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SUMMER UNIVERSITY WARSAW

In July, international students from all over the world had a unique possibility to broaden their economic knowledge and enjoy an unforgettable intercultural experience in the bustling metropolis during the 6th edition of SGH's two-week summer school programme *Summer University Warsaw*. This year its academic focus was *Polish economy – the condition of its development in a region* offering participants an insight into Poland's accession to the EU and its economical outcomes as well as different aspects of the current Polish economic situation.

International students attended hands-on workshops carried out in cooperation with international companies operating on Polish market and broadened their soft and cross-cultural skills through an extensive social programme.

We encourage both you and your students to visit our website www.sgh.waw.pl/suw for further information on the 2011 7th edition of *Summer University Warsaw*.

NEW DOUBLE DEGREE PROGRAMMES

Aware of the needs of today's business students – ambitious, highly competitive, and strongly market-oriented – and wishing to further enhance its ties with long-term partners, SGH has recently broadened its international offer by establishing three new two-year Master double degree programmes aimed at redefining academic excellence and supporting cross-cultural education among students:

- Master Double Degree Programme in Management with Univesity NOVA de Lisboa, Portugal
- Master Double Degree Programme in International Business and Management with University of Cologne, Germany
- Master Double Degree Programme in Finance and Accounting, International Business and





Management with Viadrina European University, Germany – International Business Administration major is offered solely by the German partner

All three programmes have already been implemented at both SGH and its partner institutions – recruitment processes have been finalized and first students have started their new academic challenge.

We hope to see those three programmes grow in excellence, providing its participants with an edge on the demanding job market and us, the international team, with both professional and personal satisfaction.

We would also encourage our partner universities interested in exploring such a partnership opportunity, to contact directly with Rector's proxy for double degree programmes, Mrs. Izabella Bergel, PhD at iberge@sgh.waw.pl

For further information on new MDDPs at SGH, please visit http://www.sgh.waw.pl/crpm_-en/so/ddp/

15 YEARS OF POLISH-GERMAN ACADEMIC FORUM

On June 9th the Warsaw School of Economics celebrated the 15th anniversary of the *Polish-German Academic Forum* together with the Rector prof. Adam Bundikowski, the director of Forum prof. Piotr Błędowski, all honorable guests – Andreas Meitzner, minister plenipotentiary of the German Embassy in Poland; Hans Golombek, representative of the DAAD head office in Bonn; Randolf Oberschmidt, PhD, director of the DAAD agency in Poland and prof. Roland Euler, representative of Johannes Gutenberg University Mainz as well as numerous Forum alumni.

Polish-German Academic Forum was established in 1993 within the framework of the *Deutschsprachiger Studiengang. Förderung der deutschsprachigen Projekte in Mittel- und Osteuropa programme* (German

Studies. Assisting projects delivered in German in the CEE region) financed by the DAAD. Initially, 28 such projects were implemented in Europe. After thorough verification and auditing its number was reduced to 5 while SGH's *Polish – German Academic Forum* was chosen in 1999 the best European DAAD project delivered in German. In 2002, DAAD decided to grant the Forum project full programme status reassuring stable funding from its central budget.

The *Polish-German Academic Forum* during its 15 years of operation has awarded scholarships to over 580 students, including around 50 three-semester and 50 two-semester full scholarships; has reinforced Polish-German cooperation on both academic and research fields through supporting faculty mobility between countries as well as has served as a catalyst for development of other international initiatives of such type.

Since its beginning the Forum project was a joint initiative delivered in a close partnership with Johannes Gutenberg University Mainz.

More information on Polish-German Academic Forum is available on http://www.sgh.waw.pl/ogolnouczelniiane/forum/aktualnosci?set_language=pl

POLISH—AMERICAN INNOVATION MANAGEMENT POSTGRADUATE PROGRAMME

Polish-American Innovation Management Postgraduate Study Program is organized jointly by Collegium of World Economy at SGH and the Lake Forest Graduate School of Management, Chicago, USA. The growing interest in the field of economics of innovation among entrepreneurs, scientists and policymakers has created demand for an this educational programme which integrates aspects of economics, technology, marketing, strategic planning, financing and others into the study of the complex process from a new idea generation to

successful market implementation.

More and more companies realize that in the modern economy, successful implementation of innovation is a basis for gaining competitive advantage on local and international markets. Polish-American Innovation Management Postgraduate Study Program will enhance the ability and motivation of the participants for continuous search for, and practical use of, the results of research and development studies, as well as new concepts, ideas and inventions.

The programme combines lectures learned at the Warsaw School of Economics with practical experience from Lake Forest faculty during two week intensive program in Chicago, USA. As students will gain new business knowledge and insights – and practice applying that new learning in their coursework assignments – they will build the confidence and skills to successfully apply innovation in the workplace. The Lake Forest innovation implementation and leadership curriculum employs a wide range of teaching methodologies, as well as visits to major U.S. corporations such as Abbott Laboratories, Motorola, Kraft, McDonald's and RR Donnelley.

After finishing Polish-American Innovation Management Postgraduate Study Program, participants will be conferred two certificates: the certificate of the Lake Forest Graduate School of Management and the SGH Certificate of Postgraduate Studies Programme. More information may be found at the website: <http://www.sgh.waw.pl/podyplomowe/innovation>

CLUSTERS AND INTERNATIONAL COMPETITIVENESS OF COUNTRIES, REGIONS AND FIRMS IN THE GLOBAL ECONOMY' CONFERENCE

On May 28th, World Economy Research Institute organized a conference *Clusters and international*

global economy, chaired by professor Marzenna Anna Weresa, Director of the World Economy Research Institute. The event was also an opportunity to celebrate the 25th anniversary of the World Economy Research Institute and to present the 2010 edition of the annual report '*Poland: Competitiveness Report 2010. Focus on clusters*', which assesses development processes in the Polish economy and its current competitive position in the world economy. This year's edition, prepared in both Polish and English, draws particular attention to the importance of innovative industrial clusters as important driver for the competitiveness of the companies and economy.

The sessions of the conference focused on 3 main topics:

- Development perspectives for the world economy
- Globalization, agglomeration and competitiveness
- Innovative clusters as drivers of international competitiveness

Rapid changes in economic environment during the era of integration and globalization, as well as increasing speed of technical development have diminished many of the traditional roles of location. On the other hand however, even in the global economy competitive advantage is still based on local factors such as knowledge, motivations, cooperation and linkages between industries, universities and other institutions. Geographic, cultural, and institutional proximity provides companies with many benefits that are difficult to obtain from a distance. It is widely recognized that clustered companies are often able to lower costs of production through more intense technology transfer, diffusion of innovation, better information, closer cooperation with suppliers or additional incentives for human capital development. It is a reason why cluster concept is becoming an important element of Polish innovation, regional and horizon-

tal industrial policy, which goes in line with recent trends observable at the EU level. The conference examined the relationship between cluster development and competitive position of regions and countries. Particular attention was paid to:

- discuss structural changes in the world economy in the last decades,
- discuss global trends and perspectives for the development of the world economy,
- assess the development of Poland's economy and its competitive position in the EU and in the world,
- estimate agglomeration-effects for Polish and European economy,
- discuss the influence of clusters on innovativeness and competitiveness of the economies in modern world,
- examine the state and perspectives for cluster development in Poland and in other countries,
- disseminate good practice in innovation and cluster policy making

All presentations given at the conference are available on its official website <http://akson.sgh.waw.pl/aci/>

SGH CHOSEN ONE OF TOP 3 EXCELLENT BUSINESS SCHOOLS IN EASTERN EUROPE

The Warsaw School of Economics been elected one of the Top 3 Excellent Business Schools in Eastern Europe according to the results of the 2010 Deans' Eduniversal Survey.

This year, the Deans from more than 70% of the countries involved in the Eduniversal System (153 countries) have participated and selected SGH among the most recognized and well known business schools in the CEE region.

For more information, please visit www.eduniversal-ranking.com

SGH TEAM REGIONAL WINNER OF THE 2010 GOOGLE MARKETING CHALLENGE

For the second year in a row, SGH students have proven to be among the best in the Google Online Marketing Challenge. SGH team - Barbara Feliszek, Aleksandra Puchta, Antoni Rościszewski, Piotr Miąskiewicz and Marek Pyra – taught by Marcin Dudek, PhD, won the EMEA Regional Winner title (for Europe, the Middle East and Africa). The team's entry was an advertising campaign for Riviera dance studio.

"The winning team from Poland created an innovative campaign for a dance studio, giving their client the expected results. The team consists of people with different hobbies, which did not interfere in their successful collaboration and making the most of the time they had to prepare the campaign", says Larry Neale, one of the jurors for the Google Online Marketing Challenge.

Three thousand teams from 65 countries participated in this year's edition of the competition. *"Poland is the country with the largest number of teams getting into the final round. This reflects the hard work of Polish universities, of which the best example is the Warsaw School of Economics (SGH), whose team won the EMEA Regional Winner title for the second year running"* comments Alex Gilebalde, one of the Google Challenge organisers.

Google Online Marketing Challenge is a hands-on exercise conducted in class, giving the students the opportunity to gain practical experience in Internet advertising. Student teams receive advertising vouchers for Google AdWords™ worth \$200. Their task is to collaborate with a local enterprise, for whom they are to create an effective online marketing campaign

PROFESSOR JOHN B. TAYLOR VISITS SGH

On August 23th, professor John B. Taylor paid a visit to Warsaw School of Economics. He visited Poland at the invitation of CASE - Center for Social and Economic Research and BRE Bank. The faculty, doctoral students and the guests had an opportunity to participate in a seminar, hosted by profes-

sor Jolanta Mazur, Dean of World Economy Collegium at Warsaw School of Economics and chaired by professor Cezary Wójcik, during which professor Taylor gave his presentation aimed at addressing a dilemma *Does the crisis experience call for a new paradigm in monetary policy?*

John B. Taylor is professor of Economics at Stanford University, and the George P. Schultz Senior Fellow in economics at the Hoover Institution. He has served as the director of the Stanford Institute for Economic Policy Research and he was founding director of Stanford's Introductory Economics Center. Professor John B. Taylor served in the past as senior economist on President G. Ford and president G.W. Bush Councils of Economic Advisers. From 1995 to 2001 he was a member of the Congressional Budget Office's Panel of Economic Advisers, and from 2001 to 2005 he served as Undersecretary of Treasury for International Affairs. Professor Taylor is currently a member of the California Governor's Council of Economic Advisors.

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We highly welcome all your comments and contributions

