

**AMBA & BGA GLOBAL CONFERENCE FOR  
DEANS AND DIRECTORS: PROGRAMME  
10-13 MAY 2026**

**SUNDAY 10 MAY**

**14.00 – 18.30**

**Pre-conference networking tour**

**MONDAY 11 MAY**

**08.30 – 10.00**

**The MBA Directors Club**

**10.15 – 12.15**

**Pre-conference workshop: Recruit them. Engage them. Prepare them: the strategic role of presentations in business education**

In an increasingly competitive and AI-shaped education landscape, presentation is no longer a delivery tool — it is a strategic capability. From first touchpoint to final assessment, how ideas are communicated can materially influence student choice, engagement, and graduate readiness.

For business schools, this raises critical questions: How much does the quality of a single presentation shape a prospective student’s perception of your institution? How can faculty use presentation design and delivery more intentionally to sustain attention and deepen learning? And in an era where AI can generate content instantly, what distinguishes truly effective human communication?

This workshop is built on a clear premise: presentation skills are not a ‘soft’ competency, but a core driver of student engagement, learning impact, and employability outcomes.

Drawing on real-world case studies from presentation agency 356labs, this highly interactive session will explore how presentations can be leveraged at three critical levels:

- Attraction: influencing prospective student decision-making
- Engagement: enhancing teaching effectiveness and attention in the classroom
- Preparation: equipping students with the communication skills demanded by employers

	<p>Through live demonstrations, practical examples, and peer discussion, participants will gain a sharper understanding of how to embed presentation excellence into both pedagogy and student development.</p> <p>Expect a fast-paced, example-rich session designed to challenge assumptions and provide immediately applicable insights.</p>
<b>12.00 – 13.00</b>	<b>Registration and networking lunch</b>
<b>13.00 – 13.15</b>	<p><b>Welcome</b></p> <ul style="list-style-type: none"> <li>• Andrew Main Wilson, CEO, AMBA &amp; BGA</li> <li>• Wendy Loretto, Chair: of AMBA &amp; BGA</li> </ul>
<b>13.15 – 13.20</b>	<b>AMBA &amp; BGA video docuseries: Season 3 trailer</b>
<b>13.20 – 13.55</b>	<p><b>Keynote 1: Leadership with impact in changing environments</b></p> <p>In a world shaped by rapid technological change, uncertainty, rising societal expectations and the spread of disinformation, leadership with impact requires more than strategy and execution. It requires trust - and the ability to build organisations that are both credible and commercially successful.</p> <p>In this session, Belén Frau will share insights from her international business experience on how organisations can lead with impact while navigating complexity and constant change. Drawing on real-world examples from leading a global brand, she will explore how purpose, culture and clear vision translate into decisions that build long-term credibility and sustainable growth. The session will reflect on the key ‘ingredients’ of effective leadership today, and how organisations can strengthen brand trust and responsible brand building while continuing to create business value. For business schools shaping the next generation of leaders, understanding this intersection has never been more critical.</p> <p><b>Speaker:</b></p> <p>Belén Frau, Global Communications Director at Ingka Group (IKEA) and member of the advisory board of Deusto Business School</p>
<b>13.55 – 14.30</b>	<p><b>Keynote 2: Designed to develop judgment: simulation-based learning in the GenAI era</b></p> <p>Traditional debriefs focus on what students did. Now we can reveal how they thought.</p> <p>In this session, our Speakers: will share how AI can amplify learning rather than shortcut it. Students use a context-aware AI Coach - one that understands where students are in the simulation and what they’re wrestling with - to build judgment and critical thinking skills. Instructors use an AI Assistant to surface insights and focus on what matters most - facilitating discussion and guiding reflection.</p>

This session will share faculty experience from courses with 100+ students and demonstrate how managing cognitive load sparks deeper engagement. It will also explore a digital-analog assessment approach where team-specific questions - drawn from each team's own simulation journey - meet pen-and-paper deliberation, with encouraging results for both learning and integrity.

Join us for a look inside simulation-based classroom where AI elevates both teaching and learning.

**Speakers:**

- Olivier Malafronte, Executive coach, PhD in AI Coaching & Leadership Development, Associate Professor at Université Côte d'Azur, and Cofounder at Magif.ai
- Veijo Kyosti, CEO, Cesim Business Simulations

**Breakout 1: Online assessments and monitoring in an AI world**

Artificial intelligence is reshaping education, offering powerful tools for personalised learning, adaptive feedback, and efficient assessment. However, it also introduces challenges around academic integrity. This session explores AI's dual role in online assessments - as both an enabler for educators and a potential tool for misuse by students. It will examine how technologies such as secure proctoring and AI-driven detection can protect assessment integrity while respecting privacy and fairness. Ethical considerations are central, with a focus on using AI to enhance learning rather than undermine credibility.

Key themes include balancing innovation with responsibility, ensuring transparency in monitoring, and fostering trust between educators and students. Attendees will gain practical insights into integrating AI responsibly - supporting academic standards, student development, and a future where technology and ethics must coexist.

**Speakers:** Coming soon

14.35 – 15.20

**Breakout 2: Leading the AI transition: institutional strategies for human–AI collaboration**

This session will guide participants through the transition from simply using AI tools to building a shared, institution-wide approach to human–AI collaboration. AI in higher education isn't just about adopting new technology — it's about rethinking how teaching, learning, and operations are designed around genuine partnership between people and AI.

In this interactive workshop, we will demystify core AI capabilities and show how they connect to practical, everyday strategies across diverse institutional contexts. Participants will experience live demonstrations and guided discussion that translate into approaches elevating faculty expertise, student ownership of learning, and shared institutional practice.

The session will explore how to design AI-integrated learning experiences, develop tools

tailored to your context, and build collaborative ways of working that grow across departments and disciplines — driving institutional innovation while ensuring graduates are equipped to thrive in an increasingly AI-integrated professional landscape.

**Speakers:**

- Meredith Lancaster, Director of Customer Experience, BoodleBox
- Sean Traigle, Executive Vice President, BoodleBox
- Zack Kinzler, Head of Human AI Solutions, BoodleBox

**Breakout 3: Co-creating the future of AMBA & BGA accreditation: a Dean's session**

The business education landscape is changing and the global community is facing increasingly pressing challenges, as well as embracing new opportunities. AMBA & BGA are in the process of reviewing and updating their accreditation standards and want to consult with you, as key Business School leaders, on shaping your future.

This session will draw upon recent AMBA & BGA research to stimulate a discussion about any changes needed in accreditation standards and processes to ensure accreditation - and indeed the whole AMBA & BGA offering - remains relevant, useful and supportive.

**Chair:**

Wendy Loretto, Chair: of AMBA & BGA

**Breakout 4: Turning insight into action: research and support from AMBA & BGA**

Business schools are navigating growing competition, shifting student expectations, and the need to build lasting relationships with their graduates.

Drawing on recent AMBA & BGA research into business schools this session will explore the key challenges and opportunities shaping the student journey today. The discussion will connect these insights directly to the support AMBA & BGA offer member schools - from tools and guidance that strengthen recruitment and programme design, to initiatives that help maintain meaningful engagement throughout the business school journey. The session will close with a look at the wider membership benefits available through AMBA & BGA for schools, students, and graduates.

**Speakers:**

- Leonora Clement, Head of Marketing and Communications, AMBA & BGA
- Ellen Buchan, Insight, Content & PR Manager, AMBA & BGA
- Debbie Kemp, Director of Business School Engagement, AMBA & BGA

**15.20 – 15.50**

**Networking and refreshment break**

<p><b>15.55 – 16.30</b></p>	<p><b>Keynote 3: Learner attention in executive programmes: what learning science and practice reveal</b></p> <p>Learners with a high level of seniority are motivated, time-pressed, and increasingly shaped by AI-driven work habits. They arrive in executive programmes and EMBA's with high expectations, but also with attention patterns that can work against deep learning: constant connectivity, parallel workstreams, and a growing tendency to delegate cognitive effort to technology. For programme leaders, this raises a strategic question: how do we structure learning experiences that produce lasting outcomes, not just high satisfaction scores?</p> <p>This session explores what cognitive science tells us about the conditions under which attention leads to durable learning, and where executive programme formats tend to fall short. Drawing on examples from HEC Paris Executive Education, Pontificia Universidad Católica de Chile, and other institutions, Andrea Montoliu will share practical approaches that programme leaders and faculty teams can apply to their own contexts.</p> <p><b>Speaker:</b> Andrea Montoliu, Head of Iberian Markets and LATAM, Wooclap</p>
<p><b>16.30 - 16.50</b></p>	<p><b>Keynote 4: The happiness economy: redefining business school priorities</b></p> <p>In an increasingly uncertain and unstable world, politically, economically and environmentally, the Himalayan Kingdom of Bhutan represents, literally and symbolically, a breath of fresh air. Bhutan is the world's first and only carbon-negative country and uniquely measures citizen satisfaction not through financial GDP, but in terms of Gross National Happiness. GNH is a holistic philosophy, prioritising collective well-being, cultural preservation, environmental conservation and good governance. How is Gross National Happiness measured and how do you best embed these principles in business school curricula?</p> <p>Appointed by His Majesty the King of Bhutan in 2024, Chewang Rinzin is Vice Chancellor of the Royal University of Bhutan and will share his perspectives on Gross National Happiness and explain how the principles are embedded within the University's Gedu College of Business Studies, who have recently joined BGA as a member school.</p> <p><b>Speaker:</b> Chewang Rinzin, Honourable Vice Chancellor, Royal University of Bhutan</p>
<p><b>16.55 – 17.45</b></p>	<p><b>Breakout 5: What's hot in English Testing and Business School admissions: AI, geopolitics and the test provider landscape.</b></p> <p>The English language testing market is moving faster than ever. AI is reshaping how proficiency is assessed, geopolitics is redrawing student mobility patterns, and the provider landscape is expanding, all simultaneously. This session is built around three live questions facing admissions teams right now:</p> <ul style="list-style-type: none"> <li>• What does AI-driven assessment mean for fairness and institutional trust?</li> <li>• How are shifting mobility patterns changing applicant flows?</li> </ul>

- And how do admissions teams make principled decisions in a more crowded provider market?

Perspectives will be introduced from conversations across UK and European Business Schools in this insightful session.

**Speakers:**

- Elie Bechara, Senior Strategic Engagement Manager (Europe), Duolingo
- Tamsin Thomas, Senior Strategic Engagement Manager (UK), Duolingo
- Ross Porter, Associate Director, Visa Compliance & Financial Aid, London Business School
- H el ene Duranton, Head of the Languages, Cultures & Communication Department & Associate Dean – Student Experience, MBS School of Business

**Breakout 6: Coming soon**

**Breakout 7: The Silk Road Network**

The Silk Road Entrepreneurship Education Network (SREEN) promotes initiatives in leadership skills development and industrial partnerships through collaborative platforms and workshops. In this session, Speakers: will share their latest progress in competence development and school-industrial partnerships under digital transformation and green transformation strategies as part of the joint Belt & Road Initiative.

**Chair:**

Zhongming Wang, President of SREEN, Zhejiang University China and International Advisor for China

**Speakers:**

- Luigi Gangitano, Chief of Digital Innovation, POLIMI School of Management
- Eddy S. Fang, Dean of the International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University
- Eva Khong, Associate Professor and Associate Dean of the Faculty of Finance in City University of Macau
- Zhuquan Wang, Dean of the Management College at Ocean University of China

**Breakout 8: Maximising accreditation opportunities with AMBA & BGA**

This session will begin with an introduction to the Business Graduates Association (BGA), AMBA's sister brand, exploring its distinctive features and the opportunities available through membership, validation and accreditation. It will explore how eligible business schools can benefit from holding both AMBA and BGA accreditation and how these pathways can complement each other.

The second part of the session will focus on AMBA accreditation, outlining key criteria, common challenges and best practices for a successful assessment. Ideal for business schools

at any stage of the accreditation or re-accreditation journey, it will provide valuable insights to enhance your institution's credibility and global positioning.

**Speakers:**

- Steef van de Velde, Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)
- George Iliev, Accreditation Director and Director of Strategic Projects & Innovation, AMBA & BGA

19.30 – 21.45

**Evening reception at Bernabéu Stadium**

**TUESDAY 12 MAY**

07.45 – 09.00

**Showcasing Session**

In this session, Deans from AMBA & BGA business schools in China will present one distinctive feature of their institution that differentiates them in the market within China and/or internationally. This intensive briefing will showcase unique aspects of business education in China through the lens of more than a dozen Chinese deans. Their brief keynotes will boil down the essentials of the strategic vision and specialisation of each institution into a single characteristic. The briefing will present a series of insightful takeaways and attendance is an absolute must for all international delegates who are looking to develop partnerships with Chinese institutions.

**Hosted by:**

- Zhongming Wang, International Adviser for China, AMBA & BGA
- George Iliev, Accreditation Director and Director of Strategic Projects & Innovation, AMBA & BGA

09.00 – 09.35

**Keynote 5: Leading high-performance teams in complex environments**

In this session top deans will share insights on navigating the toughest challenges in business school leadership - from competing priorities and technological disruption to team alignment under pressure. It will explore common problems leaders face, including sustaining motivation, fostering collaboration, and making decisions in ambiguity. Through real-world examples and interactive discussion, attendees will learn practical strategies to build resilient, high-performing teams that thrive in complex environments and drive lasting impact across their institutions.

**Chair:**

Debbie Kemp, Director of Business School Engagement, AMBA & BGA

**Speakers:**

- Lisa Hehenberger, Dean, Esade Business School
- Horacio Arredondo, Dean, EGADE Business School & School of Business at Tecnológico de Monterrey
- Catherine Duggan, Dean, UCT Graduate School of Business
- Sherif Kamel, Professor of Management and Dean, Onsi Sawiris School of Business at The American University in Cairo

**Keynote 6: Human-led, AI-enabled: advancing business through technology, innovation and entrepreneurship**

During a Q&A with AMBA & BGA CEO, Andrew Main Wilson, Professor Peter Todd, Dean of Imperial Business School, will discuss how being human-led but AI-enabled can create economic opportunity for a prosperous and healthy world. Drawing on the School's unique position as Europe's only major business school embedded in a world-class STEM university, the discussion will cover how AI is being embedded across curricula, research and industry collaboration to equip future leaders with the technical, strategic and ethical capabilities required in an AI-driven world, keeping people at the centre of organisational success. The conversation will address the opportunities and challenges AI presents for organisations and society, highlighting the importance of a human-first approach that ensures technology enhances and leverages, rather than replaces, human decision-making, while driving innovation, productivity and long-term societal benefit.

**Speaker:**

Peter Todd, Dean, Imperial Business School and Professor of Information Technology

**Keynote 7: From day zero to lifelong loyalty: the all-in-one community ecosystem**

A healthy student community doesn't begin at orientation- it begins the moment a student is admitted. To ensure institutional vitality, Business Schools must foster a sense of belonging months before classes start and sustain that momentum throughout the entire academic journey.

This session explores how CampusGroups by Ready Education serves as a unified, all-in-one digital ecosystem for the full student lifecycle. It will discuss how a single platform bridges the 'communication gap' for admitted students to eliminate 'summer melt', while simultaneously powering a vibrant on-campus experience. From managing student-led clubs to centralising professional networking, it will show how to keep students deeply engaged in real-time. By centralising this journey, schools gain a strategic command centre with AI-integrated Data Intelligence to make informed, proactive decisions. Discover how Business Schools can seamlessly scale their communities, turning prospective candidates into successful students and highly engaged, lifelong global ambassadors.

**Speaker:**

Olta Muçaj, Head of International Partnerships (EMEA & APAC), Ready Education

10.45 – 11.15

**Networking and refreshment break**

**Breakout 9: Who's in control? Human–AI First pedagogy for responsible business education**

Business schools must prepare graduates for an AI-driven economy while safeguarding academic integrity, quality, and trust. Human–AI First is a scalable pedagogy that uses GenAI to augment—rather than replace—human reasoning, judgement, and creativity, focusing on leading with AI, not just understanding it.

It develops four core outcomes: understanding how GenAI works and fails; critically evaluating outputs; designing responsible applications; and applying ethical and governance boundaries. Using Alexandria, a custom LLM by UBI and Publicis, this session demonstrates practical learning design.

Participants will explore activity templates, an AI-assisted assessment rubric, and a governance checklist covering policy, integrity, transparency, privacy, and faculty enablement.

**Speakers:** Coming soon

**Breakout 10: Coming soon**

11.20 – 12.05

**Breakout 11: Designing and leading specialised programmes**

In this session experienced programme leaders will share insights on creating high-impact specialised programmes that meet industry needs, attract niche talent, and differentiate schools. It will explore common challenges, including aligning curriculum with evolving market demands and engaging diverse student cohorts. Through real-world examples and interactive discussion, attendees will gain practical strategies for building academically rigorous, professionally relevant programmes that strengthen industry connections, enhance graduate success, and boost the school's reputation.

**Chair:**

- Dane Anderton, Director of MBA Programmes, University of Liverpool Management School

**Speakers:**

- Jan Ehlers, Director Executive Education & Business Solutions, Kuehne Logistics University (KLU)
- Vasile Alecsandru Strat, Dean, Bucharest Business School, Bucharest University of Economic Studies
- Oksana Gerwe, MBA Director and Director of Accreditation & Quality, UCL Global Business School for Health

**Breakout 12: Coming soon**

**Breakout 13: Online assessments and monitoring in an AI world**

Artificial intelligence is reshaping education, offering powerful tools for personalised learning, adaptive feedback, and efficient assessment. However, it also introduces challenges around academic integrity. This session explores AI's dual role in online assessments - as both an enabler for educators and a potential tool for misuse by students. It will examine how technologies such as secure proctoring and AI-driven detection can protect assessment integrity while respecting privacy and fairness. Ethical considerations are central, with a focus on using AI to enhance learning rather than undermine credibility.

Key themes include balancing innovation with responsibility, ensuring transparency in monitoring, and fostering trust between educators and students. Attendees will gain practical insights into integrating AI responsibly - supporting academic standards, student development, and a future where technology and ethics must coexist.

**Speakers:** Coming soon

**Breakout 14: Leading the AI transition: institutional strategies for human–AI collaboration**

12.10 – 12.55

This session will guide participants through the transition from simply using AI tools to building a shared, institution-wide approach to human–AI collaboration. AI in higher education isn't just about adopting new technology — it's about rethinking how teaching, learning, and operations are designed around genuine partnership between people and AI.

In this interactive workshop, we will demystify core AI capabilities and show how they connect to practical, everyday strategies across diverse institutional contexts. Participants will experience live demonstrations and guided discussion that translate into approaches elevating faculty expertise, student ownership of learning, and shared institutional practice.

The session will explore how to design AI-integrated learning experiences, develop tools tailored to your context, and build collaborative ways of working that grow across departments and disciplines — driving institutional innovation while ensuring graduates are equipped to thrive in an increasingly AI-integrated professional landscape.

**Speakers:**

- Meredith Lancaster, Director of Customer Experience, BoodleBox
- Sean Traigle, Executive Vice President, BoodleBox
- Zack Kinzler, Head of Human AI Solutions, BoodleBox

### **Breakout 15: Co-creating the future of AMBA & BGA accreditation: a Dean's session**

The business education landscape is changing and the global community is facing increasingly pressing challenges, as well as embracing new opportunities. AMBA & BGA are in the process of reviewing and updating their accreditation standards and want to consult with you, as key Business School leaders, on shaping your future.

This session will draw upon recent AMBA & BGA research to stimulate a discussion about any changes needed in accreditation standards and processes to ensure accreditation - and indeed the whole AMBA & BGA offering - remains relevant, useful and supportive.

**Chair:**

Wendy Loretto, Chair: of AMBA & BGA

### **Breakout 16: Turning insight into action: research and support from AMBA & BGA**

Business schools are navigating growing competition, shifting student expectations, and the need to build lasting relationships with their graduates.

Drawing on recent AMBA & BGA research into business schools this session will explore the key challenges and opportunities shaping the student journey today. The discussion will connect these insights directly to the support AMBA & BGA offer member schools - from tools and guidance that strengthen recruitment and programme design, to initiatives that help maintain meaningful engagement throughout the business school journey. The session will close with a look at the wider membership benefits available through AMBA & BGA for schools, students, and graduates.

**Speakers:**

- Leonora Clement, Head of Marketing and Communications, AMBA & BGA
- Ellen Buchan, Insight, Content & PR Manager, AMBA & BGA
- Debbie Kemp, Director of Business School Engagement, AMBA & BGA

**13.00 – 13.35**

### **Keynote 8: Supporting faculty through assessment redesign: balancing authenticity, academic integrity, and innovation**

Business schools have long led the way in moving beyond the lecture hall, embracing case competitions, simulations, and live industry projects. However, the rapid democratisation of generative AI has created a new paradox: the very "authentic" take-home assessments designed to simulate real-world work are now the most vulnerable to academic misconduct. For academics, the challenge is no longer convincing faculty to innovate; it is supporting them as they redefine what original work looks like in a tech-saturated landscape.

This session explores how to maintain the rigor of a business school curriculum while evolving assessment to stay ahead of the curve. It will discuss strategies for supporting faculty who are navigating the exhaustion of constant redesign, focusing on how digital tools can be repurposed to validate the learning process rather than just the final deliverable.

	<p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>Ishan Kolhatkar, Global Client Evangelist, Inspira</li> </ul> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Julian Rawel, Director of MBA programmes, University of Edinburgh Business School</li> <li>Harveen Chugh, Director of the UCL Flex MBA, UCL School of Management</li> <li>Jones Odei-Mensah, Academic Director, Wits Business School, University of the Witwatersrand</li> </ul>
13.35 – 14.00	<p><b>Optional: Certificate celebration for AMBA &amp; BGA newly accredited &amp; re-accredited schools</b></p>
13.35 – 14.35	<p><b>Networking lunch</b></p>
14.35 – 15.20	<p><b>Breakout 17: What's hot in English Testing and Business School admissions: AI, geopolitics and the test provider landscape.</b></p> <p>The English language testing market is moving faster than ever. AI is reshaping how proficiency is assessed, geopolitics is redrawing student mobility patterns, and the provider landscape is expanding, all simultaneously. This session is built around three live questions facing admissions teams right now:</p> <ul style="list-style-type: none"> <li>What does AI-driven assessment mean for fairness and institutional trust?</li> <li>How are shifting mobility patterns changing applicant flows?</li> <li>And how do admissions teams make principled decisions in a more crowded provider market?</li> </ul> <p>Perspectives will be introduced from conversations across UK and European Business Schools in this insightful session.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>Elie Bechara, Senior Strategic Engagement Manager (Europe), Duolingo</li> <li>Tamsin Thomas, Senior Strategic Engagement Manager (UK), Duolingo</li> <li>Ross Porter, Associate Director, Visa Compliance &amp; Financial Aid, London Business School</li> <li>Hélène Duranton, Head of the Languages, Cultures &amp; Communication Department &amp; Associate Dean – Student Experience, MBS School of Business</li> </ul>
	<p><b>Breakout 18: Coming soon</b></p>
	<p><b>Breakout 19: The Silk Road Network</b></p> <p>The Silk Road Entrepreneurship Education Network (SREEN) promotes initiatives in leadership skills development and industrial partnerships through collaborative platforms and workshops. In this session, Speakers: will share their latest progress in competence development and</p>

school-industrial partnerships under digital transformation and green transformation strategies as part of the joint Belt & Road Initiative.

**Chair:**

- Zhongming Wang, President of SREEN, Zhejiang University China and International Advisor for China,

**Speakers:**

- Luigi Gangitano, Chief of Digital Innovation at POLIMI Graduate School of Management
- Eddy S. Fang, Dean of the International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University
- Eva Khong, Associate Professor and Associate Dean of the Faculty of Finance in City University of Macau
- Zhuquan Wang, Dean of the Management College at Ocean University of China

**Breakout 20: Maximising accreditation opportunities with AMBA & BGA**

This session will begin with an introduction to the Business Graduates Association (BGA), AMBA's sister brand, exploring its distinctive features and the opportunities available through membership, validation and accreditation. It will explore how eligible business schools can benefit from holding both AMBA and BGA accreditation and how these pathways can complement each other.

The second part of the session will focus on AMBA accreditation, outlining key criteria, common challenges and best practices for a successful assessment. Ideal for business schools at any stage of the accreditation or re-accreditation journey, it will provide valuable insights to enhance your institution's credibility and global positioning.

**Speakers:**

- Steef van de Velde, Former Dean and Professor of Operations Management and Technology, Rotterdam School of Management, Erasmus University (RSM)
- George Iliev, Accreditation Director and Director of Strategic Projects & Innovation, AMBA & BGA

15.25 – 16.00

**Keynote 9: From local signals to global impact: the Bloomberg approach to data-driven insight**

This session will share analysis of the news topics and content formats younger audiences are seeking out most and how that insight can be leveraged to engage with today's students. Hear directly from Bloomberg.com's global education lead as well as the Bloomberg Madrid newsroom. Bloomberg.com is the leading global platform for 24/7 live business and finance news, delivering real-time, data-driven insights. With a team of over 3,000 journalists and analysts across more than 100 bureaus worldwide, they help students and faculty excel in the classroom and in their future careers.

**Speakers:**

- Rodrigo Orihuela, Spain Bureau Chief, Bloomberg

- Ruben Adorno, Academic Partnership Manager, Bloomberg.com

16.00 – 16.30

**Networking and refreshment break**

**Breakout 21: Who's in control? Human–AI first pedagogy for responsible business education**

Business schools face a dual mandate: prepare graduates for an AI-shaped economy while protecting academic integrity, quality assurance, and trust. Human–AI First is a scalable pedagogy that integrates GenAI to augment - rather than replace - human reasoning, judgement and creativity. The goal is not merely to understand artificial intelligence, but to learn how to lead with it.

The approach operationalises four assessable outcomes: learners (1) understand how GenAI works and where it fails, (2) evaluate and verify AI outputs critically, (3) design responsible applications and workflows, and (4) apply ethical boundaries and governance constraints.

This session illustrates the model through Alexandria, a custom LLM developed by UBI and Publicis as a reference implementation for Human–AI First learning design. Participants will explore practical activity templates, an AI-assisted assessment rubric, and a governance checklist covering policy, academic integrity, transparency, privacy/data considerations and faculty enablement.

16.35 – 17.20

Takeaways: a one-page framework, sample assessments, faculty templates, and a sample roadmap for implementing Human–AI First.

**Speakers:** Coming soon

**Breakout 22: Coming soon**

**Breakout 23: Designing and leading specialised programmes**

In this session experienced programme leaders will share insights on creating high-impact specialised programmes that meet industry needs, attract niche talent, and differentiate schools. It will explore common challenges, including aligning curriculum with evolving market demands and engaging diverse student cohorts. Through real-world examples and interactive discussion, attendees will gain practical strategies for building academically rigorous, professionally relevant programmes that strengthen industry connections, enhance graduate success, and boost the school's reputation.

**Chair:**

- Dane Anderton, Director of MBA Programmes, University of Liverpool Management School

**Speakers:**

- Jan Ehlers, Director Executive Education & Business Solutions, Kuehne Logistics University (KLU)
- Vasile Alecsandru Strat, Dean, Bucharest Business School, Bucharest University of Economic Studies
- Oksana Gerwe, MBA Director and Director of Accreditation & Quality, UCL Global Business School for Health

**Breakout 24: Coming soon**

**18.20 – 22.30**  
(including  
travel time)

**Networking dinner at Castillo de Viñuelas**

**WEDNESDAY 13 MAY**

**Research workshop: a frontier of research development in the areas of AI digitalisation, globalisation and sustainable management.**

In this workshop, Deans and Directors from China and other parts of the world will present frontier research development among AMBA & BGA member schools. They will focus on the link between research achievements and innovative practices among MBA and business programmes in the areas of digital/AI transformation and green/SDG development. They will also discuss further collaborative opportunities with business schools in the region and around the world.

**08.30 – 09.15**

**Chair:**

Prof. Zhongming Wang, Director, Global Entrepreneurship Research Centre, Zhejiang University, International Advisor for China, AMBA & BGA

**Speakers:**

- Prof. Guangzhong Li, Dean, School of Management, Sun Yat-sen University, Guangzhou
- Prof. Jun Nie, Dean at Economic and Management School, Wuhan University
- Prof. Dan Yang, Dean, School of Economics & Management, South West University, Chongqing

09.15 – 09.30	<b>Docuseries showreel</b>
09.30 – 10.15	<p><b>Keynote 10: Award-winning digital transformation: lessons from the leaders</b></p> <p>Earlier this year at the AMBA &amp; BGA Excellence Awards 2026, BI Norwegian Business School won the Best Digital Transformation Award, with IIM Indore, POLIMI Graduate School of Management and Manchester Metropolitan University Business School achieving highly commended. Now, they come together to share their winning initiatives.</p> <ul style="list-style-type: none"> <li>• BI Norwegian Business School will explore its redesigned blended EMBA model, combining immersive in-person modules with live synchronous learning while preserving full academic rigour.</li> <li>• IIM Indore will showcase its broadcast-quality digital studio transforming executive education at scale.</li> <li>• POLIMI School of Management will reveal how its integrated FLOW ecosystem has streamlined operations and enhanced the student experience</li> <li>• Manchester Metropolitan University will present its HyFlex MBA, enabling seamless participation on campus or remotely.</li> </ul> <p>Together, they will offer practical insight into embedding digital transformation across pedagogy, systems and strategy.</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Lars Erling Olsen, Dean Executive Programmes/Professor of Marketing, BI Norwegian Business School</li> <li>• Himanshu Rai, Director, Indian Institute of Management Indore</li> <li>• Luigi Gangitano, Chief of Digital Innovation, POLIMI School of Management</li> <li>• Anastasia Kynighou, MBA Director, Associate Professor in HRM, Manchester Metropolitan University Business School</li> </ul>
10.15 – 10.50	<p><b>Keynote 11: Rearchitecting business education: aligning learning, work, and global expectations</b></p> <p>As the boundaries between classroom, workplace, and digital platforms continue to blur, business schools are being challenged to rethink their role, offerings, and long-term impact. Drawing on GMAC’s global research into prospective student preferences, employer hiring expectations, and application and mobility trends, this session explores how business education must evolve across three critical dimensions.</p> <ul style="list-style-type: none"> <li>• Value proposition: redefining what degrees signal in a world of modular credentials and portfolio-based learning.</li> <li>• Work alignment: mapping curriculum, skills development, and assessment to workforce needs in an AI-enabled economy.</li> <li>• Global reach: balancing international ambition with increasingly regional delivery realities.</li> </ul> <p><b>Speaker:</b></p>

	Nalisha Patel, Regional Director- Americas & Europe, GMAC
<b>10.50 – 11.20</b>	<b>Networking and refreshment break</b>
<b>11.20 – 12.05</b>	<p><b>Keynote 12: Future-proofing the MBA: from degree to lifelong learning ecosystem</b></p> <p>The MBA was built for a world where learning had an endpoint. That world no longer exists. Today, knowledge evolves faster than careers. The question is no longer what you learn in two years, but how you keep learning over forty. Business schools are responding - but in very different ways.</p> <p>Europe is designing structured solutions: modular credentials, stackable learning, and strong alumni ecosystems that extend education beyond the classroom.</p> <p>India faces a more immediate test - faster, more complex, and deeply instructive. With its scale and rising mid-career workforce, it is redefining lifelong learning in real time.</p> <p>This session brings together leaders from both contexts for an honest conversation on what it truly takes to turn a degree into a living, evolving learning ecosystem. Because the real question is no longer whether the MBA will change - but whether it can remain relevant at all.</p> <p><b>Chair:</b> Shikha Taunk, Strategic Engagement Manager, India, AMBA &amp; BGA</p> <p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Irene Rosberg, Programme Director, Copenhagen Business School</li> <li>• Ajit Parulekar, Director, Goa Institute of Management</li> <li>• Vinita Singh Sahay, Director, IIM Bodh Gaya</li> <li>• Anupama Gupta, Director: Accreditation and Rankings; Associate Professor- Operations, Supply Chain Management &amp; Quantitative Methods, S.P. Jain Institute of Management and Research</li> </ul>
<b>12.05 – 12.40</b>	<p><b>Keynote 13: AI in Business Schools: from hype to auditable and ethical systems</b></p> <p>Business schools are rapidly adopting AI across admissions, student services, marketing, and academic operations - but most institutions can't fully explain or audit how these systems work. With the EU AI Act enforcement deadline approaching, GDPR obligations, and growing scrutiny around algorithmic fairness all around the world, the pressure to move from experimentation to governance is real. This panel brings together institutional leaders and AI &amp; compliance experts to explore: What does responsible, auditable AI look like in practice? How should schools balance innovation with transparency and regulatory requirements? And what can early adopters teach the rest of the sector?</p> <p><b>Chair:</b></p> <ul style="list-style-type: none"> <li>• Stéphane Ureña, Co-Founder and CEO, Semantikmatch</li> </ul>

	<p><b>Speakers:</b></p> <ul style="list-style-type: none"> <li>• Oliver Matthews, Founder, 4Uni Solutions</li> <li>• Tamim Elbasha, Associate Dean, Audencia Business School</li> <li>• Javier Camacho Ibáñez, Vice Dean, Business &amp; Business Analytics, Universidad Europea de Madrid</li> </ul>
<b>12.40 – 13.05</b>	<p><b>Keynote 14: AMBA &amp; BGA activity update and strategy presentation</b></p> <p>Discover some of the past year's most impressive ideas in management education with AMBA &amp; BGA's CEO and hear his thoughts on key market trends for the next five years. This session will also provide delegates with an update on AMBA &amp; BGA's current performance and plans for the future, as well as an exploration of its positioning in key international markets.</p> <p><b>Speaker:</b> Andrew Main Wilson, CEO, AMBA &amp; BGA</p>
<b>13.05 – 13.15</b>	<p><b>AMBA &amp; BGA Global Conference 2025: closing remarks</b> Andrew Main Wilson, CEO, AMBA &amp; BGA</p>
<b>13.15 – 13.40</b>	<p><b>Optional: Certificate celebration for AMBA &amp; BGA newly accredited &amp; re-accredited schools</b></p>
<b>13.15 – 14.15</b>	<p><b>Networking lunch</b></p>