



# NEWSLETTER

FEBRUARY, 2011

## 1. INSIDE PIM

1. INSIDE PIM	1
2. SPEAKER'S CORNER	3
3. MEMBER NEWS	4
4. PIM PEOPLE	6
5. SUMMER AND SHORT PROGRAMS	8

### PIM MEETINGS 2011

- Pre-PIM Meeting 2011  
St. Petersburg , October 3
- PIM 2011 Conference  
Bergen, October 5 – 7

### Dean Guoqing Chen – First Chair of the Asia & Asia Pacific Region

At the 37th Annual PIM Conference in Dunedin, Associate Dean Guoqing Chen from Tsinghua SEM was elected as the first Chair representing the Asia & Asia Pacific region.

Dean Chen received his Ph.D. from the Catholic University of Leuven (KUL), and currently is professor and (first) associate dean at Tsinghua University School of Economics and Management (Tsinghua SEM). He was awarded the national Chang-Jiang Scholars Professorship by the Ministry of Education of China. He is also chairman of the Academic Committee at Tsinghua SEM. At the national level, Professor Chen is member of the Advisory Committee for China's State Informationization, and serves as vice-chairman of the Educational Steering Committee for Management Science and Engineering, Ministry of Education of China.



In addition, Professor Chen is active in teaching and research. He serves as area editor/associate editor/editorial board member for several international journals, and was chair/co-chair in many international conferences. He has been teaching courses regularly for undergraduate, MBA, and PhD students, respectively.

### PIM 2011 Conference in Bergen, Norway, October 5 – 7 , 2011

The 38th Annual PIM Conference will be hosted by NHH in Bergen, Norway, from October 5th – 7th, 2011. In 2011, NHH celebrates its 75th anniversary. The 2011 PIM Conference in early October is an exciting addition to the list of anniversary events.

Gunnar Christensen and John Andersen have assembled their conference team and the Pre-Conference Visit by the Chairs is planned for mid April 2011.

More information on the conference will soon be available from the PIM Website and the Conference Website.



**Graduate  
School of Management**

St. Petersburg State University

### Pre-PIM Meeting – October 3, 2011

The GSOM SPbSU invites the PIM Community to save the date of October 3, 2011, for a Pre-PIM Meeting in St. Petersburg. Dean Valery S. Katkalo and his team look forward to hosting this meeting and welcoming the PIM members in St. Petersburg. Details about the meeting will be available soon.

## London School of Economics and Political Science

We are pleased to announce that, after fulfilling all the membership requirements, the London School of Business and Political Science has become a new PIM member school. The presentation of the school can be found on the PIM website in the PIM Conference 2010 section. Catherine Fraser is the MSc Management & International Exchange Programme Manager and is our contact as PIM Coordinator. You can contact Catherine at [c.m.fraser@lse.ac.uk](mailto:c.m.fraser@lse.ac.uk).

## PIM Strategic Advisory Board (SAB)

In September 2010 the PIM Chairs announced the creation of the PIM Strategic Advisory Board to prepare PIM strategically for its 40th anniversary (2013) and beyond. In October 2010 Bertrand Guillotin, the Chairman of the SAB, was able to recruit Ed Altman, PIM Founder and former Chair, Jean-Marc De Leersnyder, HEC, and Eric Mokover, UCLA, two former PIM Chairs, as members of the board. The addition of these two seasoned PIM leaders will reinforce the strengths of the Strategic Advisory Board and of PIM as a whole going forward.

**Ed Altman**, NYU Leonard N. Stern School of Business, U.S.A.

**Guoqing Chen**, Tsinghua SEM, China

**Ligia Maura Costa**, FGV-EAESP, Brazil

**Jean-Marc De Leersnyder**, HEC, France

**Bertrand Guillotin**, Duke University: The Fuqua School of Business, U.S.A.

**Robin Jensen**, Copenhagen Business School, Denmark

**Mary Anne Leenheer**, ITAM, Mexico

**Eric Mokover**, UCLA, Anderson School of Management, U.S.A.

**David Platt**, McCombs Business School, University of Texas at Austin, U.S.A.

**Antonia Maria Serra**, ESADE Business School, Spain

**Barbara Sporn**, WU Vienna, Austria

**Andrés Ibáñez Tardel**, Pontificia Universidad Católica de Chile

The objective of the board is to build an even stronger and more engaged PIM network organization that will continue to add value to each stakeholder, including the world of management education as a whole. In order to achieve this ambitious objective, the current Chairs will engage the entire PIM Membership during the regular Annual PIM Meeting and will be assisted by their direct predecessors who remain active with PIM. The first meeting of the board took place during the PIM 2010 Conference in Dunedin. Currently, the board is reviewing and analyzing the ideas and feedback collected from the PIM members during the breakout sessions “PIM Future” at the conference in Dunedin.

## PIM Annual Conference 2012

At the PIM Conference in Dunedin the Chairs were pleased to announce that the PIM 2012 Conference will take place in Lima, Peru, hosted by our PIM Partner ESAN, a PIM member since 2003. The Chairs and ESAN are in the process of finalizing the dates for PIM 2012 and you can expect a “Save-the-Date” announcement shortly.

***PIM 2012  
in Lima, Peru  
hosted by  
ESAN***

## 2. SPEAKER'S CORNER

**Bertrand Guillotin recently completed his three year term as PIM Chair for the North America Region. Bertrand prepared a summary of our PIM 2010 Meeting for us:**

Over 100 PIM members took part in the 37<sup>th</sup> annual PIM Meeting at the Otago School of Business. Beforehand, a third of us even had the chance to stop at AGSM and experience, not only the Australian hospitality, as well as the beauty of Sydney and AGSM's campus, but also the wonderful program our colleagues had prepared for us.

Arriving at Otago, the many of us who had tried to recover from a 14-hour jet lag while stopping in Sydney discovered why New Zealand is so famous for its unspoiled beauty. Everything was in bloom and we had to check our calendar to reset our minds: the month was indeed November and the local season was Spring!

If I were to use adjectives to describe this last PIM Meeting, I would say: innovative (first-ever live video-conference with the U.S., a 16-hour difference), engaging, thought-provoking, full (of unique opportunities), relaxed but efficient, world-class (facilities, organization, people), and most of all, relevant.

Of course, this list would not even ably describe the value of our sessions and the impact of the key-note speakers. However, thanks to technology, we have their speeches available for everyone to enjoy on our PIM Web site. Our theme this year was Global Collaboration toward Climate Change and Sustainability. The speakers who called on all business schools represented at Otago to take action made their points so well that you can easily share their speeches with all your faculty and university leaders!

Also noteworthy is the video address of our longtime friend and PIM founder: Prof. Ed Altman from NYU. As you know, last year we launched our initiative to prepare PIM for its 40<sup>th</sup> anniversary and to look toward our future strategically. For that purpose, we successfully launched the Strategic Advisory Board (12 people) and started the work. Since we wanted to discuss our future, we thought that it was critical to go back to our founding principles and Ed really helped us with that.

To engage everyone in the attendance we all engaged in a fantastic strategic discussion through four break-out sessions. I received a lot of ideas. They convey, not only the imagination of all our members, but also their passion about PIM and everyone's fascination with its potential, with our own potential when we collaborate. As Ed said it years ago, the Spirit of PIM is its people. If you wish to know more about the SAB, please write to me at any time ([Bertrand@duke.edu](mailto:Bertrand@duke.edu)).

As expected, we held our Business Meeting on the last day of our annual gathering. This was the last Business Meeting I had the pleasure and honor to co-chair with Ligia and Robin with the incredible assistance of David and Sabine. While I may have used the gavel a bit too frequently (out of excitement, not frustration), I wanted to seize this opportunity to report that this meeting was very lively, engaged everyone meaningfully, and was very productive while we all stayed on target in terms of business items and time. During the business meeting the members approved a \$20,000 budget for the PIM Website redesign. I make this observation to state how proud I am to belong to PIM and to be associated with so many bright minds from 58 prestigious business schools. As you know by now, Associate Dean Chen (Tsinghua SEM) is our new Chair for Asia and Asia Pacific and LSE our new PIM member. PIM is getting better and stronger every year it seems. On that note, let me wish you and your families all the best for 2011. I look forward to serving PIM through the SAB and seeing all of you in Norway in October.

Sincerely,

Bertrand Guillotin



**Bertrand Guillotin**

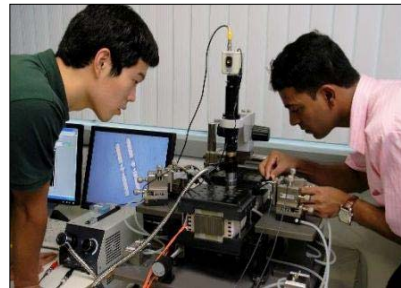
### 3. MEMBER NEWS

#### NUS Launches Asia's first PhD-MBA Programme

NUS will be offering Asia's first joint PhD-MBA Programme aimed at equipping science and engineering graduate students with research and entrepreneurial skills.

Commencing in August 2011, the joint program by the NUS Graduate School for Integrative Sciences and Engineering and NUS Business School is designed to train entrepreneurs and business leaders with a strong foundation in cutting-edge research in the fields of Science, Engineering and Medicine. Part of the training includes internship with start-up companies.

To find out more about this program, please see the attachment or visit [www.phd-mba.nus.edu.sg](http://www.phd-mba.nus.edu.sg)



#### Double-Degree between WU and SPbSU signed



**Graduate  
School of Management**  
St. Petersburg State University



On November 26, 2010, WU Vienna University of Economics and Business and St. Petersburg State University (SPbSU) signed an agreement to commence a new Double Degree Master Program. This agreement will not only strengthen the cooperation between WU and SPbSU Graduate School of Management (GSOM), but also add to the universities' long-term internationalization goals. GSOM SPbSU and WU have been international education partners since 2004 through student exchanges, summer schools and other activities.

Through this Double Degree Program, students will receive two degrees: a Master degree in Management from SPbSU and a Master in Strategy, Innovation, and Management Control degree from WU, which will give them apart from specific knowledge in subject areas added intercultural communication and language skills. With this, graduates will be expected to have even better opportunities on a very competitive job market in Europe and beyond.



Christoph Badelt, Rector of WU Vienna University of Economics and Business,  
and Valery S. Katkalo, Vice Rector of St. Petersburg State University



## Warwick Business School Launch of new Logo



Dean of Warwick Business School, Professor Mark Taylor, unveiled the new logo on 27 September and said: "Today is the first day of our new WBS brand, and I have to say I am delighted with it. The logo is modern yet timeless, clear and striking, and implies a dynamic and forward-looking institution; the blue background also co-brands us with the rest of the University."

As well as a new logo, a suite of new advertisements has been produced (see link to PDF below for examples), and at a website ([www.wbs.ac.uk/about/profile/](http://www.wbs.ac.uk/about/profile/)) spells out the reality behind the new strap-line **We look at things differently.**

## University of NSW, AGSM MBA Programs Available for all PIM Members: Free Online Business Journal



The Australian School of Business really appreciated the opportunity to host many of you at the recent Pre-PIM Meeting in Sydney, and enjoyed the opportunity to network with you at the PIM Annual Conference in Dunedin. For those PIM members who are interested in staying informed about business issues that are impacting upon the Asia-Pacific region we encourage you to subscribe to our new online business journal *Knowledge@Australian School of Business* by [following this link](#) and entering your name and email address.

*Knowledge@Australian School of Business* is produced in partnership with the Wharton School at the University of Pennsylvania. The Wharton School is recognized globally for intellectual leadership and being one of the most comprehensive sources of business knowledge in the world.

*Knowledge@Australian School of Business* is an educational multi-media web resource of applied research and business analysis. It analyses breaking business news, economic trends, business research and government policy in Australia and Asia, explaining practical relevance and impacts. Each article provides applicable learning for managers, executives, business students and business academics, by helping them to understand issues and trends in the business environment and, where possible, how they can make changes within their operations or in the wider business environment.

If you feel that your Business School would benefit from awareness of business issues in the Asia-Pacific region please encourage them to subscribe to *Knowledge@Australian School of Business*. If you would like the Australian School of Business can arrange and manage an email to your network of contacts, so that it takes very little of your time. If you are interested in this opportunity please contact [alayna.peters@unsw.edu.au](mailto:alayna.peters@unsw.edu.au).

We trust that you will enjoy the *Knowledge@Australian School of Business* journal, we welcome feedback and suggestions that you may have, please email your comments and ideas to [alayna.peters@unsw.edu.au](mailto:alayna.peters@unsw.edu.au).

## HEC Paris and IIM Ahmedabad launch double-degree program

HEC Paris and the Indian Institute of Management-Ahmedabad (IIM-A) recently signed a strategic partnership agreement. Following three years of successful collaboration between the two institutions, this agreement encompasses faculty exchanges, joint research projects, student exchanges and executive education. The partnership also includes the launch of a double degree program with the HEC Paris MSc in Management and IIM-A Post Graduate Program in Management.

Contact: Elisabeth de Réals, [dereals@hec.fr](mailto:dereals@hec.fr)

## 4. PIM PEOPLE

### Thomas Bieger – New President of the University of St. Gallen and new CEMS Chairman

After its election by the Senate and the University's Board of Governors, the future President's Board of the University of St.Gallen (HSG) was approved in May last year by the Government of the Canton of St.Gallen. The new President, Prof. Dr. Thomas Bieger, will be supported by Vice-Presidents Prof. Dr. Ulrike Landfester (Department of Humanities & Social Sciences), Prof. Dr. Vito Roberto (Department of Law) and Prof. Dr. Torsten Tomczak (Department of Management). The new President's Board took office on 1 February 2011.



Thomas Bieger

On December 4th, 2010, Thomas Bieger was confirmed as the new Chairman of the CEMS Alliance for an initial 2-year term. He replaces Prof. Bernard Ramanantsoa (Dean of HEC Paris), who had served for a total of 4 years in the position.

### Aalto University, School of Economics – New Dean and new Associate Dean for Research & International Cooperation

At its meeting on the 22nd October 2010, the Foundation Board of Aalto University appointed Professor Jyrki Wallenius as Dean of the Aalto University School of Economics for the year 2011. Dr Jyrki Wallenius has been professor of management science in the Department of Business Technology at the Helsinki School of Economics since 2005. Since 2008 he has served as the department head. During 1998–2005 Professor Wallenius was the Director of the International Centre and during 1999–2004 he was Vice Rector of the Helsinki School of Economics. Wallenius was originally appointed Professor at the Helsinki School of Economics in 1990. Professor Wallenius' areas of interest are decision making, particularly decision support, as well as modeling of negotiations. Professor Wallenius is one of the leading researchers in his field. He is currently President of the International Society on Multiple Criteria Decision Making.



Jyrki Wallenius

Rebecca Piekkari has been engaged in Helsinki School of Economics as the Professor of International Business and in particular international management since 2004. She previously acted as the Vice Head of the Department of Marketing and Management and the leader of the CEMS Master's degree program. Rebecca Piekkari has visited a number of foreign universities as a teacher and researcher. As Associate Dean, Professor Rebecca Piekkari will be responsible for research and international cooperation.



Rebecca Piekkari

### HEC Paris — New Associate Dean MBA

Professor Bernard Garrette is a HEC graduate, receiving his Masters from the *Grande Ecole* in 1985 and his Ph.D. in 1991. An internationally renowned researcher, he has published many scientific articles as well as publications aimed at practitioners. His research focuses primarily on strategic alliances between multinational companies and more recently on bottom of the pyramid strategies: business initiatives designed to incorporate poorer societies in the economic circuit. Bernard Garrette has been a visiting professor at London Business School (in 1997 and 1999) and the University of Cambridge (1995-96) and he has worked as a consulting expert at McKinsey. At HEC Paris he is also chair-holder for the Atos Origin Chair on “Growth Strategies and Integration Management”. Bernard Garrette takes over the MBA at a time when HEC Paris has recently succeeded in positioning itself among the best MBA programs in the world.



Bernard Garrette

### University of Michigan, Ross School of Business — New Dean

Alison Davis-Blake will be the new Edward J. Frey Dean of the Ross School of Business, effective Aug. 22, 2011, pending approval from the University of Michigan Board of Regents. Davis-Blake has served as dean of the Carlson School of Management at the University of Minnesota since 2006. Previously, she was a management professor and associate dean at the McCombs School of Business at the University of Texas. Davis-Blake will be the first female dean in Ross' history. She has great experience with globalizing the educational experience of students at Carlson, managing alliances with schools in Europe and Asia, and implementing a required overseas experience for undergraduates. Davis-Blake is expected to increase the global presence.



Alison Davis-Blake

### CEIBS — China Europe International Business School — New Dean

Back in November 2010 CEIBS recruited Harvard professor John A. Quelch as its new dean. Dean Quelch, who brings experience to the job as the former dean of London Business School, assumed the post this February. Dean Quelch has an impressive academic career, with 25 years as professor and Senior Associate Dean at Harvard Business School, four years as Dean of London Business School, and a writing track record that includes authoring or co-authoring 25 books as well as writing case studies that have sold 3.4 million copies.



John A. Quelch

## 5. SUMMER AND SHORT PROGRAMS / CASE COMPETITIONS



### WU Vienna University of Economics and Business International Summer UniversityWU – Summer 2011

International Summer UniversityWU is a short term summer program for undergraduate and graduate students that runs in July and August. Students can choose from several courses in fields such as Marketing, Management, Finance and many others. Application for the program starts in March 2011. Further information, including more details on the application process, can soon be found on the program's website: <http://www.wu.ac.at/io/en/incomings/isuwien>

### University of St. Gallen – Summer Study Program (SSP) at the University of St.Gallen



From June 4 to July 2, 2011, the University of St.Gallen conducts the Summer Study Program "Doing Business in Europe" - Finance & Strategy. Students participating in the SSP will gain a profound and enduring understanding of "Doing Business in Europe" through the integration of case-based interactive teaching, company visits as well as cultural field trips. The main emphasis of SSP "Doing Business in Europe" - Finance & Strategy is placed on financial and strategic decisions from a European perspective and aims at better preparing students for real business situations they will face in the future. For more information see: <http://www.ssp.unisg.ch>.



The next issue of PIM Newsletter will be published in April. Please send your contributions and news to [sabinepim@mcombs.utexas.edu](mailto:sabinepim@mcombs.utexas.edu).