



ESSEC Business School recognized by AACSB International for Driving Innovation in Business Education Worldwide

Second annual Innovations That Inspire showcases unique ways business schools are changing the status quo to address societal needs, while empowering the business leaders of tomorrow.

Cergy, February 7, 2017 — In a rapidly globalizing environment and ever-changing world, business schools are providing more value than ever. Yesterday at its 2017 Deans Conference, [AACSB International](#) (AACSB), and the world's largest global education network, unveiled 35 innovations that represent critical work being done by business schools to better their communities and society at large.

The second annual [Innovations That Inspire](#) initiative recognizes institutions serving as champions of change in the business education landscape. A total of 315 submissions were received across 33 countries, mirroring society's growing global demands, as well as the critical need for strong, connected, and forward-thinking business schools. The initiative—and the impressive work it showcases—underscores the important role that innovation plays in achieving the [industry-wide vision](#) for business education, which AACSB unveiled in 2016.

“This year's *Innovations That Inspire* initiative has highlighted the groundbreaking and commanding influence that AACSB's member schools can have on the world when they focus their attention on creating impactful ideas for all of society,” said Tom R. Robinson, president and chief executive officer of AACSB international. “We are honored to highlight ESSEC Business School's innovation as a pioneer in the business education landscape, and use them as an example for how AACSB's schools are facilitators for innovation and leadership.”

ESSEC was recognized for their submission [iMagination Week](#), which detailed the inception and objective of the unique seminar dedicated to imagination and creativity. Launched in 2012 for MSc in Management students and deployed in 2015 to all other programs, iMagination Week moves beyond discipline-specific approaches and introduces a unique balance of transdisciplinarity, helping students solve complex global issues by broadening their thinking, developing visionary minds and stimulating the collective intelligence.

According to Jean-Michel Blanquer, Dean of ESSEC Business School, “True to our tradition of innovation and our pioneering spirit, we constantly seek to move away from the ordinary and change the way we interact with our students: iMagination Week is a great example of just how we do that. For us, it is a way of preparing our students to become the future leaders that will transform businesses. Being recognized for our efforts is not only a great honor, but reinforces our intention to keep innovating. “

“Ever since its inception, the purpose of iMagination Week has been to raise ESSEC students' awareness on the subjects of creativity and imagination, in order to train decision-makers who are as free as they are responsible, as imaginative as they are realistic, and who are capable of producing ideas and actions which are truly innovative. Our objective is to encourage students to go beyond their limits thanks to transdisciplinarity, to overcome their prejudices, to change their habits and to challenge what they take for granted.” explains Professor Xavier Pavie, Director of the iMagination Center at ESSEC.

For a detailed overview of the featured innovations, please visit www.AACSB.edu/Innovations-That-Inspire. In addition to the named 35, AACSB will continue to share exemplary practices that highlight the remarkable efforts underway to transform business education via its award-winning [BizEd magazine](#), [AACSB LINK](#) newsletter, the [AACSB Blog](#), and its global advocacy and awareness building initiatives.

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About ESSEC Business School

ESSEC, founded in 1907, is one of the world's top management schools. With 5,330 students; a faculty comprised of 158 full-time professors, 19 of which are emeritus professors, in France and Singapore, recognized for both the quality and influence of their research; a wide range of management training programs; partnerships with the world's best universities; and a network of 47,000 alumni, ESSEC continues to foster a tradition of academic excellence and a spirit of openness in the fields of economics, social sciences and innovation. In 2005, ESSEC opened a campus in Asia. ESSEC's operations in Asia Pacific, strategically located in Singapore, present the perfect foothold for ESSEC to be part of the vibrant growth of Asia and to bring its expertise to the expanding region. For any additional information, please visit www.essec.edu or www.essec.edu/asia.

About AACSB International

As the world's largest business education network connecting academe with business, AACSB provides business education intelligence, quality assurance, and professional development services to more than 1,500 member organizations across 97 countries and territories. Founded in 1916, AACSB accredits 780 business schools worldwide. Its global headquarters is located in Tampa, Florida, USA; Asia Pacific headquarters is located in Singapore; and its EMEA headquarters is located in Amsterdam, the Netherlands. For more information, visit www.aacsb.edu.

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