School Partnerships: A unique way to help professional executives become more effective global leaders</b> Carla Arruda Vasseur, FDC Business School – Fundação Dom Cabral – Brazil Jennifer Gerrard, Kellogg School of Management Su-Lan Tenn, Schulich School of Business York University	4805-6
Director's 6	<b>What EMBA Directors Need to Know to Create the EMBA of the Future</b> Anne M. Ferrante, PhD, MBA Roundtable Lee Konczak, PhD, Olin Business School Washington University in St. Louis Isa Luo, China Europe International School (CEIBS)	4601A/B-2
EMBA-Must-Knows 6	<b>Global Risk and Crisis Management for EMBA Programs: Expecting the unexpected and preparing for the worst while shooting for par</b> Melissa Ayala Holland, Northwestern University Karen M. Courtney, Duke University	4603-4
Technology 6	<b>Online Executive MBA Engagement; Building Community Among Students</b> Cheryl Oliver, Washington State University Velle Kolde, Washington State University	4605-6

3:45 p.m. – 4:30 p.m.	<b>Regional Breakout Meetings</b> Latin America – 4700 Europe/Middle East/Africa – Simpor Jr. 4810B Asia/New Zealand/Australia – 4801A/B-2 West US/Canada – 4803-4 Southwest – 4805-6 Southeast – 4601A/B-2 Northeast US/Canada – 4603-4 Midwest US/Canada – 4605-6	
6:00 p.m. – 6:30 p.m.	<b>Staggered Bus Loading</b> Buses depart from MBS Basement Coach Bay (Located between Tower 1 & 2)	<i>MBS Basement Coach Bay</i>
6:00 p.m. – 9:00 p.m.	<b>City Tour (coach bus) and Dinner at Lau Pa Sat*</b> (*pre-registration required) Sponsored by: <b>USC Marshall School of Business</b>	<i>Lau Pa Sat</i>
<b>Wednesday, October 28</b>		
8:15 a.m. – 10:45 a.m.	<b>Executive MBA Council Registration Desk</b>	<i>Simpor/Roselle 4700</i>
8:15 a.m. – 10:45 a.m.	<b>Exhibit Area</b>	<i>Simpor/Roselle 4700</i>
8:15 a.m. – 9:15 a.m.	<b>Breakfast</b>	<i>Simpor/Roselle 4700</i>
9:15 a.m. – 10:45 a.m.	<b>Plenary Session III</b> <b>Developing Culturally Intelligent Leaders</b> Assoc. Prof. Ng Kok Yee <i>Nanyang Business School, Associate Professor</i> Tom Pedersen <i>Senior Partner and Managing Director for Korn Ferry’s Leadership and Talent Consulting practice for Japan</i>	<i>Simpor Jr. 4811-13 &amp; 4911-13</i>