



**ACBSP 2017 Region 8 Fall Conference**  
**November 1<sup>st</sup> – 4<sup>th</sup>**  
**Palm Plaza, Marrakech**  
**Morocco**  
**Conference Agenda**

**October 31, 2017**

2:00 pm to 8:00 pm | Registration, registration desk at Palm Plaza

**November 1, 2017**

8:00 am to 9:30 am | Registration and Welcome Reception

9:30 am to 11:00 am

***Opening Ceremonies***

Welcome Speeches

**Dr. Anass Alex Lahlou, Chair of ACBSP Region 8 International Council,  
President of AULMF , PIIMT and AUL – USA**

**Dr. Emil Gjorgov, ACBSP Director of European Operations – Belgium**

11:00 am to 12:00 pm

Keynote Speeches

**Her Royal Highness Princess. Sanyogita Atrey, Serial Entrepreneur,  
Chairperson 18SG Group – India**

**M. Jackie Kadoch, President of Jewish community in Marrakech –  
Morocco**

12:00 pm to 12:30 pm

**Official Opening of the Innov'Prize (The Entrepreneurship competition)**

12:30 pm to 3:00 pm

***Lunch***





3:00 pm to 4:00 pm

**Competition: Innov'prize teams presentations (Room 1)**

**Competition: Innov'prize teams presentations (Room 2)**

4:00 pm to 4:15 pm

**Coffee Break and Networking**

4:15 pm to 5:15 pm

**Competition: Innov'prize teams presentations (Room 1)**

**Competition: Innov'prize teams presentations (Room 2)**

7:00 pm – 11:00 pm

**Diner at Bô & Zin (\$50: *More info are available at the Registration Desk*)**

**7: 00 pm Meeting at the hotel lobby**

**11:00 pm Departure to the hotel**





November 2, 2017

8:00 am to 9:30 am	Registration, registration desk at Palm Plaza
9:30 am to 10:30 am	<p><b>Seminar: Networking and alliances: a necessity for the entrepreneur's success (Room 1) English</b> <i>Nesrine Roudane, Managing Partner, Roudane &amp; Partners Law Firm</i></p> <p><b>ACBSP Presentations (Room 2)</b> <b>9.30 am – 10.00 am: Presentation: Matthew Andrews</b> - Linking student success to company success: knowledge and skills needed by young, fast growing companies and how business schools can contribute. (Room 2) <b>10.00 am – 10.30 am: Scholarly Paper: Prof Jeremy Cripps, Dr. John Russel and Dr. Emil Gjorgov</b> - The 3RsApp: Managing and Planning University Resources. (Room 2)</p>
10:30 am to 11:00 am	<b>Coffee break and Networking</b>
11:00 am to 12:00 pm	<p><b>Seminar: The impact of entrepreneurship on the socio-economic environment through the integration of immaterial capital (Room 1) English</b> <i>Amine Laghidi, President of the National Commission of Capital and Intangible Economy at the ASMEX - Moroccan Association of Exporters - Morocco</i></p> <p><b>ACBSP Presentations (Room 2)</b> <b>Presentation: Dr. Manishankar Chakraborty.</b> Presentation on Transforming Student Success through Recruitment, Retention, and Reentry (Room 2)</p>
12:00 pm to 2:00 pm	<b>Lunch</b>





2:00 pm to 3:00 pm

**Seminar: The role of the University and Governments in promoting the entrepreneurial culture (Room 1) English and French**

**His Excellency M. Umara Sissoco Embaló, Prime Minister – Guinea Bissau**

**Dr. Anass Alex Lahlou, Chair of ACBSP Region 8 International Council, President of AULMF, PIIMT and AUL – USA**

**Christine Clarke, Dean of Professional Qualifications, EU Business School - Spain**

**ACBSP Presentations (Room 2)**

**2:00 pm to 2:30 pm Presentation: Dr. Abdul Quddus Mohammed - Transforming Business Graduates Success through Employability Skills Program (Room 2)**

**2-30 pm to 3:00 pm Scholarly Paper: Dr. Manishankar Chakraborty - A hypothetical Case Study on Transforming Student Success through Recruitment, Retention, and Reentry (Room 2)**

3:00 pm to 3:30 pm

**Coffee break and Networking**

3:30 pm to 4:30 pm

**Seminar: Education and Training: Tools for optimizing Productivity and Income (Room 1) English**

**Hanane Annoua, Founder and Managing Director, Learn and Dare, Morocco**

**Workshop: Recruit, train and retain the right talents (Room 2) English**

**Kaoutar Moudar, HR Expert and Faculty, Morocco**

4:30 pm to 5:00 pm

**ACBSP Board Meeting (Room 1)**

7:30 pm – 11:00 pm

**Diner at Palm Plaza Moroccan Restaurant (\$50: More info are available at the Registration Desk)**





November 3, 2017

9:30 am to 10:30 am

**Seminar: Women and Social Entrepreneurship (Room 1) French and English**

**Saida Chaanouni**, President at Réseau Femmes Artisanes du Maroc - Morocco

**HR. Princess Sanyogita Atrey**, Serial Entrepreneur, Chairperson 18SG Group – India

**ACBSP Presentations (Room 2)**

**Scholarly Paper: Dr. Alfred Howard Miller** - Conceptual and Empirical Validity of Baldrige Excellence Model for Business Schools (Room 2)

**Scholarly Paper: Dr. Almaz Sandybayev** - Entrepreneurial Motivations as Determinants of Youth Entrepreneurship Challenges. A Case of Business College in UAE (Room 2)

10:30 am to 11:00 am

**Coffee break and Networking**

11:00 am to 12:00 pm

**Workshop: Develop the optimal marketing strategy to launch and sell a product / service (Room 1) English**

**Ahmed Salemi**, International Marketing and Sales Expert and trainer at OMT Global, Faculty at American University of Leadership – Morocco

12:00 pm to 2:00 pm

**Lunch**

2:00 pm to 3:00 pm

**Competition: Final Round pitch (Auditorium)**

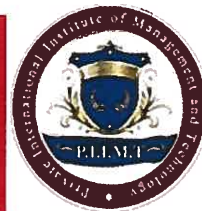
3:00 pm to 3:30 pm

**Coffee break and Networking**

3:30 pm to 4:30 pm

Closing of the Conference

**Dr. Anass Alex Lahlou**, Chair of ACBSP Region 8 International Council,





President of AULMF , PIIMT and AUL – USA

His Excellency M. Umara Sissoco Embaló, Prime Minister – Guinea Bissau

Her Royal Highness Princess. Sanyogita Atrey, Serial Entrepreneur, Chairperson 18SG Group – India

6:30 pm – 12:00 am

Gala Dinner and Award ceremony at Chez Ali (*\$50 MAD: More info are available at the Registration Desk*)

6: 30 pm Meeting at the hotel lobby

12:00 am Departure to the hotel

November 4, 2017

9:00 am to 5:00 pm

Marrakech City Tour (*\$ 95 More info are available at the Registration Desk*)

9: 00 am Meeting at the hotel lobby

- Jamaa El Fna
- Ourika
- Menara

5:00 pm Departure to the Hotel

