

An aerial photograph of a dense forest. A path, possibly a dirt road or a cleared area, winds through the trees, appearing as a lighter, brownish-orange strip. The surrounding forest is a mix of dark green and yellow-green, suggesting different tree species or perhaps autumn foliage. The overall scene is captured from a high angle, looking down on the forest canopy.

EDC PARIS
BUSINESS
SCHOOL

COMMUNICATION OF ENGAGEMENT REPORT

.....
Open up New horizons
.....

International
Grande Ecole
Leadership
Creative
Opportunity
Challenge
Innovation
Succeeds
Ambitions
Entrepreneurship

EDC Paris Business School,
a member of Planeta
Formación y Universidades



STATEMENT OF COMMITMENT

I am pleased to present our communication on engagement report. This report not only details what we are already doing as a responsible business school, but also what we wish to do in the coming years. We think that sustainability is much more than fulfilling legal or accreditation requirements; it is a state of mind and a lifestyle. This philosophy is manifest in the design, construction, and commissioning of our new state of the art campus.

We believe that by enabling our students to become responsible managers, we can positively contribute in transforming our businesses and societies towards more sustainable modes of being.

As Director General & Dean of EDC Paris Business School, I am fully committed to defending, in my institution, the basic principles of United Nations Global Compact. Our school adheres to un Global Compact since 2016. Our commitment to the principles of UN Global Compact and PRIME reflects in our vision, mission, and engagements.

We are committed to sharing this information with our internal as well external stakeholders through our key communication channels.



William Hurst

DIRECTOR GENERAL & DEAN
EDC Paris Business School



We think that sustainability is much more than fulfilling legal or accreditation requirements; it is a state of mind and a life style.






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EDC KEY FACTS & FIGURES

1950 CREATION
OF EDC PARIS BUSINESS
SCHOOL

50% OVER
OF INTERNATIONAL
STUDENTS


4 CAMPUSES
 PARIS
 LA DEFENSE
 LA VILLETTE
 BARCELONA

40 PERMANENT AND
EXPERT PROFESSORS

100 PARTNER
UNIVERSITIES
IN 45 COUNTRIES


13 STUDENT
ASSOCIATION

11 DOUBLE
DEGREE
PROGRAMMES

93% EMPLOYABILITY
WITHIN TWO
MONTHS OF
COMPLETING EDUCATION

MORE THAN **18 500** GRADUATES

1 RESEARCH
CENTRE
(OCRE)
AND 4 RESEARCH AXES

1 RESEARCH
CHAIR

1 INCUBATOR

45K STARTING
SALARY

TOP BUSINESS SCHOOL FOR
ENTREPRENEURSHIP
RANKING
LE POINT 2021

3000 INTERSHIP
OFFERS PER
YEAR

About EDC Paris BS

Background

EDC Paris Business School has been committed to the United Nations Global Compact (**UNGC**) since 2016 and member of PRME France-Belux chapter since 2018, but the engagement of the school in ethics, responsibility, and sustainability (**ERS**) related issues is not new. It is deeply rooted in the philosophy, values, and activities of the school. Today, in accordance with our vision, mission and values, our commitment to the un Global Compact guides us to address the global challenge of transforming our societies towards more sustainable modes of living.

About EDC Paris Business School



The origins of EDC Paris Business School date back to 1950, and since then the school has built her reputation in the domain of entrepreneurship and innovation management. It is the oldest 100% private institution of the **Conférence des Grandes Ecoles (CGE)**.

EDC Paris Business School belonged exclusively to a group of alumni till 2017.

In order to consolidate its position, EDC Paris Business School integrated the Spanish education and media group 'Grupo Planeta' in mid of 2017. As part of the group, EDC Paris Business School maintains its unique identity and non-profit status.

The group is active in the fields of education, culture, media and audiovisual. Since 1950, the group has grown into a multinational company that combines a strong entrepreneurial tradition with a great capacity for innovation. The training and education wing of Planeta provides learning opportunities to more than 180,000 students of all nationalities through higher education institutions located in France, Spain, Italy, Morocco, Colombia and the United States.

Campuses in France

- La Villette Campus - dedicated to luxury management programs and sports management programs.
- Paris Campus - in the 7th arrondissement of Paris for vocational training and education.

- La Défense Campus - It hosts all the programs run under the EDC Paris Business School. An incubator and a dedicated learning hub to foster creativity, innovation and interactivity are housed on the campus. In line with the values of the school, the campus has a low carbon footprint. For the well being of our students, the campus has its own leisure area, and a cafeteria coupled with a 350 m² outdoor terrace. Each classroom is equipped with interactive whiteboards and digital screens to promote distance learning. The school maintains close ties with the Parisian entrepreneurship ecosystem and is co-director of PEPITE – the national entrepreneurship training program for the Parisian region.

EDC Paris Business School is top ranked among French Business Schools in Entrepreneurship (Ranking published by magazine *l'Étudiant*).

The school program is accredited by **EFMD** thus endorsing the quality of education and learning. Further, the school is a member of the club of higher education schools **Conférence des Grandes Ecoles**, and hence is part of the 36 institutions in France qualified as **Grande Ecole de Commerce**.

The school is also member of the distinguished club of independent higher education schools 'Union des Grandes Ecoles Indépendantes' (**UGEI**).

Both clubs are recognized by state and businesses for their high-quality standards.

Grupo Planeta is an international publishing and communication group of Spanish origin.



Grupo  Planeta

About EDC Paris BS

EDC Paris Business School is an independent non-profit higher education institution. For over 70 years, the school has educated entrepreneurs and outstanding decision makers who have greatly contributed to the economic development of various sectors in France and internationally.

More than 90% of EDC Paris BS graduates find a job, in France or abroad, within 2 months after finishing their classes.

The school offers a 5-year post high-school master's in management degree, which is accredited by the ministry of higher education and research. This degree is also delivered as part of various national and international double-degree programs. The school also offers a three-year bachelor's program in management. The bachelors' programmes equip front-line managers

with the management fundamentals, digital techniques, and entrepreneurial values.

The school also offers an Executive master's in management. It is aimed at managers and executives, experts and entrepreneurs with a minimum of 3 years' professional experience who wish to give a new impetus to their career by obtaining a master's degree from a leading business school.

EDC Paris Business School program portfolio

**MASTER
IN
MANAGEMENT
MAJORS**



The Grande Ecole Program

The Grande Ecole Program is the flagship 5-year master's degree awarding programme of EDC Paris Business School.

The Grande Ecole masters program offers 13 specializations – *four of which are proposed in English* – in a multitude of domains leading to a master's degree. All 13 majors are built around a 3-year core program of **180 ECTS** in management. During the last two years-accounting to **120 ECTS** - students focus on their chosen field of study.

Further, EDC Paris Business School enjoys a rich network of academic partnerships to offer complementary double degree programs.

The school offers courses both in French and in English language. The English track programs propose all courses in only English, thus providing an opportunity to non-francophone students to study in the school.

The EDC Paris Business School Grande Ecole Program (PGE) conforms to the European standards (LMD System) and is characterized by a rigorous teaching and training process.

At the end of the program young graduates are equipped with all necessary qualities of leadership, management, and communication, in addition to the 'entrepreneurial spirit' of EDC.



Specializations

French or Bilingual

- Entrepreneurship and innovation
- Audit and control management
- Finance d'entreprise
- Digital marketing
- Business development and commercial management
- E-business et transformation digitale (bilingual)
- Management du luxe

English only

- International business
- Entrepreneurship and innovation
- Corporate finance
- Data Science and business analysis
- Strategic supply chain management and sustainability
- Luxury brand management



About EDC Paris BS

MSC programmes

The Master of Science degree, 1 and 2 year programmes, offered at EDC Paris Business School aims to develop expertise in a specialized field or sector such as E-business, luxury management and data science.

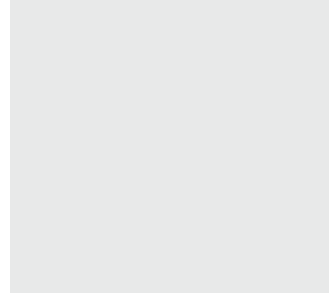
The program can be pursued in French and English (bilingual) or in English.

Bachelors Programme

The school offers a three-year bachelor's program in management.

The first two years of the bachelor's programme constitute a core curriculum based on a 360° vision of management sciences. The third year of the bachelor's degree allows students :

- to specialize in one of the three key fields: «*Luxury management*», «*Digital marketing & commercial management*» and «*International Business Development* » or
- to obtain a double degree with one of our partner universities



Examples of courses linked to 17 SDG's

- **CSR : Issues and trends**
2nd Year Bachelors, Compulsory 5 ECTS Course
- **Climate change**
2nd Year PGE, Compulsory 2 ECTS Course
- **Stakeholder management**
2nd Year PGE, Compulsory 2 ECTS Course
- **Sustainable management**
4th year, Compulsory 5 ECTS Course
- **Sustainable supply chains**
Final year masters, Optional 5 ECTS Course
- **Social Entrepreneurship**
Final year masters, Optional 5 ECTS Course



[Vision, Mission and Values]

EDC Paris Business School is united by a common vision, mission, and values. These provide the basis of school's objectives and strategies as well as of the daily activities and tasks. The vision and mission motivate the whole team to attain the highest standards in all areas.

Our values

- **Ambition & Commitment:** We set high standards. We motivate our students to aim high. We encourage them to be leaders who make a real difference in companies and in society.
- **Creativity:** We challenge preconceived ideas. We are problem solvers and do not hesitate to think outside the box. We encourage our students to step outside of their comfort zone and challenge themselves.
- **Diversity & Openness:** We consider openness, diversity, and cooperation to be intrinsically linked. We are convinced of the necessity and the power of networks in an increasingly complex and connected world.
- **Responsibility:** Social responsibility is a state of mind that must characterize all our decisions. Indeed, a leader needs to develop a holistic vision of performance and value creation. He or she should also embrace the values of fair leadership.



Our Vision

“Train humanist leaders for the digital era, who have an entrepreneurial mindset and are capable of designing and implementing innovative strategies, with the aim of improving the social and economic performance of organizations.”

This vision is materialized through our new pedagogical signature called «DIVE» – *Developer, Innovator, Value Creator, Entrepreneur* - which is applied to all our programs. These programs upheld by DIVE provide students with the distinctive skills of a successful leader.

Our Mission

“To be hub and an accelerator for innovative learning journeys rooted into research by creating entrepreneurially driven programs and experiences with people and organizations at both the local and the global level.”

The three key dimensions of the mission are :

- To educate managers and leaders to be risk takers and creative, to have transdisciplinary approach and to be inspiring in an ethical way.
- To implement a transformational and cutting-edge learning experience throughout our different programs and research activities.
- To work closely with all our key stakeholders so as to build 'win-win' relationships.

[School Governance]

EDC Paris Business School is an 'association' governed under the French law of July 1, 1901 and is chaired by Mr. Carlos Gimenez Gomez. Two governance bodies i.e., the board of directors and the international advisory board, oversee the group strategy and ensure an equitable allocation of resources. The strategy adopted by these bodies is executed through three operational bodies: the academic committee, the research committee, and the coordination committee. These operational bodies ensure the implementation of the guidelines set by the.

The Board of Directors

The board of directors, under the leadership of the chairman, determines the general policy, objectives and strategy of the school. Further it defines and allocates the resources to achieve the agreed objectives. It is composed of three directors elected for a period of one year. The chairman of the board convenes the board meetings, whenever he deems it necessary. The collective decisions of the members are taken at ordinary, or extraordinary general meetings.

All members are informed about the previous and future activities of the 'association'. The board is supposed to meet at least once a year.

Delegation of authority

The Chairman oversees the smooth functioning of the 'association', and the accomplishment of the objectives of the 'association'. The director general of the school is in charge of managing the school operations on behalf of the board and reports to the chairman.

The role, the responsibility and the authority of the director general is set by the board.

The director general may delegate part of his powers to the academic director, who chairs the academic committee.

International Advisory Board

The International advisory board (IAB) supports the Dean in his analyses of appropriate strategy, priorities, choices, and decisions, particularly from academic and corporate perspectives. IAB is presided over by Jean-Pierre Helfer, professor emeritus of Sorbonne University and advisor to Planeta Education. The purpose of the board is to appraise the board of directors and the executive committees of EDC Paris Business School on academic and strategic developments. The members of the board include:

- Academic College: Comprising of eminent professors and academicians from different institutions
- School Faculty: Dean, Academic Director, Research director,
- Alumni association: Three to four school alumni's.
- Corporate Representatives
- Director General of EDC

The committee meets at least once a year, thus bringing together all relevant stakeholders of EDC Paris Business School .

Executive Committee (COMEX)

The main committee dedicated to internal governance is the Executive Committee. The strategies validated by the board of directors are relayed internally by COMEX. It ensures the proper operational implementation and control of these strategies. COMEX provides a forum for information sharing, consultation, and arbitration. Further it deals with

[School Governance]

operational alignment and monitoring issues at EDC Paris Business School. The committee meets once a week and addresses strategic and transversal issues once a month.

The committee is comprised of

- The Dean / Director General
- Academic Director
- Marketing Director
- Corporate Relations Manager
- CFO
- Operations Director
- Head of Accreditations
- Sup de Luxe Director

The Academic Committee

The academic committee deals with academic issues such as education quality, teaching innovation, and program evolution. It ensures academic rigor, relevance, and coherence within and across various EDC Paris Business School programs. The committee includes:

- Academic director
- Research director
- Department heads
- Heads of programs (specializations)
- Head of educational services (if required)

To discuss issues that concern the whole faculty, extended academic committee meetings are organized hosting all faculty members of the school.

Research Committee

The Research Committee is chaired by the Research Director and supported by the school faculty. The committee brings together faculty from different disciplines to identify common and emerging areas of research. Further, it reviews and facilitates the research activities of the schools. The committee meets once a month.

Program Advisory Committee

Programme advisory committee meets at least once a year, thus bringing together all relevant stakeholders of a particular EDC Paris Business School program.

The body is chaired by the concerned head of program and serves as a forum for information sharing and feedback. Further, it recommends improvements to the structure and contents of the program. The committee is comprised of:

- Student Representatives
- Alumni Representatives
- Corporate representatives
- Admission Staff
- Core faculty members
- Adjunct faculty Representatives

DEVELOPER
INNOVATOR
VALUE
CREATOR
ENTREPRENEUR

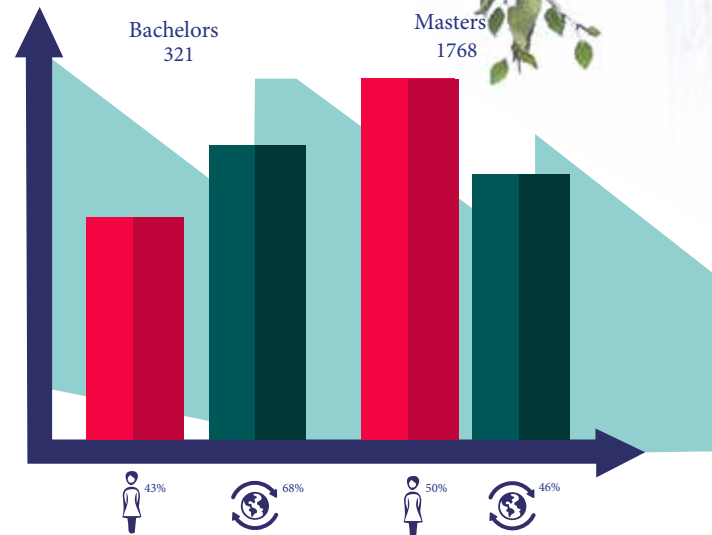
[Student Community]

Student Community

EDC Paris Business School, in line with the core values, fosters flexibility towards socio-cultural and demographic differences among its student community. The school promotes variety of opinions and provides various platforms to express diverse view points in a constructive manner. Students are encouraged to participate in projects dealing with ethics, responsibility, and sustainability issues.

A total number of **2089 students** are enrolled as of 2021-22, in different programs.

Student Enrollment



Diversity and inclusion

EDC is totally committed to inclusion and diversity including social, gender, sexual orientation, and physical disability forms. In line with the core values, we are firmly against all types of social discriminations and racism. We are open to physically handicapped students and employees. We work hard to ensure that our workplaces are accessible to disabled people and continue to make improvements. We provide diversity and inclusion training to the staff and faculty to ensure that our values are translated into actions.

Diversity and inclusion are not only encouraged in the classrooms but is also manifest from our faculty

representing different countries, cultures and languages. The forty EDC Paris Business School faculty members represent 15 nationalities and of which 18 are women professors. They are committed to transmit quality knowledge while respecting each other's cultures. We believe that diversity is not only the right thing to do from a moral point of view, but there is also a solid business case for it.

At EDC Paris Business School we provide young people the opportunities to access a high standard education regardless of their origin, gender or disability. With over **50% of foreign students** who come each year to study on its campuses and **55% of female**

students, EDC Paris Business School reinforces its desire to promote equal opportunities and participate in the construction of a more inclusive society where each young person can thrive in her professional activities.

Students come from all social backgrounds; **15% of students** have parents who are employees, artisans, technicians or labor workers.

For those who have financial difficulties, we provide different solutions including scholarships and financial aid. About **13% of our students** benefit from CROUS scholarship and a considerable number of students benefit from other scholarships and financial aids.

Spirit of Entrepreneurship

EDC Paris Business School is France's leading school in Entrepreneurship. EDC's entrepreneurial mindset fuels creativity and innovation leading to the creation of startups and businesses in diverse sectors.

Around 15% of the school students launch their own business after graduation. We are observing an increasing number of students interested in CSR and sustainability related fields.

In recent years a lot of students have ventured in areas such a circular and solidarity economy, ecology and environment, health and wellbeing, to mention but a few.



Student Community

Sustainable Entrepreneurship projects

A couple of sustainable start-up projects started in 2021 by our students :

- Cearitis offers an innovative biocontrol system that is less expensive than the offers available in market. It protects the fields with zero environmental footprint, reduces crop losses and user time.
- The startup 'Now you Know' fights global warming. Gabriel Vuong and Benjamin Maubacq have created an application that allows citizens to finance high-impact climate projects with the help of corporate funding.

Student Clubs

The student clubs are an integral part of EDC Paris Business School campus life. These clubs organize a variety of events throughout the academic year thus providing numerous opportunities for learning, amusement, and networking outside of the classroom. Given below is the list of student associations and clubs at EDC Paris Business School .

Campus Life

At EDC Paris Business School we recognize that there is more to learn beyond the classrooms. The vibrant campus life at EDC - *set amongst the urban setting of Paris La Defense* - offers the student community to engage in a multitude co-curricular and extra-curricular activities.

These out of classrooms activities provide opportunities for student involvement, for students to express themselves, and to represent their passions. Most of the campus activities are organized and managed by the students themselves through various clubs and the associations.

Students Associations

The is the key interface between students, and the faculty and the administration. The objective of the associations is to represent the student community in making EDC Paris Business School experience as satisfying and enjoyable as possible.



RÉALITÉS
To develop a spirit of humanity and solidarity among the student community.



EDC Gala
Organization of annual Gala Dinner.



Junior Consulting Partners
Designing and execution of research studies in the areas of expertise of the school.



EDC Racing Team
To participate in automobile/karting racing events.



EDC Promo
To promote the school by participating in and organizing various events.



BDS (Bureau des sports)
To organize various sporting events (Football, tennis, rugby, golf, horse riding etc.).



Open Up
To welcome and integrate foreign students at EDC.



Club des Juristes Managers
Brings to gether students who are pursuing a distance learning course in law in conjunction with EDC.



Alasso des 4 vents
Participation in the EDHEC Cruising Race.

[Student Community]

Réalités

RÉALITÉS is a humanitarian association that runs various benevolent projects organized by students. Further it organizes a range of events throughout the year including:

- Humanitarian missions and school support to children abroad (Morocco, Vietnam).
- Visit to seriously ill children in France.
- Distribution of food to needy and homeless people.
- Blood collection and donation campaigns.



Testimonial



Aurore Malpart-Capinski
UCLA International Business,
Leadership & EDC Paris

I think that we must sensitize students of the gravity and urgency of global warming. We need to change our habits, our lifestyles, and consumption patterns. I strongly believe that we as students are the future, and we should play our part in protecting our planet. I am currently working on my master's dissertation. I wish to study the consumer behavior towards sustainable consumption in the fishing industry.

I am really indebted to my school and my dissertation supervisor for providing me the opportunity and the tools to work on such a stimulating topic.

Alumni Association

EDC Paris Business School alumni organization – FORCE EDC – boosts more than 15,000 business professionals from diverse backgrounds. The alumni represent not only all the regions of France, but also over 80 countries across the globe. The former students take keen interest in the development of EDC Paris Business School and participate actively in the school services, activities, and events. This network is one of the key success factors behind EDC Paris Business School.



[Faculty and Research]



Rachid Rhattat
Academic Director

Teaching Philosophy

In a highly competitive higher education market, sustainable differentiation cannot be based on a single dimension. We have therefore identified a four-dimensional competency development framework that we are working on together. It is a peda-

gogical signature labeled as D.I.V.E. which permeates all our programs. Each student, regardless of the program and the specialization he or she is pursuing, benefits from this unique competency development framework of EDC.



- **Development:** our students learn how to enter in new markets, commercialize new products and services, and to expand the playing field of their organization.
- **Innovation:** our students are able to identify new growth opportunities, design new business models, and create new markets. This is made possible thanks to their expertise in using digital tools, their knowledge of diverse subjects, and their ability to work with various stakeholders.

- **Value Creation:** In view of the multiple challenges of the 21st century, our students develop a holistic understanding of organizational performance based on economic, social and environmental dimensions.
- **Entrepreneurship:** Our approach is that each student should feel capable of creating a new business or taking up an existing one, whether in a new market economy or in a more traditional sector.



[Faculty and Research]

ESR at the heart of EDC's priorities

EDC Paris Business School is continuously working to integrate ethics, responsibility, and sustainability (ERS) into its curricular as well as extracurricular activities. Compulsory courses have been introduced on ERS for all the teaching programs of the school. The objective of these courses is to equip students with the necessary information on issues of sustainability and corporate responsibility. We encourage our students to take 'Sulitest': An internationally recognized and locally relevant tool to measure and improve sustainability literacy.

2018 was the launching year of 'CSR Seeds' at EDC Paris, a new way to incorporate CSR and sustainability in the school routines. Under this initiative the school organizes workshops and lectures on ESR as part of the faculty awareness program. This provides forum to listen to the eminent speakers, scholars, and practitioners offering diverse perspectives in CSR. The school intends to reinforce cooperation with a multitude of international, European and French organizations: UNESCO, UNEP, Global Compact, PRME, Sulitest, CGE to name but a few, to embed CSR and sustainability in its strategies and actions. :



Garrette Clark
Guest Speaker
UN Environment



Workshop in collaboration with the United Nations Environment Programme (UNEP), as part of school's CSR Seeds Initiative in 2018.



Thierry Pflimlin
Guest Speaker
Director General Total France



Student awareness workshop, as part of school's CSR Seeds Initiative in 2020.



Franck de Bakker
Guest Speaker
Editor Business and Society Journal



Faculty awareness workshop, as part of school's CSR Seeds Initiative in 2019.



Faculty and Research

Core Faculty

EDC Paris Business School considers the school faculty as the core of its education eco-system. The 40 permanent professors and researchers coming from different cultures and regions of the world, bring cultural diversity and organizational richness to the school. The faculty members are part of the research lab OCRE and belong to 4 academic departments. All courses offered at the school are conceived and developed by the faculty. At **EDC Paris Business School** the staff and the faculty work in an open and participative environment to attain

organizational objectives. The school uses a number of communication channels including, intranet, extranet, weBusinessSchoolites, newsletters, routine and non-routine meetings to ascertain the transparency and accessibility of information. For several routine activities, like leave requests, travel requests, student evaluations etc., the school management has not only simplified the procedures but also digitalized them to reduce paperwork. This makes **EDC Paris Business School** more agile, flexible, and eco-friendly.

Our Faculty



Mauro Fracarolli Nunes



Waleed Omir



wissal Ben Arfi



Camila Lee Park



Jihene Cherbib



Alya Mlaiki



Souad Brinette



Galina Kondrateva



Pinar Sener Tournus



Corine Cohen



Nadr El Hana



Mohamed Sellami



Maali Benhissi



Marinette Kamaha Njiwa



Allane Madanamoothoo



Salman Bahoo



Arafet Bouhaleb



Niousha Shahidi



Manh-Hung NGUYEN



Mohamed Karim Kefi



Dorian Boumedjaoud



Cynthia Blanchette



Emilie Reinhold



Vesselina Tossan

The school believes that happy employees, are better performers, more productive, and motivated. Special care and attention is given to ensure a congenial work environment. The school, at different levels organizes regular meetups to have an informal discussions and gossips. All faculty

members meet for a 'café recherche' every Thursday for an informal chat. Employees are encouraged to take regular leaves. At the occasion of winter and summer holidays, all employees regardless of their affiliation and rank are given discount vouchers as a goodwill gesture.

[Faculty and Research]

Testimonial

“ Sustainability and CSR is not just about constraints and legal requirements, it also offers real business opportunities. I use a business game called Markstrat for my bachelors’ marketing courses. In this game, students learn to manage a portfolio of technological products. They learn to develop product portfolio strategies that take the environmental and social challenges into consideration. For each product, the students must include the carbon footprint to the physical characteristics of the products. This allows me to make students aware of: what is the carbon footprint of a product? Why is it important to take into consideration? What are the constraints as well as the opportunities linked to sustainable actions of the companies (It can increase the production costs, but also enhances company image!). They also learn where to find information about the sustainability related issues – *for instance, global warming, acidification, deforestation, and biodiversity* – and to relate this to business. ”



Laura Haddad
Professor of Marketing

Visiting faculty

Internationalization is part and parcel of **EDC Paris business schools** academic objectives. The school strives to provide international exposure to the students by offering them international internships, double degree programs and summer camps. The double degree programs have been quite popular among the student community. There are a couple of new arrangements in the finalization stage. All these projects were slowed down during the last couple of years due to the Covid Pandemic. Things are now getting back to normal, and we are quite hopeful that by the end of academic year 2021-22, the school will be in the position to offer more than ten double degree programs.

Further, **EDC Paris business school** aims to create close ties with its partner universities and business schools. The school is developing faculty cooperation in teaching as well as in research. During the year 2017-18 the school hosted 10 visiting professors – each of them being responsible for a 30-hour course on average – and encouraged the mobility of 7 of our professors in one of the partner institutes. Again, the international mobility was impacted by the pandemic during the last two years. However, we are working hard with our partners to restart and expand our international mobility operations. This international faculty exchange has been a real success for us and has largely contributed to the enrichment of academic programs and practices.



Università
Ca' Foscari
Venezia



POLITECNICO
MILANO 1863



UNIVERSITY OF
BUCHAREST
— VIRTUTE ET SAPIENTIA —



NORTH PARK
UNIVERSITY
CHICAGO



Faculty and Research

Faculty Research

Knowledge creation is one of the key activities at **EDC Paris business school**. The school's performance in this domain is consistently progressing over the years, both in terms of both quality and quantity of work. This is evidenced by publication of research works of our faculty in the top academic journals. At **EDC Paris business school**, we have set up an environment conducive to knowledge creation by giving scholars the time, resources, and liberty to engage wholly in the research process. In line with the vision and values of the school, OCRE engages in research activities that are applicable to real-life business situations.

Laboratory's mission is to generate applicable knowledge that will have an academic, practical and pedagogical impact.

The lab outlines four major research streams:

1. **Business Development and Intrapreneurship**
2. **Innovation and Digital Transformation**
3. **Value creation and Performance Management**
4. **Entrepreneurship**

Under the guideline of:



Jean-Pierre Heller

Chairman IAB and professor emeritus of Sorbonne University and advisor to Planeta Education



Zied Ftiti

Research Director and Professor of Finance, leads the OCRE Research Laboratory



OCRE
RESEARCH
LABORATORY

[Faculty and Research]

1. Business development and Intrapreneurship (D)

- New Business models (Entrepreneurial support/incubation; cultural and creative Entrepreneurship; sustainable entrepreneurship)
- Corporate entrepreneurship & new product development
- Intrapreneurship, innovation & digitization
- Marketing entrepreneurial (luxury marketing; Brand Management; Political Marketing)

2. Innovation and digital transformation (I)

- Digital transformation in entrepreneurship (E-commerce; digitalization in entrepreneurship)
- Platform's business models
- Digital Marketing (innovation marketing; luxury marketing; Omni-channel/ Experiential Marketing)
- Innovation management and marketing (immersive web and IOT)
- Sustainable innovation management

3. Value creation and performance management (V)

- Strategic orientation, management, human Resources, institutions, and Law.
- Sustainability, energy, environment, globalization, ecological transition and finance.
- Risk management, financial modeling, corporate governance and control.
- Corporate performance: a holistic vision of performance (ESG, and CSR)

4. Entrepreneurship (E)

- Behavioral entrepreneurship (entrepreneurial intentions, entrepreneurial motivation and orientation)
- Sustainable entrepreneurship: social entrepreneurship, female entrepreneurship, eco-friendly start-ups.
- Family business, business takeover/succession, business opportunities (volatility, uncertainty, complexity)

These research streams link together the faculty expertise to the research objectives of the research lab OCRE. The three key objectives of the lab are:

1. A diverse scientific production

The scientific output of OCRE has increased significantly in terms of both quantity and quality. The publications, communications, case studies and the books published by the research professors show the rich diversity and the quality of research work.

2. A constant link between research and teaching

The link between research and teachings is a priority at OCRE. The pedagogical side of research is visible in the creation of courses and the integration of research findings into different courses. OCRE has been compiling EDC case studies since 2012. Several research professors have been awarded prizes for their excellent work.

3. Close ties with the corporate world

The shared research programs drawn up along OCRE's research lines provide a framework for the exchange of ideas between the academic and professional worlds.

Professors meet regularly in sessions jointly chaired by the director of research to:

- Work collectively on the school's focal research fields, to share knowledge and best practices, and to promote intellectual contributions which meet the highest international standards.
- Listen to the renowned researchers, who come to share their expertise, on a particular theme or methodology.
- Exchange ideas with our partner research lab; 'Thema' of University of Cergy-Pontoise.



Faculty and Research

Faculty Research ERS at the heart of research priorities

Ethics, Corporate Responsibility and Sustainability are major research areas at OCRE. In the a forementioned key research streams, ERS (Ethics, Responsibility and Sustainability) is an integral part of each one of these dimensions. A considerable number of researchers are involved in research on CSR (Corporate Social Responsibility) and sustainability related issues. The research projects in this domain cover a variety of issues such as CSR reporting, sustainability and innovation, socially responsible entrepreneurship, and circular economy.

Research with Impact

Impact means turning the academic work into knowledge that is usable and useful for different stakeholders of the business school including students, businesses, relevant institutions, and the society in large. Further, impact-oriented research means engaging with actual practice, and working hand in hand with various stakeholders in providing solutions to real problems. Given below are some of the recent research studies carried out by our faculty members in line with the UNGC and PRME principles.

Climate change and sustainability

Global climate change is one of the biggest challenges faced by us. Our researchers have highlighted new possibilities of sustainable innovation by taking into account the social and the environmental impact. Mentioned below are some of the research projects in process or published in this area.

- Ben Zaied, Y., Ben Lahouel, B., Shunsuke, M., Taleb, L. (2021) "Does ICT change the relationship between total factor productivity and CO2 emissions? Evidence based on a nonlinear model" Energy Economics CNRS (rang 2) publication en ligne juin 2021.
- Ben Zaied, Y., Ben Lahouel, B. (2021) "Does environmental CSR performance matter for corporate financial performance? Evidence from panel quantile regression" Economics Bulletin CNRS (rang 3) accepté en attente de publication.
- Ben Zaied, Y., Kertous, M., Ben Cheikh, N., Ben Lahouel, B. (2020) "Delayed payment of residential water invoice and sustainability of water demand management", Journal of Cleaner Production FNEGE (rang 3) publication en ligne août 2020.

- Ben Zaied, Y., Ben Lahouel, B., Song, Y., Yang, G-L. (2020) "Corporate social performance and financial performance relationship: A data envelopment analysis approach without explicit input", Finance Research Letters CNRS (rang 3) / FNEGE (rang 3) publication en ligne juin 2020.
- Ben Zaied, Y., Ben Cheikh, N. (2021) "A new look at carbon dioxide emissions in MENA Countries" Climatic Change, CNRS (rang 3) publication en ligne juin 2021.

Gender Diversity issues

It is recognized that there is a gender imbalance at senior management level particularly in developing as well as developed countries. Research conducted in EDC PBS highlights the importance of gender equality and women rights, and has direct relevance to management practice and policy-makers.

- Gull, A., Issa, A., Atif, M., and Ahsan, T. (2021) 'Gender Diversity in Boardrooms and Corporate Financial Performance : Evidence from the Male-dominated Society of Qatar', Question de Management, FNEGE 4, 2021/36

Women Entrepreneurship trends

Women entrepreneurs make important contributions to economic development, but in developing countries they are disadvantaged by numerous socio-cultural factors. Research conducted at OCRE indicates the barriers and impediments faced by women entrepreneurs in developing countries. Further our researchers have highlighted the benefits of ensuring women having equal opportunities to start and sustain their businesses.

- Douyon, R., Paradas, A. (2020) « La sensibilisation des entrepreneurs à la RSE par les structures d'accompagnement au travers de la création de sens » Revue Internationale de Psychosociologie et de gestion des Comportements Organisationnels (RIPCO), CNRS (rang 4) / FNEGE (rang 4), 2020/65, Vol. XXVI, novembre 2020, pp. 41-68.
- Douyon, R. (2020) « Les caractéristiques de l'entrepreneuriat culturel et créatif dans le contexte malien » Revue Internationale PME, CNRS (rang 4) / FNEGE (rang 3) Vol. 33, n°3-4, décembre 2020, pp. 81-103.

New managerial & Societal trends

The social and physical constraints and lockdowns due to COVID-19 have highlighted the need for remote organization and teleworking. Some of the recent research

conducted at OCRE highlights the process to introduce this new work style in the company and particularly in society at different levels.

- Diard, C., Hachard, V. (2021) «Mise en œuvre du télétravail : une relation managériale réinventée ? », *Gérer et Comprendre*, CNRS (rang 4) / FNEGE (rang 3) n° 144, juin 2021, pp. 38-50.

Sustainable supply chains challenges

External pressures on global procurement have created an imperative for low-impact, socially responsible, and low-cost operational solutions to the supply chains. In response our researchers are working with international collaborators in Asia and Europe to conduct research on sustainable supply chains. The key objective of our research is to identify new possibilities of innovation in processes and operations to make supply chains more socially responsible and eco-friendly.

- Atif Khan, M., Fontana, E., Gull, A. (2021) “Corporate social responsibility decisions in apparel supply chains: The role of negative emotions in Bangladesh and Pakistan” *CSR and Environmental Management FNEGE* (rang 3) publication en ligne mars 2021.
- Fracarolli Nunes, M., Lee Park, C., Laureano Paiva, E. (2020) “Can we have it all? Sustainability trade-offs and cross-insurance mechanisms in supply chains” *International Journal of Operations and Production Management*, CNRS (rang 2) / FNEGE (rang 2) publication en ligne juin 2020.
- Fracarolli Nunes, M., Lee Park, C., Muratbekova-Touron, M. (2021) “Insider’s corruption versus outsider’s ethicality? Individual responses to conflicting institutional logics” *International Journal of Human Resource Management FNEGE* (rang 2) publication en ligne juillet 2021.

Research Partnerships

The OCRE laboratory has long-standing relationships with several institutions of the Parisian region. This is in addition to the personal relations between researchers that result in co-authored publications.

- The OCRE works closely with THEMA - the research lab of University of Cergy Pontoise – on several themes including ERS. OCRE and THEMA organize at least one joint research workshop each year, hosted alternately by EDC and University of Cergy Pontoise.
- IAE de Paris- Three EDC PBS research professors are affiliated with GREGOR and are involved in the activities of the «Brands and Values» and «Entrepreneurship, Territory and Innovation» Chairs.
- ESSCA Paris- The 2nd Financial Economics Meeting: Crisis Challenges (FEM-2021), was jointly organized by the EDC Paris Business School, ESSCA School of Management, Paris (France), in July 2021 at EDC Paris Business School.

Ethical Finance and sustainability Conference

OCRE research lab, in collaboration with THEMA, organizes an international conference on ‘Ethical Finance and sustainability’ every year. The third edition of this conference was organized online in March 2021.

Special Editions in reputed journals

During the academic year 2020-21 EDC professors organized special issues in reputed academic journal in ERS domain.

Special Issue, «Sustainable Finance: New Trends, Environment and Social Changes» in the journal ‘Sustainability’ Guest editors from EDC:

- Prof. Zied Ftiti
- Prof. Younes Ben Zaied

https://www.mdpi.com/journal/sustainability/special_issues/finance_trend_environment_social_change

Special Issue «La Finance durable en question» in the journal ‘Questions of Management’. Guest editor from EDC Paris BS:

- Prof. Younes Ben Zaied

Faculty and Research

Student dissertations in 2020-2021

Listed below some of the student dissertations in ESR domain :

- How has the lack of transparency of information on overfishing changed our consumption habits?
Aurore Malpart-Capinski, final year student, International Business
- How to integrate eco-design of digital tools into the company's CSR policy?
Lise BERTHEL, 5th year student, E-Business
- Reducing the environmental footprint of digital tools within a large company
Justine Morand, 5th year student, E-Business
- Measuring the impact of CSR engagement on the company performance. Sabine Roy, 5th year student.



Testimonial



Younes Ben Zaied
Professor of Finance at EDC Paris
Business School



*The development of sustainable practices within academic institutions around the world has been the subject of important pedagogical programs and scholarly investigations over the last three decades. As a researcher at EDC Paris Business School, I'm interested in sustainable development particularly the impact of CSR engagements on the financial performance of companies. My research is also intended to highlight the drivers and the consequences for developing environmental concerns in governmental and institutional priorities. One of my recently published article "**A new look at carbon dioxide emissions in MENA Countries**" in the journal *Climate Change, 2021*, sheds light on the dynamic relationship between carbon dioxide (CO₂) emissions and income growth for the Middle East and North African (MENA) region.*



Start-ups in ESR domain

Mentionned below are a couple of sustainable start-up projects started in 2021 by our students :

- Cearitis offers an innovative biocontrol system that is less expensive than the offers available in market. It protects the fields with zero environmental footprint, reduces crop losses and user time.
- The startup 'now you know' fights global warming. Gabriel Vuong and Benjamin Maubacq have created an application that allows citizens to finance high-impact climate projects with the help of corporate funding.



[Commitment to ESR]

ESR Committee

To ascertain that EDC Paris Business School commitments and engagements are achieved, the school plans to set up a dedicated ERS (ethics, responsibility, and sustainability) team of motivated personnel from diverse backgrounds.

ESR Manager

M. Atif KHAN is responsible for driving the ESR initiative forward. He comes up with innovative ideas, coordinates a range of activities and initiatives, and builds relationship with pertinent stakeholders.



Muhammad Atif Khan

Associate Professor of CSR and sustainability,
is responsible for driving the ESR initiative forward

The ERS committee

This committee will define the priorities and objectives in the domain of ERS. Further it will monitor the progress indicators to ensure that our commitments are fulfilled, and our engagement are respected. It will be composed of:

- **Academic Director**
- **ESR Manager**
- **An EDC professor**
- **An adjunct professor**
- **A student representative**

Territorial Engagements

EDC Paris Business School is committed to and engaged with territorial stakeholders including local government structures, businesses, NGO's and other organizations. In this domain the key priorities include:

- To carry out our activities in such a way that we respect the culture and values of the region in which we operate.
- To take part actively in local initiatives in our domain of activities
- To work with stakeholders, small and large corporations, government institutes and NGO's, to form an ecosystem that creates win-win situation for all.

Social Engagements

Businesses and business schools are part of the society, and there exists a symbiotic relationship between them.

At EDC Paris Business School we believe that business schools should not only respect the laws and regulations of state but also the norms and values of the society in which they exist and prosper. Thus, the social engagements of the school are representative of the societal expectation of various stakeholders. As a member of the CGE (Conférences des Grandes Ecoles), un-Global Compact, and PRME the school engages in a multitude of social initiatives to fulfill these expectations.



[Commitment to ESR]

Community and welfare projects

EDC Paris Business School is committed to various welfare projects in France and abroad. The school is actively engaged in helping homeless people, in collecting and donating blood, and in aiding disadvantaged children in African and Asia.

Within the school, EDC Paris Business School offers various scholarships and grants to the students.

Scholarships are generally awarded on need-based and merit-based criteria. Grants are offered to students facing financial difficulties to sponsor their studies.

During the year 2019-20 over 200 students were offered scholarships and grants by the school.



Partnership between EDC Paris Business School and Réalités at El Jadida (Marocco)

Environmental Engagement

In accordance with un Global Compact and PRME, the school is fully committed to integrate environmental responsibility in its strategies and actions. The school is actively engaged in reducing its ecological footprint in the way natural and man-made resources are consumed including water, electricity, fuel/gas and paper.

We are in the process of shifting to our new state of the art and eco-friendly campus in La Defense.

The new campus reflects our aim of guaranteeing the students, researchers, and faculty the optimal working conditions aligned with the standards of best eco-friendly campuses.

The campus is designed to meet the highest

sustainability norms and compliance requirements, focusing on safety, reduction of environmental footprint, exploitation of daylight, reduction of noise pollution and waste management.

Water dispensers will be installed at the campus to incite students and employees to use re-usable bottles for drinking water. Water is also consumed for use in the kitchen, toilets, and sinks. Better quality toiletries have been installed to reduce the consumption of water in the mentioned areas. Water dispensers will be installed at the campus to incite students and employees to use re-usable bottles for drinking water. Water is also consumed for use in the kitchen, toilets, and sinks. Better quality toiletries have been installed to reduce the consumption of water in the mentioned areas.



[Commitment to ESR]

Energy Consumption



Students and staff are encouraged to switch off lights in unoccupied spaces. Our overall energy consumption will be between A and A++ according to the CE 874/2012 standard. Rechargeable and plug-in device usage is consistently increasing in our daily professional as well as personal lives. It is recommended to activate sleep modes for the devices that are not in use momentarily. It is advisable to turn them off completely when not in use for longer periods. It is better to unplug the devices when they are fully charged, not only it saves energy, but also enhances battery life.

Moreover, a dedicated member of the staff carries out a lighting check to turn off all the lights in the evenings.

A complete lighting and heating check is done before the weekends and holidays to switch off various appliances and heating systems.

The school is also striving to reduce the consumption of heating. The use of reasonable temperatures - 19° to 23° - is encouraged in the offices and classrooms. The new campus will be centrally heated and controlled to ensure comfortable working conditions and optimum usage of heating.

[Commitment to ESR]

Waste Management

The waste management strategy of EDC Paris Business School rests on the three pillars (3R's). The school believes that the most effective way to reduce waste is not to create it in the first place. Therefore reduction, and re-use of resources is the most effective way to minimize our impact on the environment.



Reduce

- To reduce the resources that we consume,
- To substitute inefficient technologies, processes, and products with better ones, and
- To virtualize the physical activities that can be performed online

Re-use

- To repair the product by changing defective parts,

- To create a new use of product that is unusable for its initial purpose,
- To donate the product to the needy persons or organizations

Recycle

- To choose products with lesser packaging
- To filter the waste into appropriate bins to compost and recycle them
- To use recycled materials and products

In line with our 3R philosophy, all the furniture, equipments and materials of the old campus were donated to different welfare organizations for free.



[Commitment to ESR]

Paper Consumption

The paper consumption is mainly related to the printing for administrative, teaching and research activities. The school is presently considering various measures, details of which can be found in green scan initiative, to reduce its paper consumption. Further the printers and copiers are not individual and are installed in dedicated rooms. Each printout displays the production costs in order to raise user awareness.

Reduction of ecological footprint

The school is determined to reduce its ecological impact. In 2018 we undertook the Green Scan Initiative, a plan to reduce our ecological impact by mobilizing our 3R strategy. The objective of this exercise was

to highlight the activities wherein there is a room for improvement with respect to our wider commitment to sustainability. Further various actions were proposed to improve our ecological performance in the highlighted domains. **The measures under consideration include :**

Printing and paper consumption

- Use less printed material for teaching and other pedagogical activities.
- Use more electric formats for thesis/dissertations/reports (Student dissertations are no more printed).
- Encourage permanent and visiting professors to use various tools (emails, 'blackboard', websites etc) to distribute teaching aids online.

Low impact printing

- Reduce the number of print outs for reports, cases, and articles. Encourage electronic formats.
 - Encourage 2-side printing.
- Reduce the number of print outs for in-class activities including case studies, exercises and other support materials.
- Recycled paper to be introduced, for in-class printing needs.
- Encourage Intelligent formatting to reduce ink and paper consumption.
 - Data collection of per/head paper consumption.
 - Encourage students to take note electronically.

Reduction of disposable items

- Personal glass bottles and mugs.
 - Re-usable cutlery.
 - Installation of more water dispensers.

Recycling and composting

- Graphic/visual explanation of recycling and composting.
- Installation of separate bins for recyclable and compostable materials. The new campus will be equipped with different types of bins (paper, plastic, metal).
- We are thinking to install collection boxes for used batteries and cells.
- All of our food service providers use recyclable materials (cups, cutlery...).
- Campuses are equipped with glass containers to limit single-use cups.

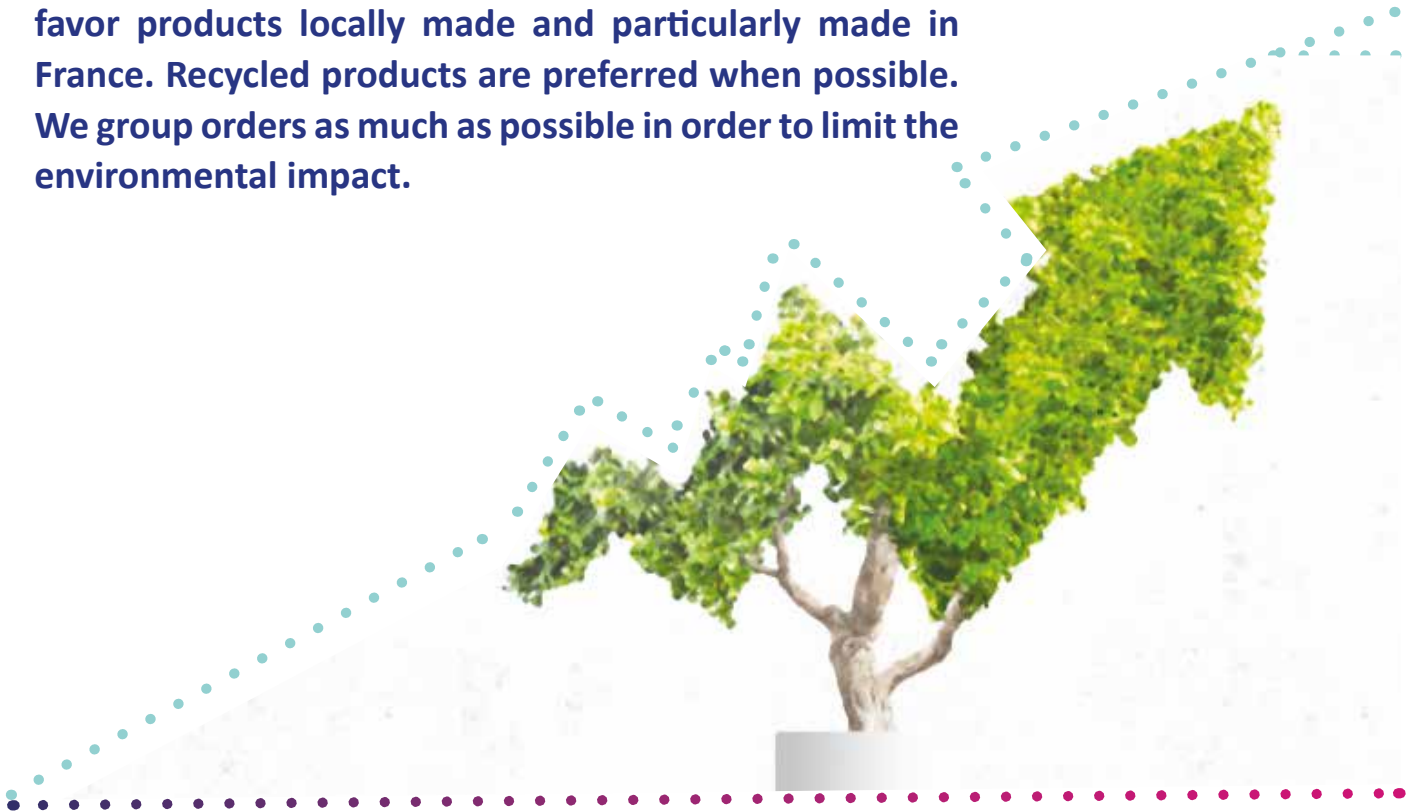
Energy consumption

- Efficient lighting and heating check before the week-ends and holidays.
- Plugging-out various appliances and devices before long breaks.
- Encourage public transport and promote carpooling services for students and staff.

[Commitment to ESR]

Responsible Buying

We maintain ethical and sustainable commercial relationships with our suppliers of goods and services. We favor products locally made and particularly made in France. Recycled products are preferred when possible. We group orders as much as possible in order to limit the environmental impact.



Our Ethical Responsibility

At EDC Paris Business School, we, Faculty, Staff and students, are committed to pursue a global ethical policy. The UN Global Compact and PRME (Principles for Responsible Management), offer us the necessary tools to integrate environmental, social as well ethical standards into all our decision-making processes. We believe that each person has the opportunity to

increase his/her positive impact on the school, society and environment. We encourage and support constructive dialogue between students, academics, staff and other stakeholders on issues of ethics, responsibility and sustainability.

We are proud of our rich social diversity, whether it be age, gender, languages, cultures, or personal backgrounds. We consider that a pleasant, tolerant, and transparent working environment is key to personal as well as professional development in such

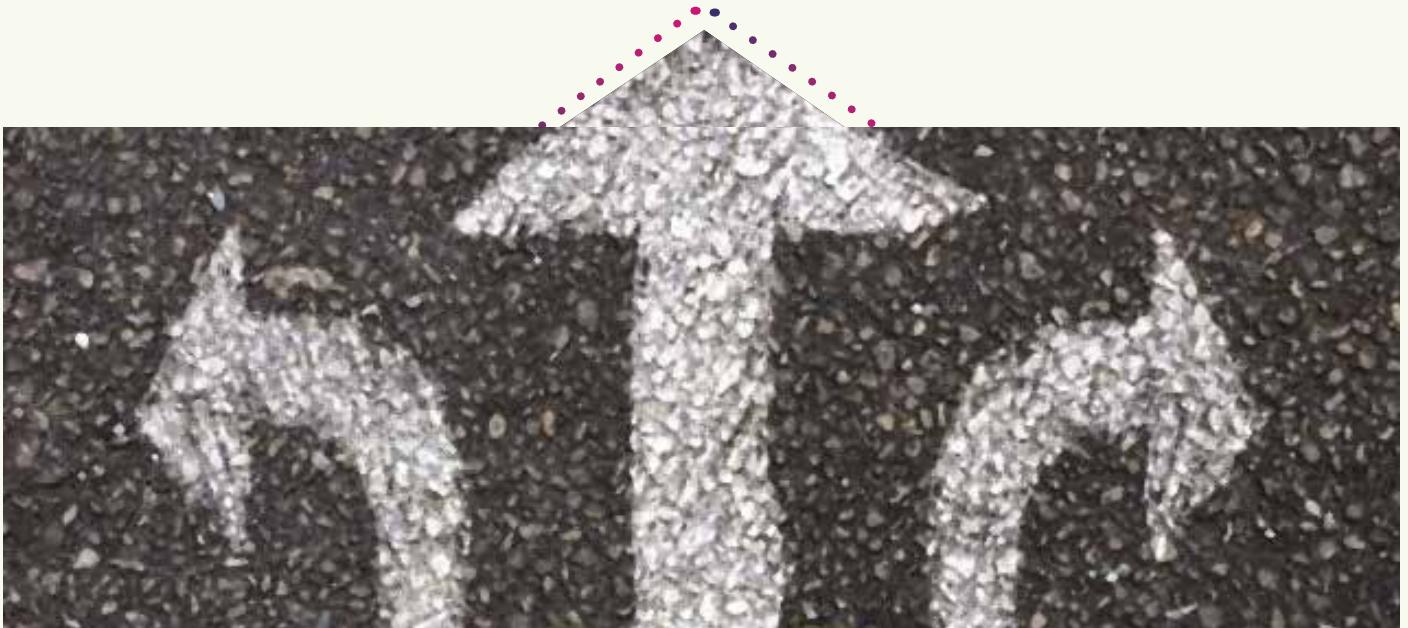
diverse settings. At EDC Paris BS, Freedom of speech, teaching and research is central to its education philosophy. At the same time, we believe that this liberty comes with a responsibility towards other stakeholders. We expect our teachers, staff and students to value the opinions of others, the societal expectations and the legal regulations. We respect the confidentiality of agreements and adhere to intellectual property rights. Plagiarism, is prohibited in all forms and in all areas.

[Commitment to ESR]

The road ahead

In keeping with our ambitions, we are shifting to our new campus during the academic year 2021-2022. As both developer of knowledge and supplier of highly skilled human resources, we wish to put together a place where we could develop an ecosystem that fosters sustainable value creation for us and for our stakeholder.

We specialize in the domain of entrepreneurship and have always had very close relationship with the public and private organizations located in the business district of Paris. This proximity to key stakeholders is one of the main drivers of choice of new location and thus explains the selection of new campus in the immediate vicinity of La Defense, Paris.



We are engaged in a continuous process of **ERS** integration in our strategies and activities. We have designed and implemented wide-ranging initiatives during the last few years. The new campus opens up newer prospects to improve further our campus management. We acknowledge that sustainability transition is a long and painstaking process. This 'communication of engagement' (**COE**) report reaffirms

our willingness and resolve to move ahead in this challenging sustainability transition.

We see our commitment to the Un Global Compact complementary to that of PRME.

This 'Communication of Engagement' (**COE**) report, (will serve as) a platform for developing the Sharing Information on Progress (**SOP**) for PRME*. On the 9th & 10th of November 2017, over 40 deans and representatives of

business schools from France, Belgium and Holland, gathered at Antwerp Management School and endorsed the creation of France-Benelux PRME chapter.

This Chapter will focus upon furthering sustainability within the educational sector through collaborative initiatives and sharing best practices. EDC Paris actively participated in this historic event organized by **PRME**.



[Commitment to ESR]

Founding principles of global Compact

Human Rights

1. Businesses should support and respect the protection of internationally proclaimed human rights;
2. Make sure that they are not complicit in human rights abuses.



Environment

7. Businesses should support a precautionary approach to environmental challenges;
8. Undertake initiatives to promote greater environmental responsibility;
9. Encourage the development and diffusion of environmentally friendly technologies.



Labour

3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
4. The elimination of all forms of forced and compulsory labour;
5. The effective abolition of child labour; and
6. The elimination of discrimination in respect of employment and occupation.



Anti-Corruption

10. Businesses should work against corruption in all its forms, including extortion and bribery.

PRME

The Principles for Responsible Management Education (PRME) is a United Nations supported initiative founded in 2007 as a platform to raise the profile of sustainability in schools around the world, and to equip today's business students with the understanding and ability to deliver change tomorrow. As a voluntary initiative with over 700 signatories worldwide, PRME has become the largest organized relationship between the United Nations and management-related higher education institutions.

PRME Principles

Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Values

We will incorporate into our academic activities, curricula, and organizational practices the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact. Method. We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental

responsibilities and to explore jointly effective approaches to meeting these challenges.

Dialogue

We will facilitate and support dialog and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

United nations Global Compact

The Ten founding Principles of the United Nations Global Compact are derived from; the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.



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