



2012 Executive MBA Council Conference

“La Belle Époque: Innovation, Aspiration & Enlightenment”



14 - 17 October 2012 • Paris Marriott Rive Gauche • Paris, France

Saturday, October 13		
3:00 p.m. – 6:15 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
Sunday, October 14		
8:00 a.m. – 5:30 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
12:00 noon – 5:30 p.m.	SETUP AND EXHIBIT AREA OPEN	<i>Ballroom Foyer</i>
9:00 a.m. – 5:30 p.m.	EXECUTIVE MBA TOOLKIT* <i>(*pre-registration and fee required)</i> Breakfast served in R'yves restaurant, 2nd Floor beginning at 8:00 am	<i>Pont des Arts</i>
12:30 p.m. – 5:30 p.m.	DIRECTORS' FORUM LUNCH & PROGRAM** Roundtrip transportation provided Buses load at 11:15 am – Conference Center Entrance <i>(**pre-registration and fee required)</i> <i>Sponsored by:</i> <i>ESSEC Business School</i>	<i>ESSEC Business School</i>
8:00 p.m. – 10:00 p.m.	WELCOME RECEPTION <i>Meet and reconnect with colleagues, and enjoy a beautiful Paris evening!</i> <i>Sponsored by:</i> <i>University of Chicago Booth School of Business & Michigan Ross</i>	<i>Ballroom Foyer</i>
Monday, October 15		
8:00 a.m. – 6:45 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN <i>Daily Sponsor:</i> <i>Kellogg School of Management, Northwestern University</i>	<i>Ballroom Foyer</i>
8:00 a.m. – 6:45 p.m.	EXHIBIT AREA OPEN	<i>Ballroom Foyer</i>
8:30 a.m. – 9:30 a.m.	BREAKFAST <i>Sponsored by:</i> <i>University of Virginia Darden School</i>	<i>Ballroom Foyer</i>
9:30 a.m. – 10:30 a.m.	WELCOME TO PARIS AND EMBA VIDEOS!	<i>La Seine B/C</i>
10:30 a.m. – 11:00 a.m.	RESEARCH <i>Executive MBA Council Center for Research</i>	<i>La Seine B/C</i>
11:00 a.m. – 11:30 a.m.	COFFEE BREAK <i>Sponsored by:</i> <i>Corporate Members & UNC Kenan-Flagler</i>	<i>Ballroom Foyer</i>
11:30 a.m. – 12:30 p.m.	PLENARY SESSION I: THE ART AND PRACTICE OF LEADERSHIP Bernard Bourigeaud <i>Founder and Former CEO of Atos Origin</i> <i>President of the HEC Paris Leadership Center</i> <i>Sponsored by:</i> <i>Emory University's Goizueta Business School</i>	<i>La Seine B/C</i>
12:30 p.m. – 1:45 p.m.	LUNCH <i>Sponsored by:</i> <i>University of Minnesota - Carlson School</i>	<i>Le Jardin du Luxembourg Level 3</i>

1:45 p.m. – 2:45 p.m.	CONCURRENT SESSIONS (1 - 6)	
<i>Session 1</i>	MAKING SMART MARKETING DECISIONS USING DATA Sanjay Singh, Indian School of Business	<i>Miles Davis A/B</i>
<i>Session 2</i>	TRANSFORMING LEADERS: INTEGRATING THE EMBA FOR STUDENT DEVELOPMENT Laura Crawley, Georgia State University Steven Olson, Georgia State University Jason Aldrich, Georgia State University	<i>La Seine A</i>
<i>Session 3</i>	STRATEGIES FOR BUILDING STRONGER EMBA TEAMS Joyce E. A. Russell Ph.D., The University of Maryland Robert M. Sheehan, Jr., Ph.D., The University of Maryland	<i>Miles Davis C</i>
<i>Session 4</i>	DIGITAL TEXTBOOKS...LA REVOLUTION! Jennifer Steben, Inkling Patty Keegan, University of Chicago Lori Feldman, Purdue University, Calumet Brad Vierig, University of Utah	<i>La Seine B</i>
<i>Session 5</i>	CANCELLED	
<i>Session 6</i>	BUILDING A PRACTICE-BASED INTERNATIONAL IMMERSION Paul Velasco, University of Notre Dame David Volkman, University of Nebraska at Omaha Shaun Sheffield, Austral Group	<i>Pont Des Arts</i>
3:00 p.m. – 4:00 p.m.	CONCURRENT SESSIONS (REPEAT OF 1 - 6)	
<i>Session 1</i>	MAKING SMART MARKETING DECISIONS USING DATA Sanjay Singh, Indian School of Business	<i>Miles Davis A/B</i>
<i>Session 2</i>	TRANSFORMING LEADERS: INTEGRATING THE EMBA FOR STUDENT DEVELOPMENT Laura Crawley, Georgia State University Steven Olson, Georgia State University Jason Aldrich, Georgia State University	<i>La Seine A</i>
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4:00 p.m. – 4:30 p.m.	COFFEE BREAK <i>Sponsored by: Corporate Members & UNC Kenan-Flagler</i>	<i>Ballroom Foyer</i>
4:30 p.m. – 5:30 p.m.	CONCURRENT SESSIONS (7 - 12)	
<i>Session 7</i>	PROFESSIONAL DEVELOPMENT FOR EMBA PROFESSIONALS: A GUIDE Peter Withers, The University of Auckland	<i>Pont Des Arts</i>
<i>Session 8</i>	PAYING IT FORWARD – ALUMNI ENLIGHTENMENT FOR REFERRAL	<i>Miles Davis A/B</i>

	Ryan Rodrigues, University of Toronto Allison Quennell, University of Toronto	
Session 9	THE HYBRID ONLINE PROGRAM: LESSONS AND INSIGHTS IN YEAR TWO Jeanne Simmons, Marquette University	La Seine A
Session 10	BUILDING AN HONOR CODE CULTURE Nirav Mehta, University of Michigan	Miles Davis C
Session 11	CREATING CROSS-PROGRAM COLLABORATION TO ADVANCE MULTINATIONAL READINESS FOR STUDENTS Ryan Smith, Duke University Ellen Wilbur, Duke University	La Seine B
Session 12	INNOVATING GLOBALLY: FACILITATING VIRTUAL TEAMS AROUND THE GLOBE Theresa Heath, University of Minnesota Robyn Blilie, University of Minnesota	La Seine C
5:45p.m. – 6:45 p.m.	CONCURRENT SESSIONS (REPEAT OF 7 - 12)	
Session 7	PROFESSIONAL DEVELOPMENT FOR EMBA PROFESSIONALS: A GUIDE Peter Withers, The University of Auckland	Pont Des Arts
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Refer to sign-up sheets for specific reservation times	SMALL GROUP DINNERS (OPTIONAL)*** <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. (***pre-registration required)</i>	Meet in lobby at your designated time
Tuesday, October 16		
8:00 a.m. – 5:00 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN <i>Daily Sponsor: NYU Stern School of Business</i>	Ballroom Foyer
8:00 a.m. – 5:00 p.m.	EXHIBIT AREA	Ballroom Foyer
8:30 a.m. – 9:15 a.m.	BREAKFAST <i>Sponsored by: Graziadio School of Business and Management, Pepperdine University</i>	Ballroom Foyer
9:15 a.m. – 10:30 a.m.	EMBAC EXCHANGE AND BUD FACKLER AWARD PRESENTATION <i>The year in review, looking ahead and open forum with our executive director, Michael Desiderio</i>	La Seine B/C

10:30 a.m. – 11:00 a.m.	COFFEE BREAK <i>Sponsored by: Corporate Members & UNC Kenan-Flagler</i>	<i>Ballroom Foyer</i>
11:00 a.m. – 12:00 p.m.	PLENARY SESSION II: NAPOLEON'S GLANCE William R. Duggan <i>Senior Lecturer in Business at Columbia Business School</i> <i>Sponsored by: Columbia Business School</i>	<i>La Seine B/C</i>
12:00 noon – 1:15 p.m.	LUNCH <i>Sponsored by UCLA Anderson School of Management</i>	<i>Le Jardin du Luxembourg Level 3</i>
1:15 p.m. – 2:15 p.m.	CONCURRENT SESSIONS (13 - 18)	
<i>Session 13</i>	THE BUSINESS OF BUSINESS – SOCIAL RESPONSIBILITY AS A CURRICULUM DIFFERENTIATOR Barbara Kreisman, University of Denver Lisa Grassfield, University of Denver	<i>Miles Davis A/B</i>
<i>Session 14</i>	THE DARK UNDERSIDE OF EMBA: APPROACHING CHALLENGING STUDENT SITUATIONS Joyce Mueller, University of Michigan <i>Panelists: Bernadette Birt, The Wharton School, San Francisco; Intan Chen, Chicago Booth, Singapore; Tony Hansford, UCI; Sarah Perez, UNC Kenan-Flagler; Sanjay Singh, Indian School of Business</i>	<i>Pont Des Arts</i>
<i>Session 15</i>	HIGH PERFORMING EMBA PROGRAMS: WHAT DRIVES THEIR SUCCESS? George Bobinski, Binghamton University/SUNY Louise Kapustka, University of Washington Brian Mahoney, Percept Research	<i>La Seine C</i>
<i>Session 16</i>	THE ONEMBA® 10 TH YEAR ANNIVERSARY: LESSONS LEARNED FROM A DECADE OF GLOBAL EDUCATION Sylvia Sampaio, FGV-EAESP (Fundacao Getulio Vargas) Brigitta Theleman, UNC Kenan-Flagler	<i>Miles Davis C</i>
<i>Session 17</i>	INNOVATING CAREER SERVICES FOR EMBAS: INSIGHTS FROM TEN YEARS OF PRACTICE Mark Horney, Columbia Business School Regina Resnick, Columbia Business School	<i>La Seine B</i>
<i>Session 18</i>	CAREER IMPACT FOR EMBAS: SUPPORTING ROI Joan Coonrod, Emory University-Goizueta Business School Wendy Tsung, Emory University-Goizueta Business School	<i>La Seine A</i>
2:15 p.m. – 2:45 p.m.	COFFEE BREAK <i>Sponsored by: Corporate Members & UNC Kenan-Flagler</i>	<i>Ballroom Foyer</i>
2:45 p.m. – 3:45 p.m.	CONCURRENT SESSIONS (REPEAT OF 13 – 18)	
<i>Session 13</i>	THE BUSINESS OF BUSINESS – SOCIAL RESPONSIBILITY AS A CURRICULUM DIFFERENTIATOR Barbara Kreisman, University of Denver Lisa Grassfield, University of Denver	<i>Miles Davis A/B</i>
<i>Session 14</i>	THE DARK UNDERSIDE OF EMBA: APPROACHING CHALLENGING STUDENT SITUATIONS Joyce Mueller, University of Michigan <i>Panelists: Bernadette Birt, The Wharton School, San Francisco; Intan Chen, Chicago Booth, Singapore; Tony Hansford, UCI; Sarah Perez, UNC</i>	<i>Pont Des Arts</i>

	<i>Kenan-Flagler; Sanjay Singh, Indian School of Business</i>	
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3:45 p.m. – 4:45 p.m.	REGIONAL BREAKOUT MEETINGS Latin America – La Seine B Europe/Middle East/Africa – Miles Davis C Asia/New Zealand/Australia – La Seine C West – US/Canada – Pont Des Arts Southwest – La Seine C Southeast – La Seine A Northeast – US/Canada – Miles Davis A/B Midwest – US/Canada – La Seine B	
6:00 p.m. – 6:30 p.m.	Staggered Bus loading	<i>Conference Center Entrance</i>
7:00 p.m. – 9:00 p.m.	GEORGE C. MARSHALL CENTER OF THE US EMBASSY* <i>(*pre-registration required)</i> <i>Sponsored by:</i> <i>USC Marshall School of Business</i>	<i>George C. Marshall Center of the U.S. Embassy</i>
Wednesday, October 17		
7:30 a.m. – 11:15 a.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN	<i>Ballroom Foyer</i>
7:30 a.m. – 11:15 a.m.	EXHIBIT AREA	<i>Ballroom Foyer</i>
8:00 a.m. – 8:45am	BREAKFAST	<i>Ballroom Foyer</i>
9:00 a.m. – 10:00 a.m.	PLENARY SESSION III: A LOOK AT THE FUTURE (Augmented) LEADER Dominique F. Turcq <i>Founder, Boostzone Institute</i> <i>Sponsored by:</i> <i>Washington University in St. Louis - Olin Business School</i>	<i>La Seine B/C</i>
10:15 a.m. – 11:15 a.m.	PLENARY SESSION IV: REINVENTING EDUCATION Santiago Iñiguez de Onzoño <i>Dean, IE Business School</i>	<i>La Seine B/C</i>

**We hope you enjoy your stay in Paris.
Your Executive MBA Council Planning Committee!**

Kristin Polito, Suffolk University – Co-Chair
Nicole Tee, INSEAD/Nanyang Technological Institute – Co-Chair
Beate Baldwin, ESSEC
Michael Desiderio, Executive MBA Council
Hilde Deschoemaeker, INSEAD
Tami Fassinger, Vanderbilt University
Lori Feldman, Purdue University, Calumet
Darlene Gorrill, Executive MBA Council
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Viki Kish, International Study Programs
Karen Mc Lintock, Executive MBA Council
Kelley Martin Blanco, Columbia Business School
Linda Thompson, Hurd and Associates
Karin Wiström, Stockholm School of Economics

Special recognition for their time, talent and work on behalf of this conference:

Sean Luus
Dawn Mathers
Paula Mielke

Special Thanks to Conference Sponsors:

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