

Maastricht School of Management - August 2011



MSM plays coordination role in Peace, Security and Development Network



An important part of MSMs research activities is concerned with improvements in peace and security in developing countries. Since early 2009, MSM – in the persons of Diederik de Boer, Huub Mudde and Nora Stel – has been the coordinator of the Multi-Stakeholder Processes, Service Delivery and State Institutions working group.

The Peace, Security and Development (PSD) Network was initiated by the Dutch Ministry of Foreign Affairs as part of the 2007 Schokland Agreements on the Millenium Development Goals. The PSD Network functions as a knowledge platform that brings together a wide variety of ministries, NGOs, knowledge institutes and businesses to jointly mobilize knowledge in order to design concrete activities and

implementation modalities that guarantee the necessary conflict-sensitive development approach towards fragile and conflict-affected countries.

The working group has been conducting research on how multi-stakeholder processes organised around basic utility services (such as drinking water, electricity and waste management) function and how these initiatives influence the effectiveness and legitimacy of participating state institutions in five countries: Burundi, DR Congo, Ethiopia, Nepal and Palestine. Besides coordinating the working group, MSM has also been responsible for carrying out the fieldwork research in Burundi and Ethiopia.

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Alumni meet in Nairobi to network

On July 29, 2011 MSM alumni met for a networking event in Nairobi to recall the time spent at MSM and to join forces for the future activities that the alumni chapter in Kenya plans to organize.

The Kenya Alumni Chapter is a strong network of graduates from Maastricht School of Management representing all areas of expertise in Kenya. A dynamic and inspiring network where sharing, growing and learning are the three pillars defining the activities organized.

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The Challenge of Industrialization and the Challenges for Industrial Policy



On July 12, 2011, a second research workshop on Entrepreneurship, Exports and Infrastructure in Emerging and Developing Countries took place. Scholars from MSM, Erasmus School of Economics and the North-West University South Africa presented papers dealing with entrepreneurs in Sub-Saharan Africa and elsewhere considering the nature and potential of international entrepreneurship in export growth.

The first research workshop on industrialization and industrial policy in Maastricht was organized on February 2, 2011 in collaboration with UNU-MERIT and the Utrecht School of Economics .

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Léon Frissen appointed member of the MSM Board of Trustees



Effective July 1, 2011, Mr. Léon Frissen has been appointed as member of the Board of Trustees of Maastricht School of Management. In this role Mr. Frissen will pay special attention to the Euregion, the MSM relationship with the government and the business community as well as to the internal organization.

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Training program for senior Government officials from China



On special request of the EuroChina Centre Brussels (Belgium), MSM organized a 2-week training and exposure program for senior government officials from the Shandong province, China. This training took place from June 27 until July 8, 2011. The program is commissioned by the Shandong Municipal administration, in cooperation with the EuroChina Centre. 25 officials at policy making and senior-level administration positions from the Shandong province participated. The region is working on a development

process. The government wants to strengthen this economic development through the establishment of various economic zones in the province. During their training in the Netherlands, the delegation gained insight into the establishment and effective operation of economic zones through theoretical lectures and work visits.

With this program, MSM has been able to create a real win-win situation: the representatives of the Dutch companies were given the opportunity to establish contacts with 25 Chinese decision-makers, prospective investors to whom they could tell their story, and the Chinese participants gained more knowledge on different aspects of green manufacturing and sustainable economic development.

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Guest lecture by Mr. Roel van Driel



Friday, June 17, 2011, Mr. Roel van Driel, Vice-President Supply Chain Management at Philips Healthcare, (elected Logistics Manager of the year 2010), provided a guest lecture on 'Successful Organizational Redesign' to all MSM students and staff.

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MSM International soccer tournament



The true reflection of a multicultural environment at MSM was depicted on June 11, 2011; the day of the international soccer tournament where students also displayed their multiple skills in extracurricular activities. The teams were clad in blue, red, orange, brown, green and purple jerseys. The climax of the tournament saw the Red team lift the overall trophy for men and the Green team for ladies. But with the excellent attendance and

participation of the different teams, it can only be said that we were all winners of the day.

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Guest lecture State Oil Fund Azerbaijan



Friday, June 10, MSM was honored to welcome a small delegation from Azerbaijan. In the presence of His Excellency Mr. Fuad Iskandarov, Ambassador of the Republic of Azerbaijan to the Netherlands and Mr. René van der Linden, Chairman of the Board of Trustees of Maastricht School of Management and President of the States General of the Netherlands, Mr. Shamar Movsumov, Executive Director of the State Oil Fund of the Azerbaijan Republic gave a guest lecture for MSM students and staff.

Mr. Movsumov took the opportunity to talk about Azerbaijan: the history, the present and some facts about the country. Mr. Movsumov then continued to inform MSM students and staff about the Extractive Industry Transparency Initiative (EITI). The EITI sets a global standard for transparency in oil, gas and mining.

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September 8: Graduation ceremony 2011

September 16: Start of new research program at MSM

November 11 - 12: First Annual Research Conference at MSM

Upcoming Events

September 8, 2011
Graduation Ceremony

October 13, 2011
IACBE Pre-conference workshops

October 14, 2011
IACBE European Regional Conference and Assembly

November 11, 2011
Annual Research Conference

April 2 - 4, 2012
8th International Conference on Networked Learning in Higher Education and Lifelong Learning

Maastricht School of Management
Endepolsdomein 150
6229 EP Maastricht
The Netherlands
+31 43 38 70 868

Visit from IKEA to MSM



On May 18, 2011, the participants of the Marketing of Services (MOS) Executive Program had the opportunity to make presentations to the IKEA Heerlen management, represented by Ellis Egges from Customer Service and Marjo Aarts-Dassen from Marketing.

The participants were given the task of visiting the IKEA store in Heerlen as mystery shoppers (all first time shoppers) and analyzing the service delivery and quality of the organization. In this way, they were able to apply the concepts learned in class and develop practical recommendations for the management. IKEA Heerlen, on their part, was able to appreciate the customer's viewpoint as to first impressions of their service. The same exercise was done by our MBA participants in the specialization course International Marketing and Service Management on June 8th. In this case, the participants had already visited an IKEA store before, so their experiences and perceptions were different. For IKEA Heerlen, this was a good opportunity to see if the recommendations varied depending on past experience. We are very thankful to IKEA Heerlen for their valuable contribution to the participants' "real life" learning experience.

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MSM Research promoting sustainable tourism in Eastern Africa



On May 1st 2011, Maastricht School of Management together with Wageningen University and the African Wildlife Foundation started a 1-year research project into nature-based tourism in Eastern Africa. This project is funded by the Netherlands Organisation for Scientific Research (NWO) as part of the thematic research program Responsible Innovation.

In order to enhance research that answers questions pertinent to societal partners and produces results with broad applicability, a valorisation panel supervises this research. At several junctures of the research project, this valorisation panel, representing Dutch and African stakeholders from government, tourism industry, NGOs and scientific community, will share their views, ideas and knowledge on the research approach, findings and recommendations. A final conference is scheduled at the Maastricht School of Management in April 2012.

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MPhil Defenses

In May, June and July 2011 several MPhil and DBA defenses took place at MSM. We are proud to announce that the following students have successfully defended their research proposals and were awarded the Master of Philosophy (MPhil) degree:

- Nihal El Daly from Egypt
- Wiel Hotterbeekx from The Netherlands
- Vincent Aloysius from Indonesia

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DBA Defenses



On July 15th two of our Egyptian DBA candidates, Mr. Mohamed Hossam Khalifa and Ms. Rasha Allam, successfully defended their DBA theses in Maastricht.

Mr. Khalifa's research aimed at investigating the relationships between perceptions of internal and external equity and the three components (affective, continuance and normative) of organizational commitment among the employees of the Egyptian hotel sector.

The title of Ms. Allam's thesis was "An Egypt Based Model for the Use of Regulations and Policies in Independent Television Broadcasting". Her research addresses the deficiencies of the Egyptian television broadcasting system through analyzing different frameworks and developed models.



Our congratulations to both students for their excellent results!

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MSM alumnus Minister of Communications & Information Technology



Dr. Hazem Abdelazim, 2003 MSM MBA alumnus has been appointed Minister of Communications and Information Technology of the Arab Republic of Egypt in the beginning of July 2011. In 2009, Maastricht School of Management had the honor to welcome Dr. Abdelazim to the Graduation Ceremony as its keynote alumni speaker.

Dr. Abdelazim was the CEO of Egypt's Information Technology Industry Development Agency (ITIDA). Prior to assuming this position in December 2007, he served as senior adviser to the Minister of Communications and Information Technology for technology development from May 2007.

Maastricht School of Management takes this opportunity to congratulate Dr. Abdelazim with his great achievement and wish him lots of success in his new position.

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Confederation Center of the Arts from Canada names MSM alumna new CEO



Our alumna Mrs. Jessie Inman has been named Chief Executive Officer of the Confederation Centre of the Arts, in Prince Edward Islands, Canada. With over 30 years of experience in leadership, investment and development positions, Mrs. Inman was appointed after a rigorous national search process.

In an interview with MSM, Mrs. Inman told about her experience with MSM's MBA program: *"I felt unique and blessed to be a North American (Canadian) living in Asia studying an European MBA from the Maastricht School of Management based in The Netherlands. It is an example of how international my life has been and how important it is to understand the diversity of the global village we all live in".*

Maastricht School of Management wants to take this opportunity to congratulate Jessie for her great achievement and wish her lots of success in her new position.

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MSM in social media

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#ExperienceMSM

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Upcoming events

Below a selection of upcoming events

September 8: Graduation ceremony 2011

The official closing of the academic year 2010-2011 will take place on Thursday, September 8, 2011. On this occasion, the degrees of Master of Science in Management, Master of Business Administration, Master of Philosophy and Doctor of Business Administration will be awarded to graduates from 41 different countries. We have the pleasure to welcome Rev. Prof. Kingsley E. Larbi (President and CEO Regent University College of Science and Technology) and Mrs. Jessie Inman MBA (CEO Confederation Center of Arts in Prince Edward Islands, Canada / MSM alumna) as guest speakers for this magnificent event.

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September 16: Start of new research program at MSM

Academic institutions in developing countries in general face the need to strengthen research competencies and outputs, as the next frontier, after the improved educational delivery. Research competencies and skills are essential for the effective conduct of research. Therefore MSM offers the new 12 weeks program *Research Methods and Skills* starting on September 16, 2011. If you are interested in this program, just send an e-mail to Doctoral@msm.nl and take the opportunity to kick-start your research career.

Click [here](#) for more information about this new Executive Program.

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November 11 - 12: First Annual Research Conference at MSM



On November 11 and 12, 2011, MSM is hosting a research conference entitled "Resource Scarcity, Natural Disasters and Business: Present and Future Challenges for Management and Entrepreneurship" in Maastricht. We would like to extend a warm welcome to all scholars, practitioners and policy makers to participate in this conference as the conference theme is becoming acutely vital for development and business prosperity.

Call for Papers: Abstracts, accompanied by a CV, should be submitted to MSMResearch@msm.nl. Preference will be given to original papers since all selected papers will be considered for a special publication. For accepted abstracts, full papers will be required by October 20, 2011.

Click [here](#) for more an overview of the keynote speakers and other further information about the Annual Research Conference.

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