



Businesswomen empowerment a focus in HEC Paris's latest digital leadership training

HEC Paris Associate Professor of Marketing Kristine de Valck shared over 20 years' experience during female-only session on how to harness the power of digital transformation

Doha, Qatar – February 19, 2017: HEC Paris, one of the world's top three providers of Executive Education programs, held an event to give female business leaders a better understanding of how they can embrace the digital transformation to enhance customer relationships and grow their business.

The women-only event, entitled 'Harnessing the Power of Digital Transformation', was held at Tornado Tower, Doha, and attended by 40 female executives and corporate leaders.

Renowned HEC Paris Associate Professor of Marketing Kristine de Valck told participants how having a presence online was no longer enough in the changing digital world.

De Valck, an Associate Professor at HEC Paris since 2004, has been at the forefront of digital transformation since 1999 when she embarked on a PhD about knowledge and friendship networks in virtual communities of consumption.

With women's empowerment at the centre of the event's theme, De Valck discussed how digital developments such as big data and The Internet of Things, together with mobile technology and social media, are causing fundamental changes not just in the way we live, but in the way we do business.

She stressed that with digital now playing a bigger role in business, firms must re-evaluate customer relationships and their internal processes in order to remain competitive and relevant.

The participants were given an in-depth insight into the current digital transformation landscape and how it is affecting businesses and what companies can do to leverage digital opportunities. De Valck outlined that in today's changing world digital is about much more than having a presence online or straight forward e-commerce.

The session also addressed techniques companies can use to leverage their digital presence to reach out to customers and strengthen relationships.

De Valck, whose research and teaching over the past 15 years has focused on how the internet in general, and social media in particular, have changed consumer behaviour and the marketplace, said: “The digital transformation has changed the way in which we consume news, our favorite TV shows and the way we interact with our preferred brands”.

“It is paramount that businesses embrace this and realise there is an opportunity to not only fully embrace this change, but also take a leading role in the digital world, a role that allows them to enhance their customer relationships.

“Women empowerment is on the rise in the corporate world, so events such as these offer fantastic opportunities for female business leaders to gain a better understanding of how they can harness the digital transformation,” added De Valck, whose Web 2.0 Marketing Communications – HEC Paris, is among the top downloads on iTunesU since 2010.

Prof. Nils Plambeck, Dean and CEO of HEC Paris in Qatar, added: “With women empowerment featuring so prominently in today’s corporate world, it is great that we have somebody of the stature of Prof. de Valck to address one of our events”.

“Women empowerment is important to HEC Paris in Qatar, as reflected in the number of female participants we regularly have in our Executive MBA program and Specialized Master’s Degree in Strategic Business Unit Management courses. This event hopefully gave the attendees a better understanding of how they can harness the power of digital to grow their business.” He added.

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Notes to Editors

HEC Paris

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Founded in 1881 by the Paris Chamber of Commerce and Industry, HEC Paris is a founding member of the Université Paris-Saclay. It boasts a faculty of 138 full-time professors, more than 4,400 students and over 8,000 managers and executives in training each year.

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's 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 recently 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 case studies and innovative articles being published in renowned academic journals and presented at international conferences. HEC Paris has been ranked one of the world's top 3 providers of Executive Education programs for the last 7 years.

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Qatar Foundation

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