

**December 18<sup>th</sup> 2019**

**PRESS RELEASE**

**ESCP BUSINESS SCHOOL ANNOUNCES A NEW CHAIR  
WITH BNP PARIBAS: REINVENTING WORK**

**The "Reinventing Work" Chair, signed on December 17, aims to improve our understanding of how the transformation of work as a whole leads to organizational changes.**

The Chair will be devoted to studying the development of new or renewed skills, deployed in different types of work environments (remote leadership, working from home, management of experts).

For several years now, BNP Paribas has been carrying out in-depth research on these subjects and shares with ESCP the conviction that digital transformation goes hand-in-hand with a strong demand for changes in working methods and, more generally, in the way professional activities are performed. The agreement entered into by the partners, under the aegis of the ESCP Foundation, stipulates that the Chair's activities shall be mainly based on ambitious research projects carried out in partnership with BNP Paribas.

These projects will explore the impacts of flexibility, digitisation and artificial intelligence on the behaviour of managers and their teams. The Chair's activities will be conducted in different contexts (national, international, in-house at BNP Paribas, and extended to other companies). Bringing together academics and professionals, it will facilitate the development of a forward-looking perspective on current developments.

*"In a context that places the utmost importance on the agility of organizations, the transformation of work is also becoming more important than ever. These days, skills become outdated faster. People must never stop learning. Our role as a Business School -- and the oldest with 200 years of history -- is to prepare tomorrow's managers to evolve in a responsible and optimistic way in future work organisations, including those that do not yet exist!"* declares [Prof. Frank Bournois](#), Dean of ESCP.

For [Professor Emmanuelle Léon](#) who will lead this Chair, *"digital technology and artificial intelligence are leading us, above all, to question what we call 'work', 'business', 'management' and even 'workspaces'! We must also understand the changes taking place, their origins and their consequences for employees and their managers. From considering how to develop skills in response to increasing flexibility, agility and digitisation, to rethinking the balance between private and professional life, or analysing the role of algorithms*



*in recruitment... the issues are exciting and I am delighted about the opportunities offered by this new Chair to explore them in detail and reinvent them.."*

For Marie Guillaume, Responsible of BivwAk! By BNP Paribas, "This partnership is fully in line with BivwAk!'s mission to support the transformation and continuous development of BNP Paribas and its teams by opening up the Group to external ecosystems. This is a great opportunity to feed our strategic thinking while experiencing ways of working for tomorrow!".

**Contacts:**

**ESCP**

Maud Autrechy  
[mautrechy@escp.eu](mailto:mautrechy@escp.eu)  
+33 (1) 49 23 22 24

**Open2Europe**

Laure de Linares  
[l.delinares@open2europe.com](mailto:l.delinares@open2europe.com)  
+33 (1) 55 02 27 99  
+33 (6) 78 26 34 02

**ABOUT ESCP BUSINESS SCHOOL**

*ESCP Business School was founded in 1819. The school has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Our campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management. Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and our values: excellence, singularity, creativity, and plurality, daily guide our mission and build up our pedagogical vision. Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialized: Bachelor, Master, MBA, Executive MBA, PhD and executive education, all of which include a multi-campus experience.*

*It all starts here*

*Website: [www.escp.eu](http://www.escp.eu) / follow us on Twitter: @ESCP\_BS*