

NEWS@NYENRODE

MARCH 2008



The Spirit of Enterprise.

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News

FD-Nyenrode Career Challenge

In partnership with Nyenrode and LinkedIn, Het Financieel Dagblad is organizing the FD Career Challenge 2008. This is a competition in which ambitious professionals can win a scholarship for the Part-time MBA program at Nyenrode by—among other things—completing a number of challenges on the theme of personal branding. [Press release](#)

ECI and FEM Essential China Masterclass

On 28 March, the Nyenrode Europe China Institute (ECI), in partnership with FEM Business Magazine, will organize an event in which contacts are offered the opportunity to try out the Essential China Masterclass.

The program will include presentations by Annette Nijs (Managing Director of ECI), Willem Offenbergh (author of "China or India?") and Arne van der Wal (editor-in-chief of FEM Business). The topics of the Master Class are "Insight into the Chinese Economy", "Offshoring and outsourcing to Asia" and "Chinese Entrepreneurs on their experiences in Europe". For more information please visit: [Essential China Masterclass Series](#). [Download Brochure](#)



Review of News@Nyenrode

Nyenrode is currently reviewing the scope of this newsletter, News@Nyenrode, in terms of its content and its effectiveness. You will receive an invitation to fill in a questionnaire by e-mail, soon after this News@nyenrode. Any comments or suggestions beforehand? If so, please send them to: a.kartiko@nyenrode.nl.

New Leaders, New Values

On 15 April, Nyenrode will hold a seminar to mark the end of Herman Bruggink's term as President of Nyenrode. The central questions to be discussed during the seminar are:

- What norms and values should one expect a manager or entrepreneur to have at the start of the 21st Century?
- How important is ethical awareness?
- How can a business university like Nyenrode contribute to this awareness?

A limited number of places on the seminar are still available and everyone is warmly invited to attend the reception. For more information, send an email to: l.vanwoudenberg@nyenrode.nl.

National Family Firms Theme Day

On 31 October, Nyenrode will stage the 13th National Family Firms Theme Day in partnership with ABN AMRO and Berk Accountants en Belastingadviseurs. The day, which is organized especially for entrepreneurs and owners of family firms, will also include a speech by Minister of Economic Affairs Maria van der Hoeven.

Program Information

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25 March

[Leadership & Personal
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28 March

[Europe China Institute & FEM
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Masterclass](#)

29 March

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Focus

[Program Overview \(in Dutch\)](#)

L'Oreal-Nyenrode Business Game

In December 2007 and January 2008, six teams from the Master of Science program (MSc16) took part in the L'Oreal-Nyenrode Academic Challenge. This academic challenge was organized by André Nijhof (EIBE Nyenrode), and formed part of a worldwide virtual business game (e-Strat). The game focused on obtaining the largest possible market share by strategic marketing of your own cosmetics business. One result of the six teams' participation is that a better estimation can be made of how this type of academic challenge can contribute to Nyenrode's educational program. The Zenergy team (Dennis Bontekoning, Sandra Pannekeet and Mark van Rijmenam) won the Academic Challenge and received the package of prizes donated by L'Oreal.

Foundations of Corporate Governance

Nyenrode has developed a new program to teach the foundations of corporate governance to anyone whose daily work involves Boards of Trustees or Supervisory Boards. [More info](#) (Dutch only).

Post-Merger Integration for NUON Consultancy Group

How can internal consultants be prepared for post-merger integration? That was the initial question of NCG, Nuon's internal consultancy bureau. In cooperation with the Nyenrode Strategy Center, a two-day, in-company program was developed with the aim of preparing internal advisors for future PMI projects. Program manager Dr Jeroen van der Velden, together with Prof. Hans Bakker and Prof. Jaap van Muijen, led the program. According to Hans Spitsbaard (Director of the Nuon Consultancy Group) the program provided a good combination of theory about the PMI process and insights into the effective combination of leadership and cultural aspects. "The fact that we devoted time to developing our own approach, as well as dealing with theory, gave us the added value we were looking for."

Customer Intelligence and Customer Experience Masterclass

On 27 May and 10-12 June 2008, Nyenrode will hold a masterclass on Customer Intelligence & Customer Experience. The masterclass will be led by Prof. Ed Peelen and has been developed in partnership with Acxiom. Participants in the masterclass are given insights into how they can define customer intelligence and use it to create a richer customer experience. The aim is that participants are given tools which can be used immediately to optimize client value and improve commercial value. For more information, please visit: www.nyenrode.nl/cice, e-mail cice@nyenrode.nl or call: 0346 291446.

Data Quality Management Masterclass

The 6th Masterclass on Data Quality Management (MDQM), an initiative of Nyenrode and Human Inference, will begin on 26 March. The MDQM will give detailed consideration to the management of data quality, the efforts required and the results these efforts will produce. The masterclass will also look at the influence of changes in legislation, technology and CRM, and the question of how we can put data quality on the agenda of senior management. For more information, visit: www.nyenrode.nl/mdqm.

YMP 22: A World of Difference



The final module of the 22nd Your Leadership Development Program (YMP) class was delivered on 12-13 February. YMP is designed for (young) managers and aims to expand their management horizon.

In YMP, participants get the chance to sit in the general manager's chair and ask themselves what resources are available to them, how they can (learn to) exploit these to the full and in what directions they should plan further development. The 22nd class, entirely in accordance with tradition, endowed Nyenrode with an amusing memento. This time it took the form of a life-size picture of a cow with markings in the shape of a map of the world. The map symbolizes the way YMP offered the participants a completely new look at the world of management. Next to the picture hangs a plaque with all the logos of the represented companies and the motto "YMP 22: a colorful group". You can admire the picture at car park P3. www.nyenrode.nl/ymp.

Faculty



Ed Peelen: Direct Marketing Man of the Year?

Ed Peelen, Nyenrode senior lecturer in Direct Marketing, Event Marketing and Communication, has been nominated for the title of Direct Marketing Man of the Year. The election is an initiative of Beerens Business Press (BBP). The winner will be announced on 22 April during the TNT Post DM Party in the Winkel van Sinkel, Utrecht.

New Ideas, New Opportunities

Jeff Gaspersz, senior lecturer in Innovation Management at Nyenrode, is writing a series of books, aimed at a wide readership, on applied creativity. The fourth part—Nieuwe ideeën, nieuwe kansen (New Ideas, New Opportunities) (Het Spectrum, 2008, ISBN 978 90 274 6522 1)—has just been published. The book describes how exceptional people in diverse fields have produced valuable ideas. The insights are translated into practical tips, tools and recommendations for deploying one's own creativity to realize ambitious goals. These goals may involve starting a new business, turning one's own career in a positive direction or creating innovative products and services. For more information, email: j.gaspersz@nyenrode.nl or www.kansdenken.nl.



Global Enterprise Legitimacy Issues

The European Institute for Business Ethics of Nyenrode finished an NRG research project on the "global enterprise". The functioning of global enterprises creates both tremendous economic possibilities as well as new problems of legitimacy. This project is one of the first systematic attempts to provide a framework for dealing with these legitimacy problems. For the multinational company the major ethical problem has been to set the moral minima for their operations away from home. For a global enterprise the world is its home. Therefore, the main ethical problem for global enterprises is how to behave responsibly as a global corporate citizen in the newly emerging global society. In this research project, the main ethical problems of the global enterprise are analysed and a new business social contract for global enterprises is proposed, involving perspectives from workers, consumers and citizens. These propositions are examined and illustrated in a case study of the strategies in use in the athletic footwear industry. For more information, email: r.jeurissen@nyenrode.nl or a.nijhof@nyenrode.nl.

NRG Research Seminar

On 12 March the Nyenrode Research Group will hold its monthly research seminar, this time involving Harry Groenevelt of the William E. Simon Graduate school of Business Administration (University of Rochester). Groenevelt, a specialist in Operations Management, would like to discuss a simple new unified approach to analyzing periodic and continuous review base stock and inventory models with continuous costing.

NRG Update

In addition to organizing research seminars, NRG is also involved in other projects. Recently

published working papers deal with such themes as:

- Asset securitization and asset-backed securitization
- Mail-in-rebates versus combined rebate mechanism
- The use of contract mechanisms to coordinate product line decisions
- The spatial theory of organizations

The authors are from various departments of Nyenrode, including the Center for Finance, the Center for Marketing & Supply Chain Management and the Center for Human Resources Organization and Management. For more information, visit: www.nyenrode.nl/nrg/workingpapers.cfm.

News from the Campus

Alumnus Key Account Manager of the Year

During the annual sales event of the Sales Management Association, Nyenrode PTMSc alumnus Jan Hoogstra (Philips Nederland) was elected Key Account Manager 2007. According to the jury—which was composed of experienced sales professionals—and the other 700 attendees (over 66% of those present voted for Jan), Jan has performed exceptionally well in the past year, both strategically and financially. The title of Commercial Manager of the Year went to Samir el Awadi of Atos Origin.

"Careers in Strategy" Event

On 7 February, Career Services and the Nyenrode Strategy Center jointly organized a "Careers in Strategy" event for the current IMBA 2008 class. Peter Korsten (IBM, BBA '79), Ivo Knottnerus (Fortis, IMBA '02), Margareth Jonk (YESS international consultants, BBA/IMBA '84-'89) and Prasad Menon (Mexx, IMBA '96) shared their experiences on what it takes to work in a strategy function and how to go about finding a job in this field. This event is part of the cycle of "Careers in ..." events, organized by Career Services in cooperation with Nyenrode faculty. The next "Careers in..." will be about careers in finance, to be organized jointly with Nyenrode's Center for Finance, and will take place on 27 March.

For more information about the "Careers in..." events or other activities organized by Career Services, please contact: cs@nyenrode.nl.

Contact enews@nyenrode.nl | Website www.nyenrode.nl