

PRESS RELEASE

ESCP Business School unveils its first white paper book "Managing a post covid19 era", an initiative of unprecedented academic research

The genesis of the project, initiated by the Associate Dean for Research and Chairs & Prof. of Finance ***Pramuan Bunkanwanicha*** and led by Prof. ***Régis Coeurderoy*** and Dr ***Sonia Ben Slimane***, began around a burning issue: Will there be a before and after coronavirus crisis?

Such a question opens up the question of whether it is possible to anticipate the consequences of this exceptional event and to detect factors of transformation or continuity, particularly in terms of potential changes in consumer behaviour, organisational challenges for management and leadership, or strategic and financial behaviour on the markets.

Reflecting the diversity of the faculty's expertise, the fields covered range from innovation, national, regional and global economic development, to public policy and societal issues, such as sustainable development.

As part of this collective mobilisation, ESCP has grouped the different contributions into thematic sections that are in line with the ESCP research strategy and its 4 "BEST" pillars: Business, Europe, Society and Teaching Impact.

ESCP Business School fundamentally respects the principle of academic freedom of its faculty. Therefore, each of these contributions is first and foremost that of its author(s), who have been given complete freedom in the choice of the subject and the manner in which it is treated.

With a mobilisation that has extended to the School's doctoral students as well as to external collaborators, ESCP is delighted to see this academic and human challenge succeed in less than a month, an important mark of solidarity from all those involved in the realization of this project.

"The current covid-19 crisis now raises serious questions about the meaning, usefulness, value and purpose of the knowledge we produce for society. As a business school, our responsibility goes beyond the production and dissemination of knowledge. Above all, it is about overseeing the constant adaptation of students within structured social systems. How can we better prepare future business leaders for the challenges they will face? This with paper book is a wealth of

ideas, debates and pragmatic proposals for the economic future. The main dimensions of decision-making are represented here, corresponding to the major challenges facing tomorrow's managers: digital transformation, the limits of individualism and the emergence of new forms of collective action, inclusive leadership or business resilience in times of crisis".

Prof. Frank Bournois, Executive President & Dean

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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. Six 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 ESCP's values - excellence, singularity, creativity and plurality - daily guide our mission and build its 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 specialised (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

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