

2022 EDAMBA Annual Meeting & General Assembly
Operating Doctoral Programmes in the Service of Society: Critical Transitions and the Future

Online 29 –30 August 2022
in two sessions

- The first online session on August 29, 2022 at 14.00 – 17.00 CET/CEST (Belgium time) and
- the second online session on August 30 at 14.00 – 17.30 CET/CEST. (Belgium time)

Provisional Programme

Monday 29 August 2022	
14.00 – 14.15	Welcome Prof Dimitris Assimakopoulos, EDAMBA President
14.15 – 15.30	Keynote speech Prof Xenophon KOUFTEROS , Texas A&M, Mays ‘Ethics in the Realm of Supply Management’ Prof Xenophon Koufteros is a full Professor of Supply Chain Management at the Mays Business School, Texas A & M University where he also holds the Jenna & Calvin R. Guest Professorship in Business and the Eppright University Professorship in Undergraduate Teaching Excellence. He also serves as the Director of the Supply Chain Consortium at the Mays Business School.
15.30 – 16.00	Break
16.00 – 17.00	General Assembly

Tuesday 30 August 2022

14.00 – 15.30	<p>Thesis Competition Award Ceremony</p> <p>Presentation: François Collet, EDAMBA General Secretary</p> <p>PILLA BRETAS, VANESSA, UNIVERSITY OF AGDER, NORWAY Paper: 'INTERNATIONAL FRANCHISING GOVERNANCE MODES: AN EMERGING MARKET PERSPECTIVE'</p> <p>RUDKOWSKI, JANICE, HENLEY BUSINESS SCHOOL AT THE UNIVERSITY OF READING, UK Paper: 'MEASURING EMPLOYEE-CONSUMER INTEGRATED RETAILER BRAND EQUITY'</p> <p>FUZES, PETER, CORVINUS UNIVERSITY OF BUDAPEST, HUNGARY Paper: " STRATEGIC RENEWAL AND DISRUPTIVE INNOVATION "</p>
15.30 – 16.00	Break
16.00 – 17.30	<p>Keynote speech</p> <p>Prof Martin MEYER, University of Vaasa</p> <p>'Doctoral education and the continuously rewired business school'</p> <p>Business schools face the need to embrace constant change. In many ways, continuous change has become the new normal for business education. In a recent contribution, we argue business schools must prioritize innovation, interconnectivity, and experimentation (AACSB Insights 2022, https://www.aacsb.edu/insights/articles/2022/06/the-continuously-rewired-business-school). This talk will introduce the idea of a continuously rewired business school and explore the role and contribution of doctoral programmes in this context.</p> <p>Prof Martin Meyer is vice-rector for international affairs and director of InnoLab. He is also a professor in the Networked Value Systems (NeVS) group within the School of Technology and Innovations. Martin is known for his work on science, technology and innovation as well as the Triple Helix of university-industry-government relations. He joined from Scotland where he was Dean and Head of the University of Aberdeen Business School as well as Professor of Business and Innovation. Martin retains a link to Aberdeen as a visiting professor and holds a visiting appointment at Katholieke Universiteit Leuven (Belgium). Martin serves on the advisory boards of a number of international business schools, has acted as a volunteer and mentor for accreditation agencies, such as the AACSB, and was the vice chair of the Research Steering Group of the Chartered Association of Business Schools.</p>