

A nighttime photograph of a city skyline, likely Chicago, featuring the Willis Tower and other skyscrapers illuminated against a dark blue sky. A bridge with lights is visible in the foreground over a body of water, with reflections visible. A pink rectangular box is overlaid in the top right corner.

**MBA
WORLD
SUMMIT
2021.**

Official Playbook

For the pinnacle
international
gathering of the
global MBA
community

May 12th - 14th, 2021

Gude!

is how we greet our friends in Frankfurt, Germany, where Yannick Reiss & Thomas Fuchs conceived the idea for a cross-industrial, international networking event, connecting the worlds most inspiring MBAs. Since then, the event has ventured all over the globe - with pit stops in the metropolises of Hong Kong, Barcelona, Miami, Berlin, Cape Town & Sydney.

This year's MBA World Summit presents a premiere in that it is the first truly global event we have organized, with attendees joining us from their workstations all over the world. The challenges to an event like this year's MBA World Summit have been very different to what we have experienced so far, but so are our participant's expectations to the event. We see this as an opportunity to become creative once again and re-evaluate the issues that are really pressing nowadays.

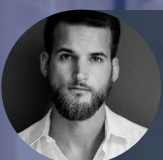
Let's create great memories, insights and even friendships in these 3 inspiring days ahead - this year from home but still close to each other!

This document will be your playbook for the MBA World Summit 2021. You will learn more about the panel discussion's participants, each Summit Laboratory Session (SLS) and the Key Note Speakers. You will also be able to directly join the individual Zoom-sessions via the agenda on page 4. Last but not least, you'll get some useful instructions which we recommend you read before Wednesday, to make each attendee's experience as fulfilling and smooth as possible.

The MBA World Summit has come a long way and we are incredibly thankful to have you by our side. After all it is you who shapes the event, who brings individual experiences to the table to mutually enrich one another on our future paths.

See you online!

Cheers!



Yannick N. Reiss
Founder of the MBA World Summit



Nick Rohrbeck
Head of the Organizing Committee
to the MBA World Summit

Instructions

For the MBA World Summit to run as smooth as possible, we have identified a general “Code of Conduct” for you:

1. If you haven't done so yet, please download the free Zoom client for meetings on your PC/Laptop via this [Link](#)
2. Please use your real name on Zoom (first name and second name)
3. Make sure that your surroundings are quiet and that your internet connection is sufficient
4. Once you enter the Lobby, *please* turn on your camera as networking is always more fun once you see who you are talking to
5. We encourage you to keep your microphone muted as long as you are not speaking. If you would like to say something, make use of the chat- or the „raised-hand“-function to indicate a contribution
6. Be on time for your SLS. This way, you'll have enough time for your own presentation and the SLS after you can start as planned.
7. Last, but not least: Make sure you feel comfortable with your environment; stock up on snacks and drinks, we will provide short breaks in between sessions.

The Agenda

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Wednesday, May 12th

2pm - 3:30pm CEST	Official Opening - Speed-Dating	Access
3:30pm - 5pm CEST	Panel Discussion	Access

Thursday, May 13th

1:50pm - 2pm CEST	Get-together	Access
2pm - 2:45pm CEST	Summit Laboratory Sessions (SLS) Slot 1*	
2:45pm - 3:30pm CEST	SLS Slot 2	
3:30pm - 4:15pm CEST	SLS Slot 3	
4:15pm - 4:30pm CEST	Break	
4:30pm - 5:15pm CEST	SLS Slot 4	
5:15pm - 6pm CEST	SLS Slot 5	
6pm CEST	Optional Mingeling	

Friday, May 14th

1:50pm - 2pm CEST	Get-together	Access
2pm - 3pm CEST	Jeetendr Sedhev <i>Building your personal brand - beyond the Kim Kardashian principle</i>	
3pm - 4pm CEST	Prof. Dr. Selin Atalay <i>The Impact of fear and control on purchase behaviour</i>	
4pm - 5pm CEST	Dr. Marco Lemessi <i>SERVE to lead</i>	
5:15pm - 6pm CEST	Prof. Dr. Dr. Afschin Gandjour <i>Coronavirus pandemic: Testing, vaccination, lockdown: costs, prices, benefits and risks</i>	
6pm - 6:15pm CEST	Prof. Dr. Nils Stieglitz - Dean of the Frankfurt School <i>Goodbye & Thank You</i>	
6:15pm - 7pm CEST	Tim-Eisenmann-Award Ceremony - Resolution	

The Panel Discussion

Urban life and the pandemic: What does it take to revive city life?

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Frankfurt is Germany's most international and dynamic city. It is home to one of Europe's biggest airports and one of the continent's most significant financial centres. The European Central Bank and many DAX listed corporates are headquartered here. Urban life, which used to be vibrant and a driver for national economic sectors, such as retail and hospitality, has come to a standstill due to the pandemic and the wider impact of social distancing rules.

In the panel discussion, we want to address challenges that cities face with regard to the pandemic and its effects: general social life in the streets, shopping, night life, cultural life, business and business development, the labour and the real estate market.

Three panellists will present their relevant insights and viewpoints in short opening statements followed by a moderated discussion amongst the panellists. Thereafter, all participants are invited to share their views and ask questions contributing to a lively exchange of ideas and, ideally, inspiring new hope for reviving urban life.

Angelika Werner, Vice President Strategic Relations at Frankfurt School, will introduce the panellists and moderate the discussion.

Katja Böhme

Katja Böhme used to be Head of Marketing and Communications at the *Frankfurt Bookfair*, the leading international book fair. For ten years, Katja played a key role in transforming the fair into a marketplace for publishing content of all kinds (literature, children's books, scientific databases, etc.). Today, Frankfurt Bookfair is the global hub of the international rights and licensing trade. Furthermore, Katja was a key player in extending the fair's reach beyond the exhibition centre into the city of Frankfurt. She established the *Bookfest*, a literary and cultural festival for the citizens, visitors and readers. It quickly developed into a lighthouse significantly contributing to cultural and night life. In January 2021, Katja founded her own business. Today, she advises foundations, social enterprises and corporations on developing and implementing utopian ideas that serve all their stakeholders' demands and interests. She will outline how trade fairs and industry sectors catering to their needs (hospitality, travel, handicraft, etc.) enrich urban life. She will also explain why and how B2B-focussed companies benefit from offering services for their final customers and embed a B2C perspective in their strategies. What kind of utopian framework is needed for companies to shape urban life in these times? Which industry sectors, companies or social enterprises could take on a pioneering role in this matter?

Eric Menges

Eric Menges is President & CEO of *FrankfurtRheinMain GmbH International Marketing of the Region* which was founded by districts, towns and cities in the FrankfurtRhineMain region. Its task is to present and actively market the numerous regions' strengths internationally so companies from all over the world run their business from FrankfurtRheinMain. Headquartered at the international airport, FrankfurtRheinMain GmbH has offices in London, Chicago, Tokyo, Shanghai and Pune which are the first stop for all questions concerning starting a business or an affiliate company in Frankfurt and the Rhein-Main area. FrankfurtRheinMain GmbH is the central point of contact in the region for all inquiries concerning the establishment of companies from abroad. Eric travels the world to learn about entrepreneurs' and managers' demands with regard to settlement in Germany. He will outline the strengths of the FrankfurtRhineMain region compared to other cities and regions, and identify what needs to be done to maintain or even improve its competitive advantages.

Marcus Michel

Marcus Michel, Frankfurt School Alumnus, Class of 1997, has worked as an HR consultant for more than two decades, and in an entrepreneurial capacity for most of that time. Today he is one of the Managing Partners of the global group *contagi*, a specialist provider of executive search and advisory services supporting international clients from offices in Germany, Switzerland and China. Marcus spent his professional and private life in Frankfurt and the Rhine-Main area. He will share with us why it is still difficult to attract top talent for Frankfurt-based companies and what needs to be done to make it a more attractive place for globally mobile talent. Naturally, he will share his insights on how the labour market develops in Germany and particularly in Frankfurt.

Marcus serves many real estate clients and thus he was able to gain many insights into this industry, its challenges and development. As buildings make cities we want to touch the real estate sector in our panel discussion. Will the trend to work remotely be sustainable? Will there be less demand for office space? What does this mean for retailers, cafés and restaurants who used to rely on the commuters and office workers? (How) Can we maintain the diverse range of offerings our cities provide?

Breakout Room 1

Thursday, May 13th

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SLS will be held simultaneously in individual Breakout Rooms. The following 5 pages will give you an idea on what to expect from each individual session

2pm - 2:45pm CEST



Tshediso Khuzwayo
IE University
tba

2:45pm - 3:30pm CEST



Katrina Schiedemeyer
Louisiana State University
Transforming Communities Through Project Management

4:30pm - 5:15pm CEST



Abdulaziz Al Othman
IE Business School
The Journey of Digital Transformation

5:15pm - 6pm CEST



Kapil Mathur
Indian Institute of Management, Bangalore
Corporate "Intrapreneurship" 101

Breakout Room 2

Thursday, May 13th

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2pm - 2:45pm CEST



Akshat Sapra
ESADE

Automotive Industry - Trends and Insights

2:45pm - 3:30pm CEST



Atasi Kar
Indian Institute of Management, Bangalore
Dial "D" for Digital

3:30pm - 4:15pm CEST



Namrata Sinha
University of Cambridge
How can Businesses Make a Positive Social Impact Profitably?

4:30pm - 5:15pm CEST



Ozavize Daniyan
Lagos Business School
Achieving High Performance, Even in the Midst of a Pandemic

5:15pm - 6pm CEST



Srishti Marwah
NUS Business School
Diversity, Equity, Inclusion and Allyship at the Workplace

Breakout Room 3

Thursday, May 13th

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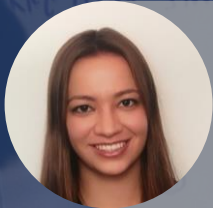
2:45pm - 3:30pm CEST



Alejandro Ortiz
Macquarie University

Discovering your-SELF to Become a Great Manager

3:30pm - 4:15pm CEST



Chloe Burles
London Business School
46 Days in the Desert

4:30pm - 5:15pm CEST



Abhijit Sharma
University of Hong Kong
Business and Sustainability

5:15pm - 6pm CEST



Pazhani Raj Thanuj Chandrasekharan
S.P. Jain Institute of Management and Research, Mumbai
From Smart to Wise: The Art of Business with Purpose

Breakout Room 4

Thursday, May 13th

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2pm - 2:45pm CEST



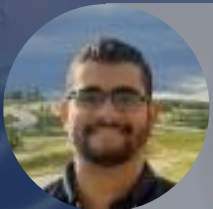
Fangfang Chu
Mannheim Business School
Why Innovation Dies out in Corporations

2:45pm - 3:30pm CEST



Himanshu Kolhekar
Macquarie University
Roadmap to Become an Intrapreneur

3:30pm - 4:15pm CEST



Ebad Naqvi
Hult University
Green Energy

4:30pm - 5:15pm CEST



Nitin Durai Ramnath
ESADE
Brazing a Business Storm

5:15pm - 6pm CEST



Othman Zeroual
HEC Montréal
Rock the Chain: A Digital Commodity Trading Simulation

Breakout Room 5

Thursday, May 13th

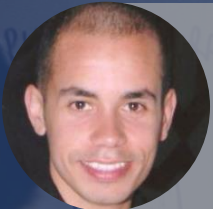
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2pm - 2:45pm CEST



Niharika Singh
Macquarie University
Keeping the People out of the Problem

2:45pm - 3:30pm CEST



Mohamed Hicham Chraibi
Groupe ISCAE
The Impact of 5G

3:30pm - 4:15pm CEST



Steven Sevilla
Alliance Manchester Business School
Healthcare Yesterday, Today and Future -
Digital Pipeline

4:30pm - 5:15pm CEST



Mohansingh Ramola
The University of Hong Kong
Power of Collaboration, Inclusivity and Seeking
Excellence

5:15pm - 6pm CEST



Ehsan Allahyar Parsa
ICU Scholar
Shark Tank - Switching Sides: How to Not Only Tame
Sharks but Become One Yourself!

The Key Notes

Friday, May 14th

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2pm - 3pm CEST



Jeetendr Sehdev - Building Your Personal Brand - Beyond the Kim Kardashian Principle

Described by Variety as “The best in the business,” Harper’s Bazaar as “the most relevant voice of the social media era,” and named Esquire’s Influencer Of The Year, Jeetendr Sehdev is a media personality, the world’s leading celebrity branding expert, and a New York Times best-selling author.

3pm - 4pm CEST



Prof. Dr. Selin Atalay - The Impact of Fear and Control on Purchase Behaviour

Selin Atalay is Professor of Marketing at Frankfurt School of Finance & Management since September 2014. Before joining the Frankfurt School of Finance & Management, she has been an Associate Professor of Marketing at HEC Paris and Assistant Professor at Bilkent University. Selin Atalay holds a Ph.D. in Marketing from Penn State University.

4pm - 5pm CEST



Dr. Marco Lemessi - SERVE to Lead

With over 20 years in the business as an engineer and team leader, Dr. Marco Lemessi has spoken at tens of international conferences and events, mainly in topics related to Discrete-Event Simulation, Optimization, Data Analytics, and Machine Learning. Native of Rome, Italy, Dr. Lemessi started his career as a consultant and lecturer at the Universities of Rome and Perugia. Later on, he lived and worked in the United States prior to relocating to Germany in 2007, where he still lives.

5pm - 6pm CEST



Prof. Dr. Afschin Gandjour - Coronavirus pandemic: Testing, vaccination, lockdown: costs, prices, benefits and risks

Afschin Gandjour is a medical doctor, health economist and philosopher. His research focuses on cost-effectiveness analysis, decision modeling, and value-based pricing of pharmaceuticals. He ranks in terms of research productivity among the top professors in business administration in Germany, Austria, and Switzerland (#6 in 2012 and #12 in 2014 out of >2000, according to ranking by the newspaper Handelsblatt).

QX-Quarterly Crossing GmbH
Lerchesberggring 96
DE - 60598 Frankfurt
Phone: +49 69 299 255 51
www.mbaworldsummit.com
www.quarterly-crossing.com



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