

INTEGRATION BETWEEN BUSINESS SCHOOLS AND INDUSTRY IN EMERGING MARKETS

PIET NAUDE

SHANGHAI IBSSC 22 OCT 2018



This is a detailed political map of Africa and the Middle East, showing country borders, major cities, and geographical features. The map includes labels for the North Atlantic Ocean, South Atlantic Ocean, Indian Ocean, and the Sahara Desert. It also shows the Mediterranean Sea, Red Sea, and Persian Gulf. Major cities like Cairo, Lagos, Nairobi, and Johannesburg are marked. The map is titled "Scale 1:51,400,000" and "Azimuthal Equal-Area Projection".

Two qualifying realities

- Reality of **State Owned Enterprises**: Private and public sectors
- Reality of need for **social capital**: Role in civil society (uphold democracy and fight corruption)

Shaping public leadership



Teaching collaboration

- Provide next generation of skilled leaders
- via formal academic programmes
- Provide training for specific institutional needs
- via executive education



Unique programme
mix addressing
business needs

Research collaboration

- Evidence based business solutions (via student treatises)
- Contract research addressing institutional/industry needs
- Emerging market (African) case studies



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Management
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BUSINESS PERSPECTIVES ON THE
**STEINHOFF
SAGA**

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Applied research for business solutions: case studie

Entrepreneurial collaboration

- Small business development (SBA)
- Training social entrepreneurs
- Create space for innovative start-ups (Innovus)

“Futuring” collaboration

- **Design-thinking for long term scenarios
(avoid short-termism and crisis management)**
- **Shape business thinking
(avoid only responding to existing needs)**

Pre-empt future business challenges

- ***impact of policy- and social uncertainties**
***impact of economic shift East/South**
***impact of disruptive technologies**
***impact of climate change**

We borrow the earth from our grandchildren





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