

*for immediate release*

## HEC Paris creates Research Office in Qatar

**Doha, Qatar – July 13, 2014:** HEC Paris School of Management – a leading global business school ranked number 1 in Executive Education by the Financial Times, is widening its contribution towards the realization of a knowledge-based economy in Qatar beyond providing the world’s best executive education programs in the region by launching a Research Office in Qatar.

The Research Office, created with support from Qatar Foundation, will be sourcing potential funding from the Qatar National Research Fund (QNRF), Qatar Foundation Research & Development (QF R&D) as well as local and regional companies.

Among the activities that the Research Office will be focusing on are the development of pedagogical content such as the writing business case studies on local companies, innovative academic research leading to publications in prestigious journals, the facilitation of post doctorate and PhD student grants and fellowships, collaboration with academic and business communities in Qatar, and the organization of ‘Focus on Research’ events, workshops and conferences.

“The creation of the Research Office in Qatar by HEC Paris is another significant milestone to develop local and regional content in terms of best practices, knowledge, and expertise to help business and government leaders to meet the demands and challenges of today’s highly globalized economies,” said Professor Laoucine Kerbache, Chief Executive Officer and Academic Dean of HEC Paris in Qatar. “In order to provide best and next best conceptual and practical frameworks in management to the academic and the business communities, HEC faculty in Paris (GREGHEC research center) and in Qatar (new Research Office) are committed to develop highly competitive research in collaboration with other international research teams,” he added.

One of the ambitious research projects recently funded by QNRF includes that of Andrea Masini – an Associate Professor at the Operations Management & Information Technology of HEC Paris. Professor Masini’s first research project, which is a collaboration between HEC Paris and FIKRA Research and Policy – a Doha based consultancy firm - studies incentive mechanisms to support the diffusion of sustainable energy solutions such as renewable energy technologies and energy efficiency initiatives. The project combines empirical and modelling work to examine the supply and demand side of the renewable energy industry.

The second research project, which is being undertaken by HEC Paris, the Swiss research lab Ordecys and FIKRA Research and Policy, focuses on smart grids and their potential application to the Qatar reality to reduce the country’s carbon footprint. The goal of the project is to apply optimization models to determine the optimal country energy mix while at the same time taking into account local specificities and consumer behavior.

“Such projects are undoubtedly a testament of HEC Paris’ ability to conduct cutting-edge research with important strategic and managerial implications for Qatar’s economy,” Masini said. “They also represent a fantastic opportunity for our research team – which includes Sam Aflaki and Joseph Nehmé and several of HEC Paris’ PhD students – to become regular visitors to the country and appreciate its research-friendly environment and impressive facilities.”

HEC Paris recently held an information session at its home campus inviting its top researchers to develop research proposals of value to Qatar and in support of the Qatar National Vision 2030.

HEC Paris was ranked number five in Europe for research in management by the influential UK-based Financial Times newspaper.

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### **Notes to Editors**

#### **HEC Paris**

A leader in Europe, HEC Paris specializes in management education and research. Founded in 1881, HEC Paris offers a full, unique range of courses to the leaders of tomorrow, including: Masters Degrees, MBA, PhD, Executive MBA and TRIUM Global Executive MBA. In June 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By February 2011, HEC Paris launched Qatar's first international EMBA. The HEC Executive MBA (EMBA) is a part-time program which provides executives with a set of fundamental skills to expand their knowledge and leadership capabilities. In addition to the EMBA, HEC Paris provides in Qatar a Specialized Master Degree in Strategic Business Unit Management. The institution also offers non-degree management programs for executives, in the form of open enrolment programs as well as custom-designed programs for individual companies. The programs and research activities of HEC Paris in Qatar build corporate competitiveness within the global economy and are fully aligned with Qatar National Vision 2030 to support the transformation of Qatar into an advanced, competitive and knowledge-based economy. HEC Paris was ranked number one in the world for Executive Education in 2014 by the influential UK-based Financial Times media group.

<http://www.exed.hec.edu/hec-qatar>

#### **Qatar Foundation**

Qatar Foundation for Education, Science and Community Development is a private, non-profit organization that serves the people of Qatar by supporting and operating programs in three core mission areas: education, science and research, and community development. The Foundation strives to nurture the future leaders of Qatar. By example and by sharing its experience, the Foundation also contributes to human development nationally, regionally, and internationally. In all of its activities, the Foundation promotes a culture of excellence in Qatar and furthers its role in supporting an innovative and open society that aspires to develop sustainable human capacity, social, and economic prosperity for a knowledge-based economy.

<http://www.qf.org.qa/>