

# **1st Accreditation Conference**

## **at the Poznań University of Economics and Business**

**“International accreditations as a continuous improvement tool”**

**September 27, 2023,**  
11:00 a.m. room 111A + online

11:00 – 11:15

**Welcome address**

prof. Maciej Żukowski, PUEB Rector  
prof. Maciej Szymczak, Vice-Rector for Development and External Relations

11:10 – 12:20

**The role and value of accreditations**

(session in English)

Natalia Ilina, Accreditation and Member Service Manager, AACSB  
prof. Debra Leighton, Senior Adviser, EFMD Global  
Katherine O’Flynn, Director of Accreditation, AMBA  
prof. Danica Purg, President, CEEMAN  
prof. Maciej Szymczak, Vice-Rector for Development and External Relations

12:20 – 12:40

Coffee break

12:40 – 13:10

**Closing the loop in AoL programmes – lessons learnt**

(session in Polish)

prof. Justyna Majewska, PUEB  
prof. Justyna Światowiec-Szczepańska

13:10 - 13:40

**How to collect data and communicate impact?**

(session in English)

prof. Thomas Bieger, University of St. Gallen, AACSB mentor to PUEB  
dr Tomasz Ludwicki, University of Warsaw, EMBA@UW Director, assessor at AMBA

13:40 - 14:10

**What is intellectual impact in research? And how to sell it?**

(session in Polish)

prof. Krzysztof Walczak, PUEB  
dr Jakub Jasiczak, CEO PUEB Knowledge Transfer Company

14:10 – 14:15

**Closing remarks**

prof. Maciej Żukowski, PUEB Rector  
prof. Maciej Szymczak, Vice-Rector for Development and External Relations