



**OFFICIAL  
BOOK OF  
THE NIGHT**



**THE  
AMBA  
& EBCA  
EXCELLENCE  
AWARDS  
2022**



It is my great pleasure to welcome you all to our 2022 AMBA & BGA Excellence Awards, which we are hosting virtually.

On behalf of the entire AMBA & BGA team, I would like to thank you for joining us to celebrate our shared successes throughout the past year, despite global turbulence, and to congratulate all the shortlisted entrants and winners of this year's Excellence Awards.

We are also celebrating BGA's third anniversary on 21 January 2022. Since BGA's launch in January 2019, the network has grown at lightning speed – we have already welcomed 195 Business Schools as BGA members and accredited 20 BGA Schools.

Our AMBA-accredited Schools network has now grown to 291 Schools, and we have been delighted to continue receiving positive feedback on our decision to strengthen the quality and exclusivity of the AMBA network further, by limiting the network to just 300 high-quality Business Schools worldwide.

AMBA student and graduate membership has grown to more than 60,000, and our BGA student and graduate network will, in time, grow to be even larger than this.

This is our largest-ever AMBA & BGA Excellence Awards featuring 10 categories, 59 finalists, and 42 judges. We have had a record number of entries, and the competition was stronger than ever. The entries who have made the final shortlist in each category should feel proud of their achievements.

As you will discover shortly, when we announce the winners of this year's Excellence Awards – the AMBA & BGA Schools network continue to manage magnificently in spite of the challenges caused by Covid-19, with determination and innovation.

Additionally, the students and graduates who have been shortlisted as finalists today have all used their qualifications to achieve a spectrum of impressive results, in terms of the positive impact they have made to business, education and society as a whole.

I want to thank our panel of judges for their passion and commitment. The unanimous feedback we received from this panel of experts was how impressed they were with the quality, creativity and variety of achievements among this year's entries from your Schools and students and we are proud to celebrate these with you today.

I also want to take the opportunity to thank our sponsors Barco, Kortext, McGraw Hill Education, Wharton Research Data Services, and Insendi, a Study Group Company. Their support for our awards – and the business education sector – is greatly appreciated.

Have a wonderful time during the ceremony, wherever you are in the world, and I also look forward to welcoming many of you to our physical Global Conference, which will take place in the beautiful city of Lisbon, Portugal from 15-18 May 2022.

► **Andrew Main Wilson, CEO, AMBA & BGA**

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MANY THANKS  
TO OUR PANEL OF  
JUDGES.



# BEST INNOVATION STRATEGY

IN ASSOCIATION  
WITH:



MBA Centre, Shanghai University (China)  
for 'Launch of New Global Industry MBA Specialisations'

NEOMA Business School (France)  
for 'NEOMA Business School Virtual Campus'

School of Economics and Management, South China Normal  
University (SCNU) (China)  
for 'Optimal Integrated Innovation Strategy'

School of Economics and Management,  
Southwest Jiaotong University (China)  
for 'The "Quaternity" Tactic'

UCD Michael Smurfit Graduate Business School,  
University College Dublin (Ireland)  
for 'UCD Business Alumni Challenge – Around the Globe in 30 Days'

Wrexham Glyndŵr University (UK)  
for 'Active Learning Framework: Reflections'

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### MBA CENTRE, SHANGHAI UNIVERSITY (CHINA)

► Launch of New Global  
Industry MBA Specialisations

The MBA Centre at Shanghai University showed vision, resilience and strength to continue with the launch of three new MBA specialisations during the most uncertain part of the Covid-19 pandemic.

Several elements had to be adapted at the last minute; these changes were a success and have now been incorporated into the programme.

In addition, the market responded very positively, with 50% of the MBA Centre's 2021 intake opting for the new specialisations.



### NEOMA BUSINESS SCHOOL (FRANCE)

► NEOMA Business School Virtual Campus

NEOMA Business School was the first Business School in Europe to react strongly to the Covid-19 crisis by launching an online virtual campus for its students, professors and staffs.

The project aims to provide a place where studying, teaching, meeting, and chatting can again take place, without the need to be physically present at the School's brick-and-mortar campuses. The tool NEOMA has chosen offers features that enable its community to stick to the reality of a Business School as much as possible.

With 3,000 students and 491 professors and staff members enrolled, the Virtual Campus has naturally imposed itself as the School's fourth campus.



### SCHOOL OF ECONOMICS AND MANAGEMENT, SOUTH CHINA NORMAL UNIVERSITY (SCNU) (CHINA)

► Optimal Integrated Innovation Strategy

The School's strategy is based on the innovative concept of system integration, in response to the Covid-19 pandemic. To meet the needs of students from all over the world, the Liru cloud platform has been developed to integrate various majors, teachers, teaching resources, and teaching platforms.

The School takes system integration management as the starting point, through which it is able to arrange teaching effectively, innovate teaching modes and methods, carry out

online classes, invite global industry elites to teach innovation and entrepreneurship courses, and allow students to complete teaching tasks.

Innovation has been achieved through the School's online teaching platform, experimental platform and practice platform, together with the integration of industry and education, collaborative teaching innovation, as well as meeting the teaching needs of both domestic and international students.



### SCHOOL OF ECONOMICS AND MANAGEMENT, SOUTHWEST JIAOTONG UNIVERSITY (CHINA)

► The "Quaternity" Tactic

The School's innovative teaching and learning design, the "Quaternity" tactic, has four primary aspects:

- Technological war against the Covid-19 pandemic – to provide students with the opportunity to take courses online without any interruption.
- Reconstruction of the MBA's distinctive curriculum – to offer students more high-quality courses and, thus, more possibilities in their future career.
- SEM-enterprise joint class – to improve students' ability in applying knowledge to identify, analyse and solve problems in the real world.
- Online extracurricular activities – to enable students to participate in various extracurricular activities in a different format, enhancing the School's influence and popularity at the same time.



### UCD MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL, UNIVERSITY COLLEGE DUBLIN (IRELAND)

► UCD Business Alumni  
Challenge – Around the Globe  
in 30 Days

When Covid-19 arrived, the UCD College of Business Alumni team considered how to turn challenge into opportunity and deepen engagement with its alumni virtually. From this, the UCD Business Alumni Challenge 'Around the Globe in 30 Days' was born. This virtual initiative, held in February 2021, challenged participants to walk, run, jog, row, swim or cycle distances of 100, 200 or 300km.

The objective was to collectively transverse the globe. The impact was immediate with 1,000 alumni, located in 40+ countries participating and clocking 88,000km as well as raising funds for scholarships.



### WREXHAM GLYNDŴR UNIVERSITY (UK)

► Active Learning Framework:  
Reflections

Through its innovation and swift transition to incorporating an Active Learning Framework, the School has shown dedication to its students, colleagues

and business. Although the School has a large number of students across international partners, Wrexham, and distance learning, faculty were able to use the framework to ensure students were supported across all mediums.

One reflection from a colleague – when asked, 'What have you learned that you never imagined possible using the Active Learning Framework?' – is included below:

'Sense of belonging is strengthened during times of crisis even in virtual environments, if appropriate support mechanisms and mentality are in place. Accessible and flexible learning create a new type of engagement which combines convenience and better time management devised by the University.'





# BEST LIFELONG LEARNING INITIATIVE

IN ASSOCIATION  
WITH:

**Kortext**

Antai College of Economics and Management, Shanghai Jiao Tong University (China) for 'The Industry Community Classes Program (ICCP)'

College of Economics and Management, Zhejiang University of Technology (China) for 'GET – Gather Alumni, Enlighten Alumni, Turbo Alumni'

EGADE Business School, Tecnológico de Monterrey (Mexico) for 'Alternative Learning'

IE Business School (Spain) for 'Turn It Around – Alumni Engagement'

Imperial College Business School, Imperial College London (UK) for 'MBA Student Enhancement Package'

School of Management, Huazhong University of Science and Technology (HUST) (China) for 'Lifelong Learning Ecosystem Development Initiative'

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## KORTEXT

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Kortext's purpose is simple: to empower universities to educate the next generation of difference-makers. It aims to make this happen through:

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- Delivering insightful data on study patterns, behaviours and content usage to academics, librarians, course leaders, university administration, and leadership.

All of the above is focussed on better supporting student experience, retention, progression, and outcomes.

[www.kortext.com](http://www.kortext.com)





## ANTAI COLLEGE OF ECONOMICS AND MANAGEMENT, SHANGHAI JIAO TONG UNIVERSITY (CHINA)

### ► The Industry Community Classes Program (ICCP)

Three years ago, Antai College of Economics and Management inaugurated an organisational design that's revolutionary for Business Schools, addressing a phenomenon common to the sector worldwide: ineffective integration of theory and practice.

The School implemented a matrix structure of two types of scholarship, horizontal (academic) and vertical (industry), reinforcing each other and connecting theory with practice. In one expression of this design, the Industry Community Classes Program (ICCP) was launched in 2019, setting up classes as communities to conduct interdisciplinary research based on individual industries and solve practical problems in the development of the industry, which is innovative in China and the world.



## COLLEGE OF ECONOMICS AND MANAGEMENT, ZHEJIANG UNIVERSITY OF TECHNOLOGY (CHINA)

### ► GET – Gather Alumni, Enlighten Alumni, Turbo Alumni

Zhejiang University of Technology's School of Management is committed to cultivating a new generation of learners with high self-consciousness and self-learning ability. By improving the openness, flexibility and inclusiveness of its offerings, the School of Management provides MBA students and alumni with various continuing education services, including online learning, business consulting and career development.

Since the outbreak of Covid-19, the School has carried out a lifelong learning programme called 'GET', using its existing alumni association platform. This has been organically integrated into the School, enterprise, society, government, and other resources with alumni as the link. This initiative overcomes the adverse effects of time and space constraints brought by the epidemic, provides an efficient learning network and broader learning opportunities for alumni, and helps them address difficulties caused by the epidemic.



## EGADE BUSINESS SCHOOL, TECNOLÓGICO DE MONTERREY (MEXICO)

### ► Alternative Learning

Alternative Learning is EGADE Business School's innovative platform to face challenges and take advantage of the opportunities brought about by the changing educational market and reinforced by the Covid-19 pandemic.

Alternative learning aims to act as a gamechanger in terms of how content is delivered. It focuses on flexibility, personalisation, content creation, and the development of skills required for the future.

This new model uses innovative didactics and cutting-edge technology, such as personalised paths, to improve user experience to provide lifelong alternatives for continuous learning.



## IE BUSINESS SCHOOL (SPAIN)

### ► Turn It Around – Alumni Engagement

In response to the abrupt lockdown across many regions due to the Covid-19 pandemic, IE Business School designed a virtual toolkit: Turn It Around, from March to July 2020 to accompany both students and alumni during this difficult time, extending premium online learning content free of charge, showcasing alumni

making a difference in the world, and hosting a comprehensive virtual experience related to professional development, networking, and wellbeing.

The response from the community was phenomenal: More than 3,000 students and alumni participated in 56 online events, 906 signed onto the School's peer-to-peer mentoring platform, and 119 alumni volunteered as speakers, or shared their story 'up close'.



## IMPERIAL COLLEGE BUSINESS SCHOOL, IMPERIAL COLLEGE LONDON (UK)

### ► MBA Student Enhancement Package

In response to the Covid-19 pandemic, Imperial College Business School moved swiftly within UK government guidelines to accommodate teaching in either online or blended models.

The School also looked at the wider student experience and how this could be enhanced for its MBA students. While the original catalyst was the pandemic, it opened up opportunities to be truly innovative in its lifelong learning offering.



## SCHOOL OF MANAGEMENT, HUAZHONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (HUST) (CHINA)

### ► Lifelong Learning Ecosystem Development Initiative

The School built a formal organisation, called the 'Lifelong Learning Center', with a vision of energising lifelong learners and creating sustainable value for the society.

Through diversified forums and well-designed courses, the School provides lifelong, life-wide and life-deep learning content to both alumni and society. It is also committed to building different learning alliances among alumni, entrepreneurs, enterprises and other Business Schools, promoting wide and deep linkage among lifelong learning resources and partners.

Using up-to-date learning technology as online courses, live broadcasting platforms, WeChat official accounts, and social media platforms, the School has offered easy learning access to the community.





# BEST CSR & SUSTAINABILITY INITIATIVE

Esade Business School, Ramon Llull University (Spain) for  
'Sustainable Impact: Our Chance to Change the World Together'

ESMT Berlin (Germany) for  
'Net Impact Club's Carbon Accounting Initiative'

Graduate School of Business, MIP Politecnico di Milano (Italy) for  
'Leave your Mark: An Important Opportunity for Students and  
Alumni to Grow'

Indian Institute of Management Indore (India) for  
'Environmental, Social and Corporate Governance (ESG)'

International Business School Suzhou, Xi'an Jiaotong-Liverpool  
University (XJTLU) (China) for '15 Ways in 15 Weeks'

Newcastle University Business School, Newcastle University (UK) for  
'Developing Responsible Leaders for the Future through the Design  
and Delivery of a New Executive MBA Programme'

Porto Business School, Universidade do Porto (Portugal) for  
'Porto Business School Urban Garden'





## ESADE BUSINESS SCHOOL, RAMON LLULL UNIVERSITY (SPAIN)

► Sustainable Impact: Our Chance to Change the World Together

The initiative was a journey of an academic community towards a greater involvement in social justice and climate action. The initiative has not only raised awareness of sustainability and responsible management in Esade's community but has also helped reinforce its campus as a learning and living lab: it has been a space for applied practice and interdisciplinary and cross-functional collaboration towards better societal impact. The culture and community the School has built during this journey, together with a sense of living its mission and values, has been as important as the awareness raised and the actions implemented.



## ESMT BERLIN (GERMANY)

► Net Impact Club's Carbon Accounting Initiative

This initiative from ESMT Berlin was 100% student driven.

Its Net Impact Club leaders – inspired by their passion for sustainability and lessons from the classroom – found a carbon accounting tool, negotiated with a provider, engaged the relevant

stakeholders at ESMT, and have since used the data collected to push for meaningful changes to the way the university is run. ESMT has empowered its students to do this, and has taken all their ideas and suggestions seriously.



## GRADUATE SCHOOL OF BUSINESS, MIP POLITECNICO DI MILANO (ITALY)

► Leave your Mark: An Important Opportunity for Students and Alumni to Grow

The purpose of the Leave Your Mark initiative, promoted in 2021 by MIP Politecnico di Milano School of Management is to, 'commit resources and energy to build a better and more inclusive society by participating in a volunteer programme to help non-profit organisations'.

The School engaged four non-profit organisations in this project: UNICEF Italia, Cidiesse (Social Solidarity Cooperative), the Daniele Crespi High School, and Open Ethics.

The project aims to help these companies improve their processes to increase their efficiency, effectiveness and impact on the environment in which they operate, thanks to the contribution made by students, alumni and professors.



## INDIAN INSTITUTE OF MANAGEMENT INDORE (INDIA)

► Environmental, Social and Corporate Governance (ESG)

The environment in which we live, the society where we grow, and the context in which we operate are critical for the business to thrive. IIM Indore seeks to remain a contextually-relevant School and create socially-conscious managers, leaders and entrepreneurs as part of its mission. The School has taken steps to protect the environment, and keep its surroundings clean and safe. It provides a platform for students to understand, appreciate, and contribute towards responsible business.



## INTERNATIONAL BUSINESS SCHOOL SUZHOU, XI'AN JIAOTONG-LIVERPOOL UNIVERSITY (XJTLU) (CHINA)

► 15 Ways in 15 Weeks

'15 Ways in 15 Weeks' was a semester-long initiative divided into weekly campaigns that drove sustainable and positive behavioural change at the International Business School Suzhou.

Each week, themed activities and events took place on topics relating to the UN Sustainable Development Goals, such as waste management, sustainable transportation and ethical finance.

The initiative resulted in the establishment of a Sustainable Future Talents student association, ¥13,000 RMB in charitable donations, and hundreds of healthier choices. For faculty, staff and students, it also led to positive life changes regarding the contributions individuals must make to achieve the UN's 2030 Agenda for Sustainable Development.



## NEWCASTLE UNIVERSITY BUSINESS SCHOOL, NEWCASTLE UNIVERSITY (UK)

► Developing Responsible Leaders for the Future through the Design and Delivery of a New Executive MBA Programme

As an Advanced Signatory of the PRME, Newcastle University Business School is committed to embedding ethics, responsibility and sustainability in its teaching. This commitment is reflected in the design of its new Executive MBA programme, which has been developed in collaboration with NETpositive Futures – a consultancy with a focus on developing sustainable action plans.

Learners are empowered to tackle global challenges through engaging in real-world challenges which provide knowledge and understanding of the UN Sustainable Development Goals. The programme was launched in 2020, and the impact will extend to individual learners, their organisations and beyond.



## PORTO BUSINESS SCHOOL, UNIVERSIDADE DO PORTO (PORTUGAL)

► Porto Business School Urban Garden

The largest urban farming garden in Portugal was created in 2021 and is located on the roof of Porto Business School.

The School teamed up with Noocity – a Portuguese startup based in Porto which focuses on developing intelligent services and products for domestic urban agriculture – to cultivate a low-tech, ecological and efficient vegetable garden.

This project addresses four of the UN's Sustainable Development Goals, and has a significant influence on both internal and external communities. This commitment to ethics, sustainability, and social responsibility, is one of Porto Business School's priorities.

# BEST BUSINESS SCHOOL PARTNERSHIP

IN ASSOCIATION  
WITH:



Católica Lisbon School of Business and Economics,  
Universidade Católica Portuguesa (Portugal) with Veolia

Dongwu Business School, Soochow University (China)  
with Soochow Securities

Gordon Institute of Business Science (GIBS), University of Pretoria  
(South Africa) with JP Morgan

International Management Institute (MIM-Kyiv) (Ukraine) with  
BookChef Publishing House

Thammasat Business School, Thammasat University (Thailand)  
with Government Savings Bank

UCD Michael Smurfit Graduate Business School, University College  
Dublin (Ireland) with Their Lives Matter – Tumaini La Maisha (TLM)

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Wharton Research Data Services (WRDS) provides business intelligence, data analytics, and a research platform to global institutions – enabling comprehensive thought leadership, historical analysis, and insight into the latest innovations in research.

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**CATÓLICA LISBON SCHOOL OF BUSINESS AND ECONOMICS, UNIVERSIDADE CATÓLICA PORTUGUESA (PORTUGAL) WITH VEOLIA**



Water access, with an acceptable cost and quality, is vital for humans and corporations.

For that, the Center for Responsible Business and Leadership at Católica Lisbon organised the 'Water Summit', to provide an understanding of

the challenges related to water usage in the world of business.

Four messages stood out: there's no denying water scarcity; companies have a clear role to play; partnerships are crucial; and the time for action is now. This is how the Portuguese Water Management Pact was born, with the ambition of turning the post-event messages into concrete calls to action, in line with the UN Sustainable Development Goals.



**DONGWU BUSINESS SCHOOL, SOOCHOW UNIVERSITY (CHINA) WITH SOOCHOW SECURITIES**



By forming a long-term partnership with Soochow Securities, Dongwu Business School has created innovative social service programmes that

encourage students to use their knowledge to help the community.

Not only does the partnership provide scholarships to low-income and minority students, but it also teams students up with industry professionals to offer free financial consultations to small businesses that have suffered financial distress during the Covid-19 pandemic. The programmes have: enabled students to gain real-world experience and create more social value; reinforced the School's mission to foster innovative and responsible business leaders; and served as a core component of Soochow Securities' CSR initiatives.



**GORDON INSTITUTE OF BUSINESS SCIENCE (GIBS), UNIVERSITY OF PRETORIA (SOUTH AFRICA) WITH JP MORGAN**



During 2020, the Entrepreneurship Development Academy (EDA) at GIBS, in partnership with JP Morgan Philanthropy, acted swiftly to mitigate the impending negative effects of the Covid-19 pandemic on SMEs.

EDA set about supporting small businesses in South Africa's fragile economy to navigate through the crisis and national lockdowns. With funding from JP Morgan, the EDA was able to produce and disseminate a 'Covid-19 Small Business Survival Toolkit' with expert advice being offered to thousands of remote beneficiaries across South Africa via social media. Ongoing campaigns targeted township and other marginalised entrepreneurs.



**INTERNATIONAL MANAGEMENT INSTITUTE (MIM-KYIV) (UKRAINE) WITH BOOKCHEF PUBLISHING HOUSE**

MIM-Kyiv and BookChef Publishing House (BookChef) entered a partnership to launch the MIM-Kyiv Recommends series of Ukrainian-language translations of the world non-fiction best-selling books.

Through this partnership, MIM-Kyiv brings an international agenda to Ukraine; helps Ukrainian businesspeople gain access to the most sought after business books – and even meet some of the authors in person as a part of book club meetings, classes and events.

For BookChef, the partnership has expanded its readership, and provided a better understanding of business trends.



**THAMMASAT BUSINESS SCHOOL, THAMMASAT UNIVERSITY (THAILAND) WITH GOVERNMENT SAVINGS BANK**

The Government Savings Bank, Thailand, is a legal entity and state firm that operates as a government-guaranteed financial institution under the supervision of the Ministry of Finance in Thailand.

In 2013, Thammasat Business School teamed up with Government Saving Bank to form the Community Partnership Association to coordinate and enhance its CSR activities. Both parties were motivated primarily by three common challenges in their CSR programmes: lack of sustainability, ineffective stakeholder engagement, and absence of innovation. The partnership has enabled both organisations to find novel ways to strengthen their CSR initiatives.



**UCD MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL, UNIVERSITY COLLEGE DUBLIN (IRELAND) WITH THEIR LIVES MATTER – TUMAINI LA MAISHA (TLM)**

The UCD Smurfit School and TLM Innovation Social Enterprise Cooperation is a compelling initiative highlighting the positive impact of humanitarian aid supported by business strategy. Through this project, a donor-dependent charity organisation from Tanzania was able to access comprehensive, market-model consultancy for rolling out its innovations to low-income markets, while retaining its desired status as a social enterprise.

Students were led by faculty to develop strategies to support TLM in scaling two IT clinical innovations to

enhance the treatment effectiveness of paediatric oncology. The UCD Smurfit School Students advised the TLM team around market entry, access, pricing, marketing, and sustainability.



# BEST CULTURE DIVERSITY & INCLUSION INITIATIVE

IN ASSOCIATION  
WITH:

**Mc  
Graw  
Hill**

Centrum PUCP Business School,  
Pontificia Universidad Católica del Perú (Peru) for  
'Word of Women Academy (Academia Palabra de Mujer)'

Escuela de Negocios,  
Universidad del CEMA (UCEMA) (Argentina) for  
'Advancing gender equity by promoting women in leadership'

Mannheim Business School,  
University of Mannheim (Germany) for  
'MBS Diversity Day'

School of Business and Management,  
Shanghai International Studies University (SISU) (China) for  
'Embedding Management Talent Cultivation in Multiculturalism'

UCD Michael Smurfit Graduate Business School,  
University College Dublin (Ireland) for  
'Intercultural Development Programme (ICD)'

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### CENTRUM PUCP BUSINESS SCHOOL, PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ (PERU)

► Word of Women Academy (Academia Palabra de Mujer)

In Perú, only 15% of women have access to university, but 53% of Peruvian SMEs were created by them and Perú has 36% more female entrepreneurs than other Latin American countries.

This is why Centrum PUCP and Financiera Confianza developed *Academia Palabra de Mujer*. Through eight courses, 650 women were trained in a free programme that equated to an investment of US\$18,432 USD. The project impacted more than 50,000 people on social networks and had more than 20 appearances on media outlets. More than 80% of the participants commented that the programmes are changing their lives and performance in their work.



### ESCUELA DE NEGOCIOS, UNIVERSIDAD DEL CEMA (UCEMA) (ARGENTINA)

► Advancing gender equity by promoting women in leadership

In Latin America and the Caribbean, women are 30% less likely than men to hold jobs.

'Advancing gender equity by promoting women in leadership and furthering women's education' is what UCEMA set out to do, in 2019, through a package of initiatives.

First, the School set out to increase female representation at leadership levels across the university.

Then, it implemented a programme to start positioning the university as a partner of women who want to stand out and occupy high-level decision-making positions in companies.

The School also established powerful partnerships with different organisations and participated in, or co-implemented, actions such as awards and programmes for the recognition and development of women in leadership positions. This initiative has already impacted the lives of thousands of women.



### MANNHEIM BUSINESS SCHOOL, UNIVERSITY OF MANNHEIM (GERMANY)

► MBS Diversity Day

Mannheim Business School embraces diversity in ways that few organisations can match.

'Mannheimers' (programme participants and alumni) come from more than 110 countries spread across all continents, reflecting the world's myriad cultures, religions, identities, genders, and sexual orientations. In addition, Mannheimers have an invaluable wealth of knowledge and experience from their academic and professional backgrounds.

The first MBS Diversity Day was held on 29 May 2021. It enabled an open and fruitful exchange of experiences and ideas on diversity, inclusion, and belonging in the business world among network members and diversity professionals.



### SCHOOL OF BUSINESS AND MANAGEMENT, SHANGHAI INTERNATIONAL STUDIES UNIVERSITY (SISU) (CHINA)

► Embedding Management Talent Cultivation in Multiculturalism

The Embedding Management Talent Cultivation in Multiculturalism programme focuses on student diversity and balance in terms of background. Students study in different cultural groups and a diversified curriculum is designed that considers student diversity and their needs.

The School of Business and Management at SISU actively promotes international cooperation and strives to build a diversified faculty. The strategy has produced remarkable results in talent cultivation, programme influence, and School development.



### UCD MICHAEL SMURFIT GRADUATE BUSINESS SCHOOL, UNIVERSITY COLLEGE DUBLIN (IRELAND)

► Intercultural Development Programme (ICD)

The first and only programme of its kind in Ireland, UCD Smurfit School's Intercultural Development Programme (ICD) offers a unique research-driven approach to systematically develop students' key 21st-century skills, particularly intercultural competence.

In high demand since its introduction, ICD has seen an explosion in popularity with participation numbers increasing from 128 to 1,573 in 2021 – 98.6% of the School's total student population representing more than 50 nationalities.

Inclusive business leaders with a global mindset and deep cultural awareness are what's needed for our future, and UCD Smurfit School is proud to be spearheading initiatives that develop this critical skillset in its students.





Antwerp Management School,  
University of Antwerp (Belgium), for  
'The Positive Impact Project (PIP)'

Athena School of Management (India) for  
'Creating Impact for Stakeholders'

Centrum PUCP Business School,  
Pontificia Universidad Católica del Perú (Peru) for  
'Undertaking Tourism Now (Turismo Empeñe Ya)'

EGADE Business School,  
Tecnológico de Monterrey, (Mexico) for 'Sustainable Wealth Creation  
Based On Innovation and Technology (SWIT)'

International Management Institute (MIM-Kyiv) (Ukraine) for  
'Building Business Education in Tajikistan'

School of Economics and Management,  
Dongguan University of Technology (China) for  
'100 Groups in 1,000 Counties'





## ANTWERP MANAGEMENT SCHOOL, UNIVERSITY OF ANTWERP (BELGIUM)

► The Positive Impact Project (PIP)

Sustainability is firmly embedded in the mission of Antwerp Management School (AMS).

AMS is committed to inspiring and developing leaders for a sustainable world, through its Positive Impact Project and Global Leadership Skills programme. AMS not only puts sustainability at the core of its educational programmes, it also integrates sustainability into its own campus operations and business strategy.

To do so, the School is in constant dialogue with its stakeholders. Together, challenges and opportunities are defined. Thus, the School can drive its sustainability agenda forward, in line with the UN's Sustainable Development Goals (SDGs). The SDGs present opportunities to strengthen operations and programmes as well as to contribute to society.



## ATHENA SCHOOL OF MANAGEMENT (INDIA)

► Creating Impact for Stakeholders

The world has changed more in the past 18 months, and in more ways, than anyone could have predicted with great opportunities and deep challenges.

Technology has become both an enabler and a disruptor. However, on the other hand, the challenges of digital inequality, reduced income due to lockdowns, adverse climate change, and pseudo-nationalism are all clear and present.

As a believer in impact leadership, Athena School of Management is taking a clear and focused path to inspire and innovate various stakeholders (internal and external) to make an impact on people, profit and planet underpinned by its deep commitment to internationalisation.



## CENTRUM PUCP BUSINESS SCHOOL, PONTIFICIA UNIVERSIDAD CATÓLICA DEL PERÚ (PERU)

► Undertaking Tourism Now (Turismo Emprende Ya)

Before Covid-19, 1.7 million tourists visited Peru every year, but the effects of the pandemic caused 12,878 SMEs in the tourism sector to disappear in the Cusco region alone. It is in this context that the project 'Turismo Emprende Ya' was launched.

Through an alliance between Centrum PUCP and Caja Cusco, 10,471 SME owners have received masterclass training on sustainable business reactivation, 2,600 have participated in a free online training programme, and volunteer professors have invested 85 hours.

At the same time, the project enabled new alliances to be formed with a university in Puerto Rico and Cusco's Chamber of Commerce.



## EGADE Business School Tecnológico de Monterrey

## EGADE BUSINESS SCHOOL, TECNOLÓGICO DE MONTERREY, (MEXICO)

► Sustainable Wealth Creation Based On Innovation and Technology (SWIT)

The Sustainable Wealth Creation Based On Innovation and Technology (SWIT) model is a sustainable wealth creation framework based on disruptive innovation and enabling technologies. It is a holistic approach that has been designed for sustainable wealth creation in developing regions.

It focuses on teaching and creating enabling conditions, managing the allocation of resources, and the articulation of intelligent and inclusive synergies among stakeholders and institutions. It considers an integral system for management, and effective governance with a far-reaching objective: holistic regional growth. The SWIT model's impact, to date, includes more than 28 national and international projects; 13 theses developed by graduate students; and an elective course offered to MBA students.



## INTERNATIONAL MANAGEMENT INSTITUTE (MIM-KYIV) (UKRAINE)

► Building Business Education in Tajikistan

MIM-Kyiv has been helping to introduce business education in Tajikistan from scratch. For nearly two years, the School has been instilling internationally accepted standards and approaches to business education in the country.

For MIM-Kyiv, it is also a project of giving back and transferring the knowledge, skills, and assistance it received from the international community of educators in the 1990s, when it was first founded.

MIM-Kyiv is now acting as an ambassador for AMBA & BGA's international quality standards in business education in a country that does not yet have its own business education institutions.



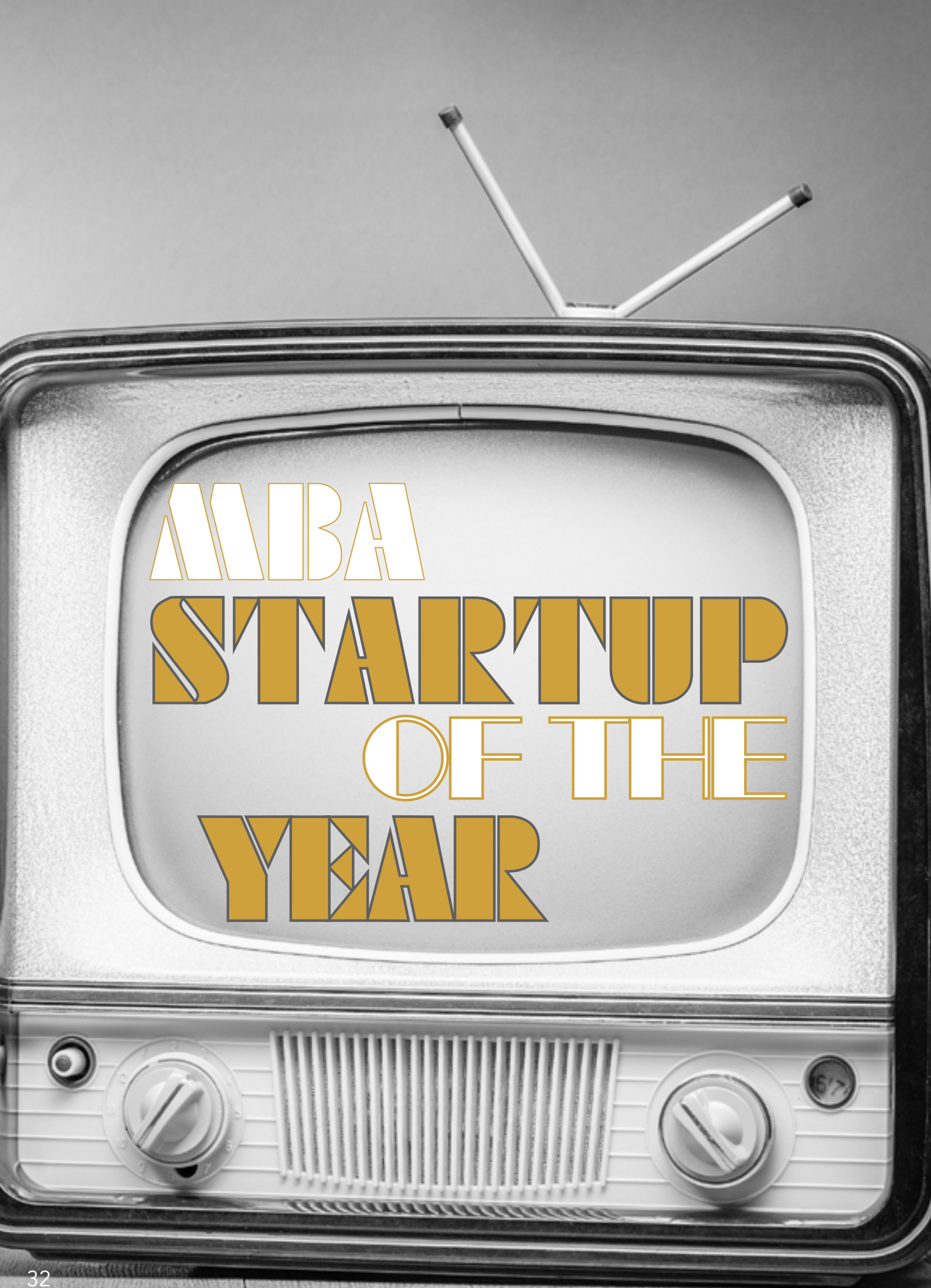
## SCHOOL OF ECONOMICS AND MANAGEMENT, DONGGUAN UNIVERSITY OF TECHNOLOGY (CHINA)

► 100 Groups in 1,000 Counties

The School of Economics and Management has been very successful in entrepreneurship education and it is focused on impact and feedback in the local community. A strong emphasis on corporate social responsibility is also placed on the School's student entrepreneurial teams.

Formed by the School's students and graduates, these entrepreneurial teams have been very successful, winning awards at all levels of competition. The teams are committed to completing rural revitalisation through industrial revitalisation.





Nicholas Cory, Southampton Business School, University of Southampton (UK) for Absolar Solutions

Marcos Impala, Escuela de Negocios, Universidad del CEMA (UCEMA) (Argentina), for Tirr

Sofía Jiménez de Aréchaga, Escuela de Postgrados en Negocios, Universidad ORT Uruguay, for Mezcla

Sotirios Ptochos, Athens University of Economics and Business (Greece), for PEOPLE Technology Solutions (PEOPLE)







### NICHOLAS CORY, FOR ABSOLAR SOLUTIONS

► Southampton Business School,  
University of Southampton (UK)

Nicholas (Nic) Cory's startup aims to spark the next energy revolution, by encouraging the adoption of renewable energy and reduction of energy waste.

While commentary continues to centre on how the UK can reach its 'Net Zero' targets, Nic's business is pioneering pathways on how to 'do' and achieve this.

Using his pre-MBA background in finance and real estate, coupled with the skills learnt on the Southampton MBA, Nic has developed a successful and sustainable business.

Already, his company, Absolar, has identified annual savings of 3.5 million tonnes of CO2 and £1.1bn GBP in fuel bills.



### MARCOS IMPALA, FOR TIRR

► Escuela de Negocios, Universidad del CEMA  
(UCEMA) (Argentina)

One of the most persistent financial issues in Latin America and elsewhere is a lack of financial education and literacy for micro small and medium-sized enterprises (MSMEs). This leads to limited access to finance, low levels of financial inclusion, and impacts on growth.

In 2020, Marcos Impala formed a team and created the digital platform, Tirr, to mitigate this problem through education, credit market information (credit scoring) and investment and financing tools.

In less than a year, Tirr's founding team have validated the problem/solution fit and developed a functional minimum viable product to test the solution with early adopters which has delivered excellent results and

income. Tirr has also received an important award for innovation for financial inclusion from a prestigious banking association.



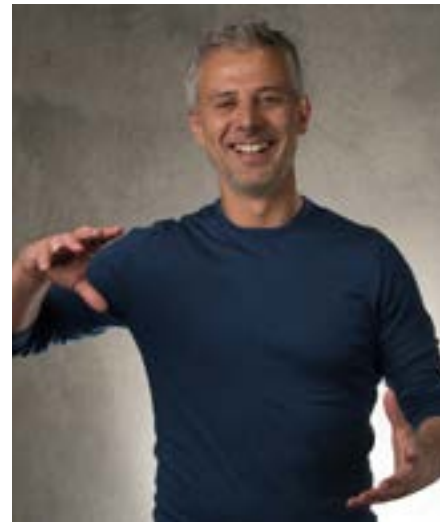
### SOFÍA JIMÉNEZ DE ARÉCHAGA, FOR MEZCLA

► Escuela de Postgrados en Negocios,  
Universidad ORT Uruguay (Uruguay)

The story of MEZCLA starts with two friends. Two women seeking change in their lives and holding the ambition of creating something special and unique. Sofia Martínez and Sofia Jiménez de Aréchaga are both Uruguayan professionals with MBA degrees.

They discovered that concrete is being reinvented as a key player in the Interior Design industry. This material, commonly associated with construction, can now become sophisticated and versatile and applied in a variety of new applications in home interiors, from sinks and countertops to original furniture.

The discovery of this opportunity led to the launch of MEZCLA, a business that offers designers and architects innovative products based on concrete, allowing them to count on a world-class material that is highly present worldwide, but absent locally.



### SOTIRIOS PTOCHOS, FOR PEOPLE TECHNOLOGY SOLUTIONS (PEOPLE)

► Athens University of Economics  
and Business (Greece)

PEOPLE proposes to the world a green solution that concerns all of us. This startup represents a revolutionary approach to one of the most significant climate challenges by proposing sustainable transportation and supply chain solutions.

The company combines lightweight technology, the Internet of Things, and advanced analytics with the aim of revolutionising the standards of global freight transport by saving 205 million trees; reducing CO2 emissions by 65 million tonnes every year; saving over 20.5 billion litres of fossil fuel yearly; and moving 40 million tonnes of cargo at no additional cost or additional CO2 emissions every year.



# AMBA ENTREPRENEUR OF THE YEAR

Ximena Aleman, Escuela de Postgrados en Negocios, Universidad  
ORT Uruguay for Prometeo Open Banking

Giacomo Bedetti, Graduate School of Business, MIP Politecnico di  
Milano (Italy) for Orapesce

Diego Martin Bertezolo, Escuela de Negocios, Universidad de  
San Andrés (Argentina) for Avancargo

Moustafa El-Shenety, AUC School of Business, The American  
University in Cairo (Egypt) for Zilla Capital

Onaseye Onabolu, Aston Business School,  
Aston University (UK) for Sona Circle Refugee Recruitment

Farwah Tapal, Esade Business School,  
Ramon Llull University (Spain) for Oraan







### **XIMENA ALEMAN, FOR PROMETEO OPEN BANKING**

► Escuela de Postgrados en Negocios,  
Universidad ORT Uruguay (Uruguay)

Ximena Aleman is Co-Founder and Co-CEO at Prometeo, the largest open banking platform in Latin America, providing access to information and payments across 80 APIs from 35 financial institutions in 10 countries.

In a little over two years, Prometeo has been able to gain the trust of major financial institutions, such as Santander and Citibank and has received the support of investors from Silicon Valley, Europe and Asia.

Over the past six years, Ximena has built three fintech startups and pioneered open banking adoption across the region. She has also used her voice to create awareness of the funding gap for female-led startups.



### **GIACOMO BEDETTI, FOR ORAPESCE**

► Graduate School of Business,  
MIP Politecnico di Milano (Italy)

MIP EMBA 2016 graduate, Giacomo Bedetti, has brought the shopping habits of a seaside resort (Rimini, his hometown) to places with no coastline. To do so, he involved players with key skills (from fishermen to front-end designers), investors and clients.

The Orapesce.it project provided a means of delivering fresh fish that is ready to be cooked at home. In two years, via a solid, methodological path from the prototype, his business has delivered 13,000 orders throughout Italy, involving almost 200 investors, including a primary Italian VC (Azimut Libera Impresa), in financially supporting the project through almost €2 million EUR in fundraising.



### **DIEGO MARTIN BERTEZZOLO, FOR AVANCARGO**

► Escuela de Negocios,  
Universidad de San Andrés (Argentina)

Diego Bertezolo has earned a BA in social communication and an MBA from Universidad de San Andrés. With strong entrepreneurial and corporate experience, he is the Founder and CEO of Avancargo Company, a B2B trucking platform that connects offerings and demand in an atomised market.

Avancargo is an efficient way of moving cargo, improving freight transport booking, connecting freight givers, transporters and autonomous drivers, simplifying transactions through technology, and connecting thousands of qualified carriers quickly and easily. The platform also allows easy tracking of shipments.



### **MOUSTAFA EL-SHENETY, FOR ZILLA CAPITAL**

► AUC School of Business, The American  
University in Cairo (Egypt)

Moustafa El-Shenety is the instigator and orchestrator of one of the most successful mergers and acquisitions in North Africa for financial services, bringing FDI inflows to the industry and impacting society as a whole.

Zilla Capital is a fully-fledged investment bank offering asset management, private equity and non-banking financing services. It provides tailored financial solutions and aims to serve a market gap in Egypt and East Africa. By onboarding six top-notch partners and a competent team of 48 professionals, Zilla capitalises on its strong funding reach and needed licenses, thereby adding value and boosting the perception of investment in the region.



### **ONASEYE ONABOLU, FOR SONA CIRCLE REFUGEE RECRUITMENT**

► Aston Business School, Aston University (UK)

Onaseye (Seye) Onabolu is an entrepreneur making a difference to the lives of refugees with Sona Circle Refugee Recruitment. This non-profit social enterprise connects refugees with local opportunities through internships, apprenticeships and paid employment. It also aims to break down the negative stigma surrounding refugees.

To date, Sona Circle has created more than 200 opportunities for refugees in the UK. It has partnered with more than 50 refugee organisations in the UK while building a community of 35,000+ followers and subscribers which includes refugees and asylum seekers alongside mentors, volunteers, aid organisations, and employers.



### **FARWAH TAPAL, FOR ORAAN**

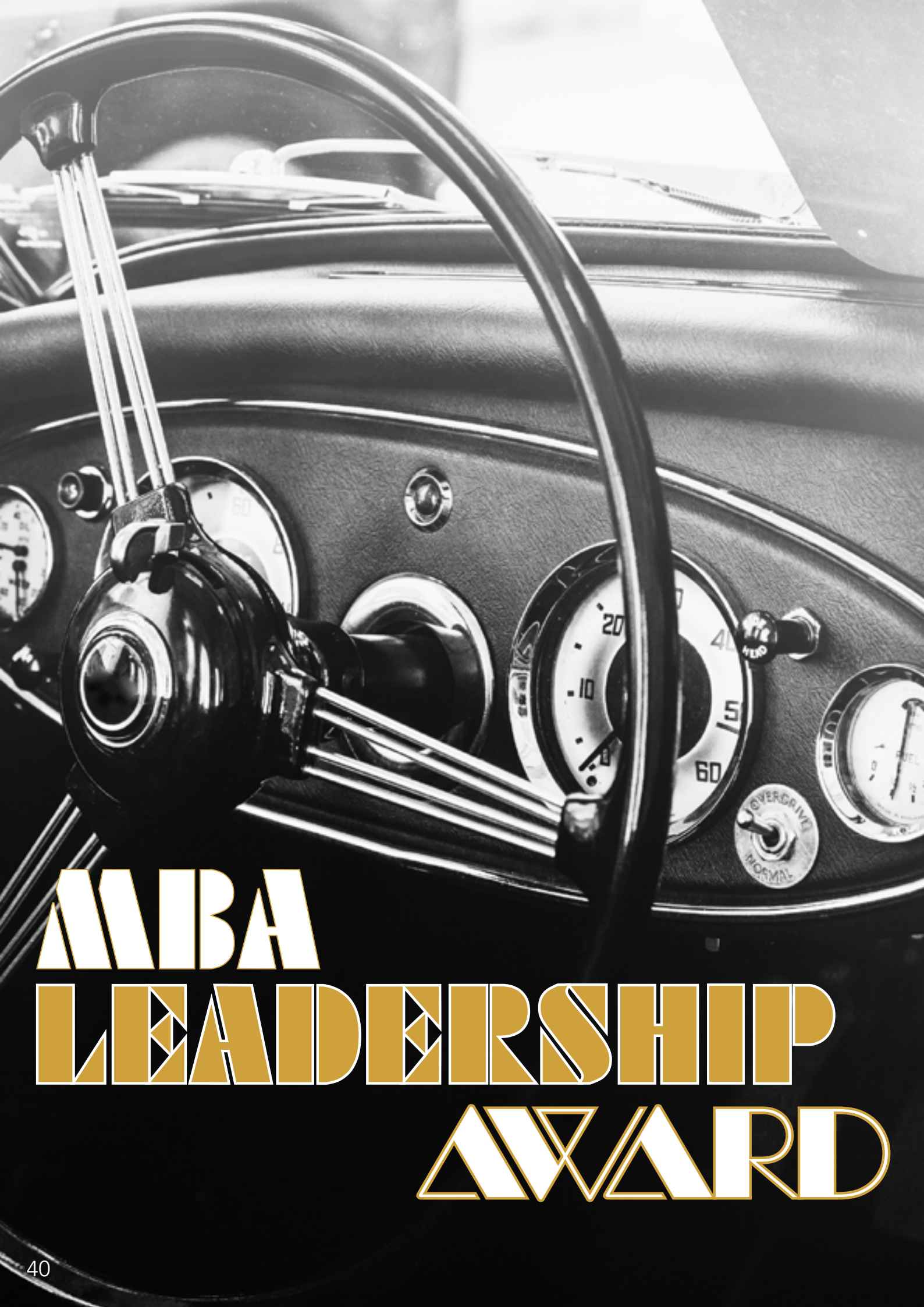
► Esade Business School,  
Ramon Llull University (Spain)

Farwah Tapal, graduated from Esade with an MBA in 2017 and is the Founder of Pakistan's first women-led, women-first fintech startup, Oraan.

Through Oraan, Farwah has empowered more than 18,000 women in her country in terms of financial literacy and market access, aiming at doing the same for 93% of Pakistan's female population. She does so by leveraging technology, human-centric design, eliminating the requirement posed by institutions for women to provide details of a male relative to access financial services.

Farwah is on a path to help women across the world grow their wealth in the future through Oraan and by serving as an example for entrepreneurial women.





# MBA LEADERSHIP AWARD

Zakhira Begaliyeva, Graduate School of Business, Almaty Management University (AlmaU) (Kazakhstan), currently working at Public Foundation 'ITeachMe' Center for Competence Development

Theresa Grant, Manchester Metropolitan University Business School, Manchester Metropolitan University (UK), currently working at Municipal Partners

Yvonne Greeves, Adam Smith Business School, University of Glasgow (UK), currently working at NatWest Group

Ming Li, Business School, Central South University (China), currently working at Hunan Overseas Home Information Technology and Hunan Hi-soon Supply Chain

Pedro Luis Guerrero Riera, Instituto de Estudios Superiores de Administración (IESA) (Venezuela), currently working at Grupo Fastmed

Mansi Madan Tripathy, SP Jain Institute of Management and Research (SPJIMR) (India), currently working at Royal Dutch Shell

Andrea Perrot, Escuela de Negocios, Universidad del CEMA (UCEMA) (Argentina), currently working at CEMIC University Hospital





### ZAKHIRA BEGALIYEVA

► Graduate School of Business, Almaty Management University (AlmaU) (Kazakhstan)

A class of 2015 graduate, Zakhira Begaliyeva is one of the first grantees of the 'Limitlessly Capable' MBA programme scholarship for people with disabilities by the Graduate School of Business, Almaty Management University.

Zakhira's socially-oriented work has become a vector for big changes. Nationwide, her ITeachMe foundation is considered one of the most transparent and reliable partners in corporate social responsibility and has more than 60 business partners.



### THERESA GRANT

► Manchester Metropolitan University Business School, Manchester Metropolitan University (UK)

Theresa Grant has recently been awarded the Officer of the Most Excellent Order of the British Empire (OBE) in recognition of her outstanding leadership, innovation, determination and commitment to Northamptonshire in the UK.

Theresa has dedicated 42 years of service to local government, most recently in her role as Chief Executive of Northamptonshire County Council. When she took on the role, the council had declared bankruptcy. Under her leadership, three years later, it ended its 132-year history with a £16.6 million GBP underspend in its budget and £60 million GBP in reserve.



### YVONNE GREEVES

► Adam Smith Business School, University of Glasgow (UK)

Yvonne Greeves is a driven and accomplished leader, respected for her expertise supporting women in business. Recognising she had no female role models or business customers, Yvonne identified and championed women in business to raise their profile demonstrating their business value and importance to the economy.

Her passion to change the landscape for female entrepreneurs is breaking down barriers, enabling women worldwide to access better finance, networking, learning and growth, and inspiring women in business to support each other.



### MING LI

► Business School, Central South University (China)

Ming Li was the 18th chairman of the MBA union at Central South University. He worked in several countries for more than 13 years before returning to Changsha, China, to continue his own international business.

Besides his successful import and export business, he has worked to help the government enhance the country's international co-operation in economics and culture. The China-Africa Economic and Trade Expo held in Changsha is one of his biggest achievements as it allowed the Hunan province to become a focal point of Sino-Africa co-operation.



### PEDRO LUIS GUERRERO RIERA,

► Instituto de Estudios Superiores de Administración (IESA) (Venezuela)

Pedro Luis Guerrero is an entrepreneur and businessman focused on preventive and primary health, mobilising services to workplaces, communities and patient homes in Venezuela.

The vision of Fastmed, the company he founded, is to serve patients in the early stages, avoiding hospital admission. The main barrier to this is a lack of education and outreach. During the Covid-19 pandemic, Pedro's organisation has worked tirelessly, as its crusade, to provide vaccinations, primary medical services, occupational medicine, and education.



### MANSI MADAN TRIPATHY

► SP Jain Institute of Management and Research (SPJIMR) (India)

Mansi Madan Tripathy is a leader with 25 years' experience and a proven track record of growing profitability, increasing brand equity, creating new innovations, and developing organisations.

At Royal Dutch Shell, Mansi is a Regional VP (Asia Pacific and Middle East) handling a portfolio of \$2.5 billion USD, and more than 1,200 employees. She is also a board member for JASLOC Saudi Arabia, Hankook Korea, and Shell Japan. She sponsors an incubation centre for venture investment at Shell and leads a network of 7,000 women. Mansi was named the *Economic Times* Fastest Rising leader 2017, and received the SPJIMR Alumni Award for Corporate Excellence in 2018.



### ANDREA PERROT

► Escuela de Negocios, Universidad del CEMA (UCEMA) (Argentina)

'We do not accept the word "collapse". The crisis only forces us to keep inventing more solutions,' said Andrea Perrot when she had to manage a renowned health institution during Covid-19 just a few days after taking on the position of Hospital Director at CEMIC University Hospital.

Andrea had to decide how to prepare and reorganise the hospital to be able to care for Covid patients apart from patients with acute medical needs, motivate collaborators and obtain financing.

With her MBA helping to strengthen her skillset greatly, she is now managing a team of 1,400 people and her leadership has impacted thousands of people who have gone through the hospital.



# MBA STUDENT OF THE YEAR

IN ASSOCIATION  
WITH:

insendi

Joy Chikaodiri Elekwuwa,  
Esade Business School,  
Ramon Llull University (Spain)

Monique Farquharson,  
Aston Business School,  
Aston University (UK)

Patsy McNeil,  
UCL School of Management,  
University College London (UK)

Ariel Olivari,  
Escuela de Negocios,  
Universidad del CEMA (UCEMA) (Argentina)

Jember Teklu Tesfay,  
Audencia Business School (France)

Yunfei Yang,  
School of Management,  
Huazhong University of Science and Technology (HUST) (China)



## INSEDI, A STUDY GROUP COMPANY

Insendi, a Study Group Company, is an innovation-led, learning experience platform, designed to enable Business Schools and universities to deliver premium online and blended courses.

The platform's unrivalled functionality allows educators to craft engaging and highly effective 'human-centred' learning experiences. With learning pedagogy at its heart, the platform blends taught, experiential and social elements for optimum learner progression.

Originally created for online MBA courses at Imperial College Business School, an increasing number of global Business Schools now partner with Insendi for the provision of their higher and executive education programmes. Its partners include HEC Paris, IE Business School, and Johns Hopkins University.

<https://www.insendi.com>





### JOY CHIKAODIRI ELEKWUWA

► Esade Business School,  
Ramon Llull University (Spain)

Joy Chikaodiri Elekwuwa's story is one of perseverance and determination. Coming from a large family in Nigeria, not only has she achieved the highest academic excellence, but she is also a founding member of the Blacks in Business & Allies at Esade Business School, and president of the School's Organisation and Human Capital Club.

Joy's ambassadorial skills have shone in these roles for prospective students of colour, as has her collaborative attitude for the development and recruitment of her peers, as well as her impactful actions for the women in her class. She embodies the Esade spirit of 'Do Good, Do Better' and is an inspirational role model.



### MONIQUE FARQUHARSON

► Aston Business School, Aston University (UK)

Monique Farquharson was the first winner of the Aston Enterprise Scholarship. She triumphed over hundreds of students to secure this prestigious fully-funded scholarship and join the full-time Aston MBA programme.

She has seized this opportunity by engaging in consultancy work with four different companies, securing an internship, helping to deliver TEDx Aston University and becoming a global ambassador.

Monique completed the Global Business Challenge and was named 'Global Business Champion', one of just four such champions from a group of more than 100 overseas students representing seven different universities around the world.



### PATSY MCNEIL

► UCL School of Management,  
University College London (UK)

Becoming a role model to classmates and an example in applying MBA lessons to work is noteworthy. Top that with having a pressured senior leadership role in an urban hospital during the Covid-19 outbreak.

Patsy McNeil, in her role of Chief Medical Officer (CMO), took responsibility for creating a weekly medical communication digest for an entire hospital chain, ensuring that her team of more than 1,800 doctors and 8,600 staff worked in unison with the best information.

The impact of her work during the pandemic has opened up promotion opportunities to system-wide CMO and hospital presidency.



### ARIEL OLIVARI

► Escuela de Negocios, Universidad del CEMA  
(UCEMA) (Argentina)

Ariel Olivari has made an excellent contribution to his MBA programme, and for the 'real-world' experience he has brought to the class in particular. He has been hard working and an excellent team player, solving business problems creatively and putting innovative ideas into practice.

Ariel has also taken advantage of many extracurricular activities offered by the university to advance his leadership skills and interact with international students virtually during the pandemic. Ariel demonstrates a total commitment to group dynamics and programme development, despite working full time for a railway company alongside his MBA studies.



### JEMBER TEKLU TESFAY

► Audencia Business School (France)

Jember Teklu Tesfay is a professional from Ethiopia with a first degree in hotel management. She is fluent in Amharic and English and is currently learning French. Prior to joining Audencia, Jember clocked up eight years of experience in sales, customer relations, recruitment and humanitarian services.

'Compassionate', 'resilient' and 'genuine' are three words that best describe Jember. To the question, 'what does the world need more of?' she would answer, 'more listeners'.

Audencia Business School would like Jember to have the opportunity to share why she believes this is so.



### YUNFEI YANG

► School of Management, Huazhong University of  
Science and Technology (HUST) (China)

Born in a poor mountainous area, Yunfei Yang pursued his dream through continuous education. He has a great entrepreneurial spirit and is good at seizing opportunities.

Throughout his MBA, he has been committed to promoting the value of the qualification in the market and business education through corporate visits and management consulting. He has strong corporate social responsibility, helping with poverty alleviation and rural revitalisation. He took an active part in Covid-19 pandemic prevention and control and has contributed to social and economic recovery. He is a standout MBA student, not just within the School of Management HUST, but also among all aspiring leaders in China.





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**BUSINESS GRADUATES**  
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LEADERS NEVER STOP LEARNING