

## **ACADEMIC PROGRAM**

**MONDAY 12/06/2017**

### **ECONOMIC CONTEXT: GLOBALLY, IN THE REGION AND THE GREEK CRISIS**

The global economic context keeps changing at unprecedented speed. The lecture program starts with an overview of the emerging economic landscape, with a focus on the region of southeast Europe. Economic impacts of the Greek crises from an international perspective will be discussed and lessons from business sustaining their competitiveness through the crisis will be exposed.

#### Learning Objectives:

- To get a grasp of the challenges of economic nature facing businesses globally, regionally and locally.
- To see opportunities for business growth and competitive advantage in challenging economic contexts.

**09:00-11:00**

#### **The Global Economic Context – Sustaining Business in a New World Order**

*Instructor: **Professor George Pagoulatos**, Department of International and European Economic Studies, AUEB, and Visiting Professor at the College of Europe in Bruges.*

- The development and the pillars of the global economy.
- Waves of change: Is a protectionist world order again at our doorstep?
- Imbalances and Grand Challenges: Opportunities for the globalized business.

**11:30-13:30**

#### **Economic Context and Competitive Conditions in Greece and Southeast Europe**

*Instructor: **Professor Nikolaos Vettas**, Department of Economics, AUEB, and Director General, Foundation for Economic & Industrial Research – IOBE.*

- The Global Financial Crisis as a Trigger for the Greek and Eurozone periphery crisis.
- Eurozone Core vs. Periphery: Fiscal coordination and Balance of Payments.
- Competitiveness and Growth Prospects: the role of institutions and investment incentives.

**14:30-16:30**

#### **Greek Crisis: Roots, Unfolding and Prospects**

*Instructor: **Dr. Svetoslav Danchev**, Head of Microeconomic Analysis & Policy, Foundation for Economic & Industrial Research – IOBE.*

- The Origins of the Greek Crisis and the “Rescue Programs”.
- Evolution of the Key Economic indicators and main developments.
- Turning hardship into opportunities for reform and growth.

## ACADEMIC PROGRAM

**TUESDAY 13/06/2017**

### **SUSTAINABILITY: BUILDING AND DOING BUSINESS IN A NEW PLAYING FIELD**

The second day will be devoted to concretizing the concept of sustainability. It involves understanding what the new playing field, set by climate agreements and increasingly informed and demanding customers and citizens, imply for companies and how they need to strategize for leading rather than adopting to this new reality. An economic reality that from being unthinkable, now has become unstoppable, as UN Secretary General Ban Ki-Moon stated after the 2015 Paris Climate Agreement. Emphasis is then placed on sustaining performance through sustainability, thus placing the concept directly into the operational reality of businesses. Reporting standards driving action and performance, and the central concept of circularity -doing truly good, not just less bad- are at the center of this block in the program.

#### Learning Objectives:

- To become familiarized with the evolving playing field around sustainable economic and business development, by apprehending the logics and impact of climate agreements and sustainability frameworks and certifications.
- To relate the sustainability imperative, in particular circular economy thinking, to business strategy and understand how it can become a strategic differentiator for competitive advantage.

**09:00-11:00**

#### **Sustainability as a Business Imperative**

*Instructor: Michalis Spanos, Managing Director, Global Sustain Group.*

- Definitions & Pillars of Sustainability.
- Linking sustainability with vision/mission statement, corporate values and business models.
- Global sustainability challenges and megatrends.
- Measuring sustainability.

**11:30-13:30**

#### **Fitting Sustainability into Business: From Theory to Practice**

*Instructor: Michalis Spanos, Managing Director, Global Sustain Group.*

- Materiality analysis (reporting on what matters).
- A roadmap to sustainability reporting – time plan and assigning priorities and resources.
- Markets & Sustainability – Global Leaders Best Practices in Strategic Sectors – The Pioneers.
- 10 Reasons companies need a Sustainability Strategy.

## ACADEMIC PROGRAM

**WEDNESDAY 14/06/2017**

### **SUSTAINING COMPETITIVENESS THROUGH TECHNOLOGY**

Day three delves into how the most recent trends in technology –Artificial Intelligence, Big Data Analytics and Internet-of-Everything- are becoming essential tools to serve decision-making with the most accurate and timely information and knowledge. Use of data analytics to create strategic advantage is also a critical area analyzed in this third block of the summer school.

#### Learning Objectives:

- To comprehend new technologies' potential for redefining business models and providing means of thriving in an increasingly customer-centric and connected marketplace.
- To understand how new technologies evolve and how they can take an organization's market impact to new heights.

**09:00-11:00**

#### **New Technology Trends and their Impact on Business**

*Instructor: Niki Siropoulou, Executive Director P&G Alumni Network, Managing Partner of Alternative iGrow, Founder of TEDxAcademy in Greece.*

- Technology: How it is disrupting society and business.
- Artificial Intelligence: the future of the jobs and the jobs of the future.
- Competing in the Future: How you can make the difference in an ever shifting and ever competitive environment.
- The future YOU: What are the values and ethical considerations of YOU as a future leader.

**11:30-13:30**

#### **Big Data and Data Analytics for Competitive Advantage**

*Instructor: Asc. Professor Damianos Chatziantoniou, AUEB, Director of the MSc in Business Analytics.*

- Big Data and Analytics: What are they?
- The Data Analysis Pipeline: Phases and required skills, systems, tools.
- Business Analytics and Strategy: Developing new insights and understanding of business performance.
- Examples of Business Analytics applications in telecoms, banking, and retail sales.

## **ACADEMIC PROGRAM**

**THURSDAY 15/06/2017**

### **LEADERSHIP FOR A SUSTAINABLE COMPANY CULTURE**

The fourth block focuses on how culture and leadership need to be developed in order to support and drive the necessary restructuring propelled by sustainable business models and processes. The challenge is to lead systemically, of course within, but also beyond the limits of individual organizations, so that stakeholders -including customers, suppliers, public bodies and citizens- become active parts in the transformation. The Summer School taking place in the cradle of western civilization, leadership insights from ancient Greek philosophy will also be exposed and debated.

#### Learning Objectives:

- To understand how leadership needs to be developed and implemented to build a culture supportive for sustainable competitive advantage both in the business system and in the internal organization.
- To apprehend the links between eternal leadership principles and the current challenges facing businesses and nations.

**09:00-11:00**

#### **Leadership and Ancient Thought for a Sustainability Shift**

*Instructor: Dr. Petros Doukas, President at Capital Partners SA.*

- How to reformulate business purpose and value for a sustainability shift? Leadership lessons from ancient Greek philosophy.

**11:30-13:30**

#### **Building a Company Culture that Sustains Performance**

*Instructor: Dr. Vasia Agapitou, Research Associate, AUEB.*

- Assessing the readiness for incorporating sustainability issues in the organization and its business system.
- The leader's Decalogue for building a performance-sustaining culture.

## **ACADEMIC PROGRAM**

**FRIDAY 16/06/2017**

### **INNOVATE HOLISTICALLY AND SYSTEMATICALLY TO SUSTAIN COMPETITIVE ADVANTAGE**

The last module aims at developing an understanding of the dynamics of innovation; how innovation in different parts of an organization can contribute to sustainability and sustaining competitive advantage. The main focus is on applying an innovation framework to selected parts of a business and to investigate how, through innovation, companies can take organized steps towards building sustainable competitive advantage.

#### Learning Objectives:

- To get familiarized with innovation as a phenomena, how it differs from invention, what are its main drivers and how it can be integrated in business strategy.
- To understand different types of innovations and how organizations can excel in innovation by implementing a more integrated and systematic approach.

**09:00-11:00**

#### **What is Innovation and How does it Come About in Organizations?**

*Instructors: Asc. Professor Eric Soderquist, AUEB, Head of Academics, MBA International.*

*Dr Emmanuel Alexandrakis, Economist and Health Sector Strategy Consultant.*

- Understanding innovation: Definitions, drivers and examples of transformations.
- Strategizing for innovation and innovation strategy: Business Cases.

**11:30-13:30**

#### **Developing a Systematic Approach to Innovation - Strategically and Tactically**

*Instructor: Asc. Professor Eric Soderquist, AUEB, Head of Academics, MBA International.*

- Ten Types of Innovation: Introducing the framework.
- Group work on innovation types and student presentations.