



Teaching Sustainability across the Global Network

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IN THIS ISSUE

- Upcoming Global Network Event: Sustainable Marketing Seminar (August 26)
- Looking Back at the First Global Network Week for Faculty with the World Business Council for Sustainable Development
- Global Network Faculty and Professionals in Sustainability Share Views
- EGADE's Global Institute for Sustainability Founding Director Participates in Global Network Week for Faculty
- Global Network Expands Reach of 'Raw' Online Cases
- *Wall Street Journal* Cites Efforts of Two GNAM Schools in Africa
- Global Network Faculty Interview: DaiAne Scaraboto of Pontificia Universidad Católica de Chile on the World Cup
- Upward Trend in Enrollments for Global Network Courses and Weeks
- Global Network for Advanced Management Website Update

QUICK LINKS

- [Member Schools](#)
- [Network Cases](#)
- [Network Weeks](#)
- [Network Courses](#)

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[Global Network Event: Sustainable Marketing Seminar](#)

*Tuesday, August 26, 6 p.m. EDT
Pontificia Universidad Católica, Santiago, Chile or
via Livestream*



Global Network students are invited to participate via livestream in a Sustainable Marketing Seminar on Tuesday, August 26, 6 p.m. EDT at Pontificia Universidad Católica de Chile. Professors [Diane Martin](#) and [John Schouten](#) of Aalto University in Finland will present on their recent work on the power and objectives of sustainable marketing. Students who [register](#) will be able to send in questions for the two professors.

[Looking Back at the First Global Network Week for Faculty with the World Business Council for Sustainable Development](#)

In a blog post on the Yale SOM website, Stuart DeCew and Jennifer Rogan, both of the Yale Center for Business and the Environment, recap some of the highlights from the first Global Network Week for Faculty. During the week faculty from across the Global Network discussed their ideas and research with members of the business community and representatives from the World Business Council for Sustainable Development.

Global Network Faculty and Professionals in Sustainability Share Views

Faculty and staff from 11 Global Network for Advanced Management schools (AIM, EGADE, ESMT, FGV, Koç, NUS, IIMB, INSEAD, UCD Smurfit, University of Cape Town, and Yale) participated in the first Global Network Week for Faculty, held at Yale SOM, July 21-24. The event, sponsored by the World Business Council for Sustainable Development along with the Yale Center for Business and the Environment, aimed at fostering collaboration among network faculty members with an interest in sustainability and building connections between faculty members and business professionals.



Two faculty members—Francisco L. Roman, an associate dean at the Asian Institute of Management in the Philippines, and Isabel Studer Noguez, an EGADE Business School professor and Founding Director of the Institute for Global Sustainability—discussed what they hoped to take away from meeting with their counterparts across the network.

EGADE's Global Institute for Sustainability Founding Director Participates in Global Network Week for Faculty



From July 21 to 24, Dr. Isabel Studer Noguez, founding director of the Global Institute for Sustainability at EGADE Business School del Tecnológico de Monterrey, participated in the first Global Network Week for Faculty, an initiative of the Yale Center for Business and the Environment, which brought together representatives of the World Business Council for Sustainable Development (WBCSD) and representatives of 11 international business schools members of the GNAM to foster collaboration between academics in the area of sustainability and with business leaders.



Global Network Expands Reach of 'Raw' Online Cases

Three decades after the Mexican company San Miguel began producing amaranth food products in its factory in the village of Huixcaztdha, sales were steady but had

never taken off. Amaranth seemed well suited to the tastes of the growing ranks of the health conscious—the grain is nutritious, high in protein, and gluten-free—but San Miguel had never gotten a foothold in the consumer market, making most of its sales to Mexican state governments.

San Miguel's situation is the subject of a "raw" case study, developed for MBA students by the Yale School of Management and Tecnológico de Monterrey. In contrast to traditional case studies, which generally present a 10- or 20-page linear narrative, raw cases are websites that augment a narrative with a trove of real-world information—video interviews with key players, news stories, financial documents, and other source materials. The approach requires students to work in teams, examine materials from multiple perspectives, and parse extensive data to design solutions to complex problems.

[Global Network Faculty Interview: DaiAne Scaraboto, PUC Chile, on the World Cup](#)



This year's World Cup in Brazil brought the world's biggest sporting event together with the growing economies of South America. DaiAne Scaraboto, a marketing professor at PUC Chile, talks about how businesses used the game to reach a larger audience.

[Wall Street Journal Cites Efforts of Two Global Network Schools in Africa](#)

The *Wall Street Journal* features two Global Network for Advanced Management schools in a recent article titled "Why B-Schools Are Expanding Into Africa." The article examines how some business schools are working to build new campuses abroad, while other schools, including HEC Paris and Yale SOM, have instead chosen to create links with established schools and government entities.

[Upward Trend in Enrollments for Global Network Courses and Weeks](#)

[Global Network Course](#) offerings and student enrollment in them have at least doubled since the two courses offered in the first half of 2014. For the September-December 2014 term, there are four courses with 98 students from 14 Global Network schools enrolled in at least one of the four selective online courses. Courses will be taught by faculty from IIM Bangalore, the Technion-Israel Institute of Technology and Yale SOM.



Participation in the October 2014 [Global Network Weeks](#) increased from 253 students from 6 schools in October 2013 to 330 students from ten Global Network schools. Participation in the March Weeks tends to be broader because of more overlap in schools' schedules. Enrollment in the March 2015 Weeks is expected to surpass that of March 2014, when 470 students from 12 schools participated.

[Global Network for Advanced Management Website Update](#)

The Global Network for Advanced Management website has a new look. Check out the new homepage and click through the navigation tabs

at the top for current information on Global Network Weeks and Courses and for news and tweets from Global Network schools.

[Newsletter Archive](#)

Previous editions of the GNAM newsletter is available on the [contact page](#) of the GNAM website.

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Please send news from your school for the July edition of this newsletter to elizabeth.wilkinson@yale.edu.

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