



AMBA & BGA
**LATIN AMERICA
CONFERENCE 2022**
CARTAGENA, COLOMBIA
21-23 SEPTEMBER

SPONSORED BY:



HOSTED BY:



Conference content and schedule

WEDNESDAY 21 SEPTEMBER

Registration and networking lunch

12.30–14.00

Conference overview and welcome

14.00–14.30

Andrew Main Wilson, CEO, AMBA & BGA

Bodo Schlegelmilch, Chair, AMBA & BGA, and Head of the Institute for International Marketing Management, WU Vienna

Alejandro Moreno-Salamanca, Dean, INALDE Business School, Universidad de La Sabana

Cristina Vélez Valencia, Dean, School of Management, Universidad EAFIT

Enrique Ramírez, Dean, School of Business and Economic Sciences, Universidad Icesi

Liliana López Jiménez, Dean, School of Management, Universidad Externado de Colombia

María Clemencia Sierra, Dean, Business School, Universidad del Norte

Veneta Andonova, Dean, Universidad de los Andes School of Management

Session 1: Business Schools' role in educating and supporting startups and SMEs

14.30–15.15

SMEs comprise 99.5% of firms in Latin America (with almost nine out of 10 classified as microenterprises) and generate 60% of formal productive employment. However, they only account for a quarter of the region's total production value, according to the OECD.

Some key challenges for startups and SMEs in the region include a lack of access to finance, informality and high rates of failure.

This panel session will discuss what Business Schools should be teaching in order to foster an entrepreneurial spirit in their students and how they can support them as they start ventures. The panel will also investigate how Business Schools can support businesses in their local communities to thrive, especially in uncertain times.

Chair: Josep Franch, Dean, ESADE Business School, Ramon Llull University

Panellist: Francisco Gómez, Programme Director, Santo Domingo Foundation

Panellist: Carlos Mario Betancur Hurtado, Associate Dean, Universidad EAFIT

Panellist: Ignacio Osuna, Associate Dean, INALDE Business School, Universidad de La Sabana

Panellist: María Clemencia Sierra, Dean, Business School, Universidad del Norte

Networking break

15.15–15.30

Session 2: Building innovative partnerships and initiatives across Latin America

15.30–16.15

Two big trends are threatening business education – the entry of digital competitors and the movement of other industries' incumbents, such as those in consulting, as they seek to attract clients with freemium models.

On top of these new competitors, we must add the lessons from the pandemic to date. In this context, Business Schools in Latin America should ask 'where should we compete?' and 'where should we collaborate?' in order to become more competitive as a whole. This implies thinking about innovative new partnerships and initiatives across Latin America.

Horacio Arredondo, Dean, EGADE Business School, Tecnológico de Monterrey

Session 3: Enhancing positive leadership to achieve social impact through education

16.15–16.45

Business Schools can instil in their students a strong sense of empowerment to achieve social change through organisational leadership. Schools must prepare leaders to positively impact society through four key areas:

- Mission-driven leadership and purpose
- Humanistic vision
- Coherent curriculum
- Alumni community

In this session, INALDE Business School's Dean, Alejandro Moreno Salamanca, will outline how Schools can develop a clear purpose in which all employees share a vision that can be measured and improved continually, and an alumni community that becomes a focal point of the Business School's impact on society.

Alejandro Moreno-Salamanca, Dean, INALDE Business School, Universidad de La Sabana

Networking and refreshment break

16.45–17.15

Session 4: BGA and the push to modernise management education

17.15–17.45

There is an unprecedented need for management education to reinvent itself to cope with the economic and sociopolitical challenges that are affecting the globe.

Central to this session's discussion will be how education methods and processes can change to accommodate stakeholders, and the role of the Business Graduates Association (BGA) in supporting differentiation and high-impact management education across the world.

Victor Hedenberg, Business Development Manager, AMBA & BGA

Networking dinner Restaurante Fuerte Del Pastelillo at the Club de Pesca

18.30–23.00

(including travel time)

THURSDAY 22 SEPTEMBER**Session 5: AMBA & BGA activity update and Business School market overview****09.30–10.00**

AMBA & BGA's CEO will share his views on the most impressive ideas in the management education sector that he has witnessed during the past 12 months, and his own insights into key market trends for the next five years.

He will also update delegates on both AMBA and BGA's current performance and plans for the future, and the positioning of AMBA & BGA within the international and Latin American markets.

Andrew Main Wilson, CEO, AMBA & BGA

Session 6: Equality, diversity and inclusion – trends and opportunities in Latin America**10.00–10.45**

The current debate about equality, diversity and inclusion (EDI) poses a number of challenges for Business Schools across research, education, admissions, and policies, with Schools addressing each of these areas in different ways.

In addition, institutions are striving to develop inclusive cultures in terms of race, gender, sexual orientation, disability, religion, social class, and nationality.

This panel session will delve into some of the key trends and opportunities surrounding EDI in a Latin American context, looking at some of the initiatives implemented at leading Business Schools in the region.

The panel will also discuss the role of the Business School in encouraging the business world to bring EDI to the forefront of decision-making.

Chair: Colette Doyle, Head of Editorial, AMBA & BGA

Panellist: Cristina Vélez Valencia, Dean, School of Management, Universidad EAFIT

Panellist: Mario Giraldo, Professor of Marketing and International Business, Universidad del Norte

Networking and refreshment break**10.45–11.30****Session 7: Promoting sustainable management and development – a multi-stakeholder approach****11.30–12.15**

Discover how INCAE Business School (INCAE) has been promoting sustainability and responsible management among its different stakeholders with the aim of generating a regional impact.

This session will outline recent efforts to change the mindsets and behaviours of INCAE's internal stakeholders (including students, faculty and staff) through innovations in its master's programme curricula and its campus operations.

With respect to external stakeholders that include the private sector, public institutions, and civil society, this session will also describe INCAE's collaborative initiatives to conduct multisectoral efforts that contribute to more sustainable development in the region.

Enrique Bolaños, President, INCAE Business School

Session 8: How can MBA curricula and content best evolve in the post-Covid world with strategic digital transformation?

12.15–13.00

We cannot pretend that everything is going 'back to normal' after the Covid-19 pandemic. The past two and a half years pushed people, organisations and universities to transform the way they operate.

Now, we face a different setting where the nature of work is evolving, remote work is prevalent, and 'digital transformation' are the buzzwords everybody is talking about.

MBA programmes must reshape themselves to build more memorable learning experiences – both virtually and face to face – to enhance and develop critical thinking and people skills for a new era in which people and organisations are different.

Business Schools must lead the discussion on what it means to train leaders for a new 21st century.

David Schnarch, MBA Academic Director and Online MBA Director, Universidad de los Andes School of Management

Networking lunch

13.00–14.30

Session 9: Wellbeing in the workplace – modern management's emerging concern

14.30–15.15

The pandemic has changed the workplace, decreasing employees' motivations, creating a significant turnover, and demanding new abilities from leadership.

Research and reports on transformations in the workplace highlight important changes regarding flexibility and hybrid work. Still, the most concerning issues raised come with those relating to the workforce's mental health.

Accounts of employee burnout, disengagement, and mental health problems affecting productivity are becoming common in the current working landscape. These phenomena call for an analysis of evolving priorities, workplace narratives, and managers' abilities.

This session will present global data on wellbeing in the workplace, and what this means for the skills required of managers and MBA programme curricula.

Lina Martínez, Associate Professor of Public Policy and Director of the Observatory of Public Policies (POLIS), Universidad Icesi

Session 10: Integrating social impact into MBA curricula**15.15–16.00**

Inequality, climate change, corruption, political uncertainty, and recession dominate the global headlines. When all aspects of life can feel unclear, how can we arrive at a better future?

Certainly, there are exciting opportunities to better our world but how are Business Schools instilling in their students the importance of being a responsible and impactful leader?

Business Schools have a unique role in producing the leaders of the future. The skills they learn as part of their MBA programme should allow them to run and manage organisations which do good for society.

This panel session will discuss how Business Schools should best create a culture of social impact in their curricula with the goal of creating a better business world for our shared future.

Chair: Steef van de Velde, Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)

Panellist: Ernesto Barrera, Academic Dean, INALDE Business School, Universidad de La Sabana

Panellist: Lina Constanza Stella, Part-time MBA and Executive MBA Director, Universidad de los Andes School of Management

Session 11: Pressure points in developing innovative Business School strategies**16.00–16.45**

The time for 'business as usual' has come to an end. In a world characterised by volatility, uncertainty, complexity and ambiguity (VUCA), Business Schools are caught in a vortex of ever-increasing change.

Key drivers are paradigmatic technological developments, geopolitical tensions, and fundamental value shift of stakeholders. Last but not least, the Covid pandemic is still causing havoc. This all puts numerous pressure points on the development of innovative Business School strategies.

In this session, Bodo Schlegelmilch, Chair of the Board of AMBA & BGA, uses a strategy development cascade to identify important pressure points and key questions Business School leaders need to address when crafting strategies. Subsequently, Steef van de Velde, a former Dean and Professor of Operations Management and Technology at Rotterdam School of Management, offers his perspective and moderates a discussion with the audience.

Speaker: Bodo Schlegelmilch, Chair, AMBA & BGA, and Head of the Institute for International Marketing Management, WU Vienna

Moderator: Steef van de Velde, Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)

Networking dinner at Hotel Charleston Santa Teresa**18.30–23.00**
(including travel time)

FRIDAY 23 SEPTEMBER

Session 12: Internationalisation – the way forward, both physically and virtually**09.30–10.15**

While the pandemic stopped people from travelling outside their homes, never mind internationally, for Business Schools it has opened opportunities to make connections across the world.

It has allowed all students to benefit from international experiences, not just the few who have traditionally been able to participate with in-person semesters (terms) abroad.

But the increased connectivity worldwide has also led to an increase in competition. Without the barrier of physical location, students' options have expanded from only those Business Schools that are within drivable distance to any School anywhere in the world. How can Schools ensure that talented students look to domestic learning options, rather than to overseas and/or online providers?

This panel session will discuss the impact of internationalisation on Business Schools in Latin America and the challenges and opportunities which have accompanied it.

Chair: Peter Yamakawa, Dean, ESAN Graduate School of Business, Universidad ESAN

Panellist: Juan Esteban Escalante Gómez, Director of the MBA, Universidad EAFIT

Panellist: Liliana López Jiménez, Dean, School of Management, Universidad Externado de Colombia

Panellist: Virginia Lasio, former Dean and Professor of Organisational Behaviour, ESPAE Graduate School of Management, ESPOL

Session 13: Building the pillars of the new classroom**10.15–11.00**

In higher education, a strong set of pillars is needed to provide an open platform for productive and supportive learning for students. This is not new.

The education landscape continues to change in response to:

- The evolution towards more student-centric, face-to-face and online education
- The growing overlap between competency-based learning and degree-based learning
- Rapid advances in technologies for education

Finding a solid foundation for the future must be a priority for IT managers who want to transform their institutions. Find out more in this session.

Andrés Laserna, Regional Director, Canvas by Instructure

Networking and refreshment break**11.00–11.30**

Session 14: Education partnerships and student-centric innovations in a hybrid world**11.30–12.00**

The focus on community and connection has become more critical to higher education than ever before. In moments of profound transformation and disruption, Business Schools need to be quicker in adapting, bolder in defining their identity and commitment to diversity, and more open to new innovations and models of collaboration.

We've seen the nearly ubiquitous integration of digital technologies at the heart of the learning and teaching experience. The future as demanded by Gen Z is hybrid and personalised.

How can Schools best support students to navigate their personal and professional transformation in a way that nurtures their individual development and collaborative skills, and prepares them to become culturally and socially aware leaders with the requisite technological skills?

In this session, Imperial College Business School's Vice Dean, Leila Guerra, will share her insights and perspectives.

Leila Guerra, Vice Dean (Education), Imperial College Business School

Session 15: In conversation with John Quelch**12.00–12.45**

John Quelch is Dean of the University of Miami Herbert Business School and was previously Dean of the China Europe International Business School (CEIBS) and London Business School, as well as Senior Associate Dean at Harvard Business School.

He is therefore one of the most knowledgeable people on the subject of management education of our time.

Discover John Quelch's views on the future of Business Schools in the US and how MBA programmes can best evolve in the post-Covid-19 era, as he talks to AMBA & BGA's CEO, Andrew Main Wilson.

Andrew Main Wilson, CEO, AMBA & BGA

John Quelch, Dean, Miami Herbert Business School and Vice Provost of University of Miami

Networking lunch**12.45–13.45****Post-conference cultural networking excursion****14.00–18.00**