



**Dear ISM community,  
In January 2018, ISM's  
Executive Leadership  
Team (ELT) will celebrate  
its two-year anniversary.**

Originally comprised of the General Director, Alison Knight, the Director of Academic Affairs, Matthew Andrews, the Dean and Director

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## César Baena, PhD, Dean and Director of Doctoral Research

The last months of 2017 were rich in exciting events at ISM. In December, we hosted our first-ever business plan competition. Pitch in Paris was an undisputed success. Eight teams pitched their ideas to an experienced group of investors. The call for business plans not only targeted the ISM community but also the international ecosystem of entrepreneurs. The projects were global in nature; most of them leveraged the latest IT innovation to solve problems affecting individuals and society in general. For instance, one of the projects devised a drone to speed treatment in case of medical emergencies; another one proposed turning waste into assets in emerging markets. The pitchers came from seven countries: the US, the Netherlands, France, Iran, India, Nigeria, and Lebanon. The event gathered an enthusiastic group of people eager to network, exchange ideas, and share suggestions on the projects. Those who could not be present could connect to the event remotely and ask questions to the pitchers thanks to an innovative application enabling instant communication.

Another important landmark for our community was the launch of another issue of *The ISM Journal of International Business*. Multidisciplinary in scope, content, and methodology, the Journal aims to publish work in topics that have a lasting impact on organizations

On September 15th, PhD candidate Grace Chew presented an extended abstract of her dissertation titled "Critical Success Factors of

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PITCH IN PARIS





and inclusion are integrated in the classroom. This has an impact on



# 2017 GRADUATES

**Maria Kuts, IEMBA, External Programs Manager**

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## Desmond Cooney, PhD, Associate Dean

The latest figures from universities in the UK reveal that one in five academics are from the EU. Unfortunately, many of these academics may consider leaving Britain as a result of uncertainty surrounding their rights after Brexit. There have been warnings from the heads of Oxford University colleges that significant damage will be caused to the institution if European Union staff lose their right to work in the UK. Calls for the protection of EU nationals living in the UK have so far been met with a series of government promises, but are these enough?

### **Should I Stay, or Should I Go?**

Many EU staff feel that their lives have been turned upside down since the Brexit vote. The UK government now appears to be backpedaling

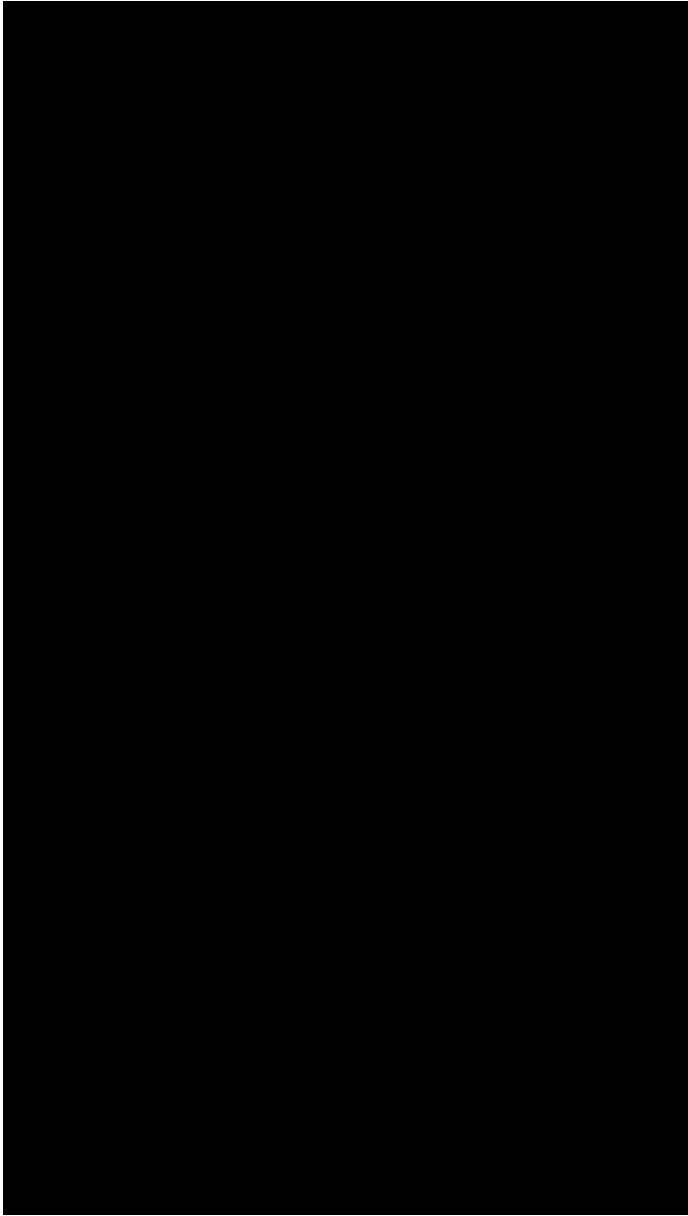




# WHAT IT TAKES: A PROFILE OF AARON STEEVES, IMBA

**Charlie Penrose, Creative Director, Net Natives**

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## Sophie Edington, DBA Candidate

**As I sit on the plane taking off from Brazil, I reflect on an amazing trip to this country. Having first traveled to Brazil as a 16-year-old, I was very excited to revisit for the ISM courses, and it did not disappoint.**

Arriving to class on the first day to meet and reunite with fellow classmates from over eight different countries was the perfect start to the international experience I was looking forward to. For the three courses in Brazil, we had a fantastic group of professors. Each had their own teaching style and were highly knowledgeable and passionate about Brazil. Additionally, we attended the HSM Expo, which was a great way to interact with local and international speakers and attendees.

The Doing Business in Brazil course was the perfect introduction to our two-week excursion in São Paulo. This class armed us with an in-depth understanding and background of Brazilian people and culture as well as a greater appreciation of the complexity of the legal, economic, and political situations.

Over just a few days, it was amazing how quickly my experience changed. During my 30-minute walk to school each day, I was able to see firsthand many of the details we were taught in class, from the multicultural population, to local food specialities and government banks.

The second seminar, Strategy Implementation and Innovation Management, really highlighted how workplaces need to become more adaptable in the ever-changing environment we are experiencing, and will continue to experience into the future.



## Ray Li, PhD Alumnus

Unlike other college grads, I did not attend

Finally, strong family support is a must-have. Throughout my studies, I constantly struggled on balancing the needs of family, work, and study. My love and gratitude go out to my loving wife Angela, my seven-year-old son Lucas, and my five-year-old daughter Chelsey for their support and caring, more importantly their understanding on my incongruous family reseeseMilitudirt any





# TEACHING EXCELLENCE AWARDS 2015-2016: WINNERS REVEALED

We would like to congratulate the recipients of ISM's 2015-2016 Teaching Excellence Awards, Professors Ivonne Chirino-Klevans and Daphne Halkias. The winners were selected based on student evaluation scores, informal feedback, and dedication to the ISM community.

Ivonne Chirino-Klevans has been with ISM since 2009 and has BghtSM usor

## Sara Stivers, MEd, Admissions Officer

Alumni, students, and faculty of the International School of Management consistently prove to be our best advocates in recruiting new talent to our community. Inspired by their classroom learning and empowered in their careers, and co-workers want to follow. Referrals prove to be among some of the strongest candidates, as they always

ISM is built on a strong tradition of academic excellence. Our impressive global network is both a powerful motivator for new students and an effective way for graduates to stay connected. As a successful member of our alumni, you are in a position to share your wealth of knowledge and spread the ISM culture. By encouraging business leaders and talented students from your community to apply to ISM, we can continue to develop our portfolio of students with the industry's very best.

As an Alumni Student Ambassador, you'll provide the one-on-one interaction, personal attention, and encouragement that can make the difference between a student in your community choosing ISM or another school. Providing your perspective as an alumnus is the most important part of the program.

Being an Alumni Student Ambassador will provide a way for you to stay involved with the ISM community. This ensures that there's an avenue for the future business leaders of your home community to join ISM. Beyond the satisfaction of creating a valuable mentoring relationship, you could be invited to attend our events in Paris and New York with travel costs covered.

## TAG, POST, LIKE, SHARE

Share your memories with the ISM community around the world. If you take pictures during seminars (inside or outside the classroom), please send them with a quote, caption, or tagline to the Student Services Coordinator ([stephanie.naudin@ism.edu](mailto:stephanie.naudin@ism.edu)), and we'll post them on our social media.



**After a long hiatus, we are pleased to announce the newest edition of our Journal of International Business. With contributions from our innovative community members including faculty, alumni, and doctoral candidates, we present to you:**

- Defining the Motivation and Capabilities of Young Intrapreneurs
- Virtual Reality in Global Business
- Organizational Readiness to Assimilate, Internalize, and Use New Knowledge to Drive Change Initiatives
- Price-Setting Strategies for Product Innovations in the Medtech Industry
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# THE YEAR AHEAD: 2018

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