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PRESS RELEASE

KPMG AND ESCP BUSINESS SCHOOL SIGN AN AGREEMENT FOR A PROFESSORSHIP IN NEW GENERATION MANAGEMENT

On Thursday 19 December, Christian Mouillon (President of the ESCP Foundation), Frank Bournois (Dean, ESCP) and Laurent Geoffroy (HRD, KPMG Group France) signed an agreement for a Professorship in New Generation Management.

The Professorship aims to carry out an overall, empirical study of “Generation Z” in order to rethink tomorrow’s corporate management.

This new Professorship drawn up by the partners under the aegis of the ESCP Foundation encompasses several major themes that will guide the work of the Professorship:

- An immersive exploration of “Generation Z”, using sociological studies of their relationship to the business world and, more specifically, the new issues and challenges surrounding the management of tomorrow’s companies. The work of the Professorship will include projects, focus groups, round tables, conferences and the study of a database.
- A conceptualisation and restitution phase, making proposals about “Generation Z” as it interacts with the business world. A closing symposium on New Generation Management will bring together professionals and students.

“This Professorship is of key interest to the business world in general and to KPMG in particular: finding the keys to understanding Generation Z, thus enabling KPMG to establish links with its future staff and understand them better, at the same time highlighting our advantages and our human values, which are central to our company strategy and must match their expectations”, explained **Laurent Geoffroy, HRD of KPMG Group France.**

“Our mission to educate and inspire future business leaders would be incomplete if we failed to ask ourselves about the expectations of the young generations in order to help companies and talent-spotters develop the management of tomorrow. For a Business School that has lived through two centuries of history, it is essential to anticipate the aspirations of the young generations who are going to revolutionise the world of work”, **said Professor Frank Bournois, ESCP Dean.**



“Having been a partner of the Governance, Strategy, Risks and Performance Chair for more than eight years, then of the Professorship in International Corporate Governance over the last five years, KPMG is among ESCP’s pioneering and emblematic partners. The strong, historic links that unite our two institutions will enable us to co-produce the management of tomorrow’s companies with members of the new Generation,” said **Professor David Chekroun**, who will head the new Professorship.

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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.

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ABOUT KPMG



KPMG France, leader in Audit and Advisory services, has 10,000 professionals dedicated to the economic and financial performances of institutions and companies of all sizes, in all sectors. KPMG provides its clients with the power of a multidisciplinary global network across 150 countries and stands out for its territorial coverage thanks to its 220 offices in France. AUDIT - ADVISORY - ACCOUNTING – TAX AND LEGAL SERVICES.