

## HEC Paris leads health and well-being study

*HEC Paris and INTEL collaborate on cutting-edge project on the potential of wearable technologies*

**Doha, Qatar – February 22, 2016:** Leading the development of a new generation of intelligent, connected devices, HEC Paris has embarked on a research study directed by Michael Segalla, Professor of Management at the business school.

With the goal of promoting healthy lifestyles made possible by new, groundbreaking, wearable technology, TRIUM EMBA participants will collaborate with INTEL which will provide equipment capable of measuring movement (walking, running, etc...) sleeping patterns, pulse rate, blood oxygen level, blood pressure, skin temperature, and galvanic skin response. Students are expected to enjoy this unique opportunity from January 2016.

“HEC Paris collaborates, on regular basis, with various industry experts in order to keep TRIUM EMBA participants up-to-date with the latest enabling technologies,” said Prof. Laoucine Kerbache, Dean & CEO of HEC Paris in Qatar. “This in turn empowers them to integrate the conceptual frameworks and best practices they learn in school with business applications that are in tune with the changing times. More importantly, it further develops their entrepreneurial capabilities and skills to become innovative business leaders using today’s rapidly evolving technologies such as those being developed by Intel.”

The project methodology is focused on psychological and biomedical measures. It will make way for the identification of potentially stressful situations which contribute to lower personal performance, for measuring the effects of physical activity, sleep, cardiac function, and stress on physical, psychological

and academic performance, as well as for examining the methods of integrating wearable technology into daily life.

Upon the conclusion of this unique experiment, HEC Paris will be releasing a white paper containing the results of this unprecedented exercise.

“Benefiting from INTEL’s support is the key to this project succeeding. Receiving such innovative material will allow us to produce the most reliable data on the market. The diversity of nationalities and lifestyles evident across the TRIUM cohort makes the participants perfect for such an experiment. It will allow us to unearth results reflecting a real, representative sample,” outlined Professor Segalla.

The TRIUM Global Executive MBA, ranked #1 worldwide in 2014 by the Financial Times’ annual ranking of Executive MBA programs, brings together experienced executives and successful entrepreneurs who have excelled in their careers but are looking for more.

An alliance of three schools that draws upon distinguished faculty at NYU Stern, LSE and HEC Paris, TRIUM enables participants to exchange ideas and knowledge during the resident modules, through collaborative assignments between modules and through a capstone project. This creates a powerful network of global relationships destined to last well beyond completion of the TRIUM program.

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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 2010, HEC Paris joined Qatar Foundation and brought world-class Executive Education programs and research activity to Doha and the region. By 2011, HEC Paris launched Qatar's first international EMBA. The HEC Executive MBA (EMBA) is a part-time program that 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. It has also introduced bespoke executive management programs for Family Owned Businesses (FOB) that are designed to meet the specific and individual needs of each client and are aimed at key decision makers, from Board level to middle management. 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. Accordingly, HEC Paris has opened a Research Office that has resulted in a number of innovative and original articles being published in renowned academic journals and presented at international conferences. 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/>