

## **HEC Paris highlights importance of academic research on sustainable business growth and development**

*Completes five new case studies to add to six already completed*

**Doha, Qatar – July 12, 2015:** HEC Paris, ranked number two worldwide in Executive Education by the Financial Times in 2015, has drawn significant attention towards the importance of academic research since the launch of its Research Office in Qatar a year ago.

The Research Office has just delivered five new case studies in addition to a previous six already published. This achievement is mainly due to the productive collaboration between the Research Office, the local business community and alumni from the HEC Paris Executive MBA program. Among the companies that contributed to the case studies were Coastal Group, Empower World, QDVC, Msheireb, Mosafer / Abu Issa, Al Shaqab, Securitas and Salam International.

The research activities conducted by the Research Office of HEC Paris are all geared towards the building of a sustainable society in Qatar. As a member of Qatar Foundation, HEC Paris is also aimed at positively contributing to the fulfilment of the country's National Vision 2030 and its key pillars: human development, economic development and social development.

Since the launch of the Research Office last year, a number of innovative and original articles have also been published in renowned academic journals and presented at international conferences by Prof. Laoucine Kerbache, Dean & CEO of HEC Paris in Qatar, and Prof. Wolfgang Amann, Academic Coordinator of the Executive MBA, Doha Modular. Furthermore, two books, one on 'Innovations in Executive Education' and another on 'Anti-Corruption: Implementing Curriculum Change in Management', were completed with Prof. Amann as co-author.

In addition, four Case Lab workshops were run by HEC Paris, where new business cases were presented, giving participants the opportunity to discuss real challenges from Qatar's rapidly developing economy. With the aim of building new knowledge that contributes to Qatar's economy, these workshops will continue into the upcoming academic year to serve as a platform for sharing original and innovative work. Once finalized, case studies which are published internationally will help to raise the profile of Qatar and increase awareness of local business issues.

"Academic research conducted by business schools such as HEC Paris in Qatar provides essential and valuable input towards the pursuit of the desired growth and development of businesses locally and regionally," Prof. Kerbaché said. "Through the state-of-art of knowledge and expertise of our faculty in executive management education, we are able to take an active part in the production of knowledge on management and train the global leaders of tomorrow."

"It is our aim, through our Research Office, to focus on the development of applied management research and case studies that will significantly contribute towards the building of a sustainable and knowledge-based growth for Qatar and the region," he added.

"An effective working relationship between business and the academic community, specifically with recognized leaders in this field such as HEC Paris, is an important vehicle for the transfer of knowledge. This can only strengthen the capacity of companies and their executives to address the challenges of a rapidly changing commercial environment" said Eng. Abdulla Al-Mehshadi, CEO of Msheireb Properties, who also happens to be an alumnus of the HEC Executive MBA Class of 2014 and the winner of the "Best CEO" award at the Qatar Today Business Excellence Awards.

"The completion of the Msheireb Properties case study on transformational leadership has been of great value both to Msheireb Properties and HEC Paris," he added. "Having acquired my EMBA from HEC Paris, I personally look forward to further strengthening such an important and mutually beneficial working relationship and to assisting in the development of business management theories that will form an integral part of the curriculum of such academic institutions."

The Research Office of HEC Paris in Qatar is officially recognized and supported by Qatar Foundation. Its focus covers the development of pedagogical content (business cases) and innovative academic research in collaboration with academic and business communities in Qatar, and organizing workshops and conferences.

– ends –

Media inquiries:

Salwa Ghorayeb

Account Manager, Action Qatar

Tel: 00974 44361499

Email: [salwa.g@actionprgroup.com](mailto:salwa.g@actionprgroup.com)

**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. In 2015, HEC Paris was ranked number two worldwide in Executive Education 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/>