

international
summer
school 2026



COURSE
DESCRIPTIONS



**Arash
Azadegan**

Professor and
Vice Chair

Rutgers
University

Week 1

Monday - Friday (6:30 am – 9:30 am)

Week 2

Tuesday - Friday (6:30 am – 9:30 am)

Saturday (9:00 am – 12:00 m)

Online | AM

Leading Through Disruption: Resilience and Innovation in Global Business

This course examines how organizations can navigate disruption and uncertainty while building resilience and driving innovation in global markets. Through real-world cases of supply chain breakdowns, geopolitical crises, and digital transformation, students will learn how leaders design strategies that foster agility, adaptability, and sustainable competitive advantage. Blending insights from strategy, leadership, operations, and international business, the program emphasizes practical learning through case studies, role-play exercises, and a tabletop continuity simulation. Participants will leave with applied frameworks and a global perspective, enabling them to anticipate disruption, respond effectively to crises, and design forward-looking strategies that strengthen organizations in today's turbulent international environment.

Arash Azadegan Ph.D. is Professor at Rutgers Business School and Director of the Supply Chain Disruption Research Laboratory. His teaching and research focus on risk, resilience, and innovation in global management. He has published in leading journals such as Decision Sciences, Journal of Operations Management, and International Journal of Operations & Production Management. He is frequently invited as a keynote speaker at international conferences and provides expert commentary on global supply chain disruptions in CNN, NPR, The Wall Street Journal, and other prominent news outlets.



**Glyn
Atwal**

Associate Professor

Burgundy School
of Business

Week 1

Monday - Friday (6:00 pm – 9:00 pm)

Week 2

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

On-campus | PM

Luxury Management & Innovation

The course enables students to develop effective marketing strategies within the luxury sector. The first part introduces the luxury industry, with a focus on luxury brand management. The second part takes a more practical approach, exploring the relationship between luxury, innovation, and sustainability. The final part examines international strategy development, with an emphasis on emerging markets. Throughout the course, the key focus is on maximizing company resources to gain and sustain competitive advantage.

Glyn Atwal is an Associate Professor of Marketing at Burgundy School of Business, France. His expertise spans marketing and strategy in the affluent and luxury sectors. He has presented at leading universities and co-authored Luxury Brands in China and India (Palgrave Macmillan). He has published research on luxury marketing in leading journals such as Journal of Business Strategy, Strategic Change, and Journal of Brand Management. Glyn regularly contributes to Luxury Daily, Jing Daily, and The Robin Report. His prior industry experience includes Saatchi & Saatchi, Young & Rubicam, and Publicis.



Servaas Van Bilsen

Associate Professor

University of
Amsterdam

Week 1

Monday - Friday (6:00 pm – 9:00 pm)

Week 2

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

On-campus | PM

The Economics and Finance of Pensions

Pension systems are becoming increasingly complex due to demographic changes, financial market dynamics, and evolving policy frameworks. This course examines the economic and financial foundations of pension design, combining institutional analysis with quantitative tools. Students will explore how pension systems are structured and financed across countries, perform actuarial calculations, and apply models such as the Diamond OLG framework to assess sustainability and funding methods. The course also addresses key challenges including intergenerational risk sharing, portfolio optimization in defined contribution plans, longevity risk, and behavioral factors influencing retirement decisions.

Servaas van Bilsen is an associate professor at the University of Amsterdam and a fellow of Netspar (Network for studies on Pensions, Aging and Retirement). He holds a PhD in actuarial science and mathematical finance from Tilburg University and was visiting scholar at the University of Pennsylvania and the University of New South Wales. Servaas has published in top journals on behavioral finance and pensions. Furthermore, he has been actively involved in advising the Dutch government and policymakers on the transition of the Dutch second pillar pension system.

Cristiam Oliveira

SENAI - Serviço
Nacional de
Aprendizagem
Industrial

Fernando Gómez

Cornell Institute
At Cornell TECH



June 1 - June 5

Monday - Friday (8:30 am – 12:30 pm)
(2:00 pm – 4:00 pm)

On-campus

GLOBAL NEW VENTURE

BOOTCAMP 2026

The Global New Venture Bootcamp is a fully immersive, English-taught program that prepares high-potential entrepreneurs to build internationally scalable ventures. Over five intensive days, participants work with faculty and ecosystem leaders from the United States and Brazil, applying evidence-based methodologies such as Effectuation and Disciplined Entrepreneurship to rapidly develop, validate, and refine venture ideas in a fast-paced, real-world startup environment. The experience concludes with a high-stakes Demo Day, where teams pitch to investors and ecosystem leaders, competing for COP 40,000,000 in non-dilutive funding and continued support from the Center for Entrepreneurship at Universidad de los Andes.

Cristiam Oliveira is a Business Design and Strategic Planning Consultant with extensive experience in innovative and sustainable business models. He holds a Master's in Philosophy and a Bachelor's in Business Administration from Universidade de Caxias do Sul, Brazil. As Director at CR8 Consulting, he helps organizations develop growth strategies and impactful innovations. He teaches Strategy, Innovation, and Project Management at the postgraduate level at SENAI. With over 20 years of experience, he specializes in Business Design, combining design thinking with strategic planning. He has consulted for SEBRAE, supporting entrepreneurs in organizational planning and HR development. A passionate educator and speaker, he creates immersive learning experiences that simplify complex concepts. He is fluent in Portuguese, English, Spanish, and Italian.

Fernando Gómez is Director of the Runway Startup Postdoc and Spinout Programs, nationally recognized academic commercialization initiatives managing startups backed by Cornell Tech and the Jacobs Technion Cornell Institute. He holds a Ph.D. in Nanoscale Science and Engineering (SUNY Albany), master's degrees in Nanoscale Engineering and Economics, and a bachelor's in Operations Research Industrial Engineering. With over 20 years of experience, he has researched nanomaterials for semiconductors, energy storage, and technology entrepreneurship. A leader in nanoengineered lithium-ion battery electrodes, he has served as Board Director of NY-BEST and mentors hyper-technical founders nationwide through NSF's i-Corps program.

Aneta Hryckiewicz-Gontarczyk



Professor

Kozminski
University

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM

Platform Finance: How Big Tech, AI, and Digital Ecosystems are Redefining the Financial Sector

This course examines the transformation of financial services through platform business models, artificial intelligence, and digital ecosystems. Students will explore how companies like Apple, Google, and Meta are becoming financial institutions, how traditional banks are evolving into platforms, and how embedded finance is making every company a potential fintech. The course combines theoretical frameworks with practical case studies from global markets, focusing on strategic implications for both incumbents and new entrants.

Aneta Hryckiewicz-Gontarczyk is a finance and economics scholar affiliated with Saïd Business School, University of Oxford, and Kozminski University. She has extensive expertise in banking, financial technology, and empirical research methods. In addition to her academic roles, she serves as an Independent Board Member at ING Bank and as a National Expert at the European Commission, combining research with practical industry insight. Her work focuses on the digital transformation of financial services, including disintermediation, platform business models, and the impact of Big Tech and Fintech on traditional banking. She has published in leading journals such as the Journal of Banking & Finance, Journal of Financial Stability, International Journal of Central Banking, Finance Research Letters, Economic Analysis and Policy, and European Management, with particular emphasis on policy-relevant conclusions. With more than 20 years of international teaching experience in Germany, France, the Netherlands, Poland, and the UK, she has developed and delivered courses in fintech, banking, corporate finance, and advanced econometrics at the undergraduate, graduate, MBA, and PhD levels.

Jamie Smith



Professor of
Marketing

Fundação Getulio
Vargas - FGV

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

Online | PM

Market Entry in the Global South

One of the main objectives of the course is to open students' minds to the importance of global operations today as well as the Global South markets. According to the World Bank, the Global South refers to 133 countries spanning South America, Africa and Asia. These countries, including Columbia and Brazil, are relatively fast growing and have formerly been referred to as emerging markets. Specifically, we focus on entry modes, the marketing mix and business management in global markets, not just by learning terms and concepts, but also gaining insight on cultural diversity and its consequences. Students will learn to analyse numerous data sources to assess risks and opportunities as well as integrate the possibilities and limitations of digital technologies in conducting international marketing. In addition to analysing recent case studies, cross cultural student groups will develop an entry strategy for a product and country of their choice. The course has an orientation towards opportunities in the Global South countries but also includes Brands originating from the Global South which are internationalising.

Dr Jamie Smith has had an academic career in France for over 20 years. He earned his PhD at De Montfort University, Leicester, UK and his MBA from Aalto, Helsinki, Finland. In addition to teaching Strategic Marketing internationally at the graduate and Executive Education level, Dr Smith has notably advanced a number of French Grandes Ecoles with the AACSB, EFMD and AMBA International Accreditations. His entrepreneurial experience includes launching a construction company in central Florida and a training company in Paris, where he had two main corporate clients, Dassault Systemes and BNP Paribas. Joining FGV EAESP in the Marketing Department in the autumn of 2024, Dr Smith will be teaching in the undergraduate and OneMBA courses. Publishing in such journals as International Management, The Journal of Strategic Marketing, Journal of Marketing Management and Consumption Markets & Culture, Dr Smith focuses his research on Competitive Intelligence, Small Businesses, Value Creation and more recently human relations with AI chatbots.



Edgar Virgüez

Research Engineer &
Managing Director

Stanford
University

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)
Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM

Managing the Energy Transition: Business and Decarbonization Fundamentals

This course provides a multidisciplinary introduction to the energy transition and its implications for corporate strategy and management. It equips participants with the knowledge to understand how energy systems operate, how they are evolving toward decarbonization, and how these changes influence business decisions in both global and Colombian contexts. Through interactive lectures, quantitative exercises, and case-based discussions, students will build foundational literacy in energy systems, explore the economics of energy production and use, and learn to interpret key financial metrics. The course also introduces the basic principles of greenhouse gas (GHG) accounting, helping students understand how energy use drives corporate emissions and how organizations can begin to craft practical decarbonization strategies.

Edgar Virgüez is a Research Engineer in Stanford University's Department of Energy Science & Engineering, where he works on sustainable, low-carbon energy systems. His research has produced more than 20 publications with over 800 citations in leading journals. Globally, he serves as an expert reviewer for the Earthshot Prize, the International Energy Agency, and Schmidt Sciences. Recognized with the AGU Science for Solutions Award (2025), which honors significant contributions in applying Earth and space sciences to societal challenges, he is also an award-winning educator, author, and trustee whose leadership bridges technology, policy, and sustainability.



Mark Samuel

Assistant Professor/
Fellow

Audencia

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)
Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM

Leveraging Neuroscience for Global Leadership

In an ever-changing environment and amid all technological advances bringing us closer to one another within society and the business world, there is a need to revamp the definition of a leader. Today leadership plays a crucial role in inspiring people to perform, making operations smoother and organizations more competitive while considering sustainability challenges and impending events that impact the business environment. In this course, you will learn fun and interesting facts about your brain and how you can rewire it to optimize your influence in the workplace as well as in the social setting. You will discover how various branches of psychology and neuroscience can be applied to leadership, cognitive and emotional triggers & biases, role of neuroplasticity, and how memory functions among others. Accordingly, you will learn how to train your brain to work more efficiently in analysis and decision making and how to create favorable perceptions in the workplace.

Mark Samuel Director of the MBA Portfolio, and Management Consultant with Big 4 consulting firms and Assistant Professor at Audencia Business School preceded by leadership positions - Director of Operations, Director of Technology, Regional Pricing and Commercial Intelligence Manager - with multinationals like Ericsson, Siemens AG, and Nokia in addition to PPPs, and NGO's and an entrepreneur, establishing own consulting startup arpac SARL. He has primarily engaged public and private sector clients on areas of digital economy, competitive and functional strategies, organizational transformations and development, human capital capacity building, competence framework development, and learning, assuming functions as Transformation Management Office (TMO), Program/Project Management Office (PMO) and facilitator/trainer. Mark's experience was geographically earned in Europe, while he later focused on the Gulf region, and primarily on Saudi Arabia before joining Audencia as a full-time professor and moving to France in 2021.

Mirko Antino

Associate Professor

Universidad
Complutense de
Madrid



Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM

Teamwork in Extreme and Dynamic Environments

In recent years, the study of teamwork and leadership in extreme environments has gained increasing relevance in psychological, organizational, and behavioral sciences. Contexts such as polar expeditions, space missions, deep-sea operations, and high-risk emergency scenarios provide unique natural laboratories for understanding human behavior under pressure, with clear applications to dynamic phases within traditional business settings. These environments challenge conventional leadership and team-dynamics models, requiring rapid adaptation, shared decision-making, resilience, and trust under isolation, uncertainty, and physical and psychological stress. This course examines how individuals and teams operate, communicate, and lead in dynamic and extreme environments, drawing on multidisciplinary research from psychology, cognitive science, human factors, and organizational behavior. Special attention is given to empirical studies in analog environments such as Antarctica and space missions, now central in understanding the limits and potential of human collaboration. Through case studies, simulations, and critical discussions, students will develop conceptual frameworks and practical tools to analyze and promote effective teamwork and leadership in high-stakes contexts.

Mirko Antino is an Associate Professor of Research Methods at the Department of Psychobiology and Methodology for Behavioral Sciences, Universidad Complutense de Madrid. He received his PhD in Psychology at the same University in 2010, and a Master Degree in Methodology for the Behavioral and Sciences at Universidad Autonoma de Madrid /Universidad Complutense de Madrid/UNED. in 2011. His research has been published in several scientific journals like Academy of Management Journal, Journal of Applied Psychology, Sociological Methods and Research, Safety, Journal of Occupational Health Psychology, Journal of Personality and Individual Differences, Work & Stress, Small Group Research, Mindfulness, Journal of Happiness Studies, Journal of Business Strategy, Information Communication and Society and Rationality & Society among others.



**Christina
Lubinski**

Professor

Copenhagen
Business School

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM

Entrepreneurial Growth: Scaling Ventures in the Age of AI

Entrepreneurial Growth: Scaling Ventures in the Age of AI equips students with tools and insights to manage venture growth in fast-changing environments where artificial intelligence is reshaping strategy, finance, and organizational dynamics. Focusing on startups that have achieved product-market fit, the course explores how to unite people and resources for growth, leverage AI in financial and strategic decision-making, and evaluate tradeoffs in AI-driven business models. Through case studies and debates, students examine scaling dilemmas across diverse contexts, balancing global expansion with local embeddedness, and emphasizing long-term, sustainable success over growth at all costs.

Christina Lubinski is Professor of Entrepreneurship at Copenhagen Business School, where she leads the Rethinking Entrepreneurship in Society research group. Her teaching and research focus on entrepreneurial ventures, growth strategies, and the role of AI in entrepreneurship, bringing a critical lens to one-size-fits-all approaches to scaling. Previously, she has worked at the Greif Center for Entrepreneurial Studies at the University of Southern California, Harvard Business School, and Bocconi University. Christina has collaborated with scale-ups and entrepreneurial teams in California, Denmark, and Germany, and has contributed to incubators, accelerators, and executive programs. Her executive education offerings include startup boards and the application of AI in entrepreneurship.



**Alfred
Vernis**

Associate
Professor

ESADE

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM

Dialogues for Sustainable Future: A Learning Journey

Dialogues for a Sustainable Future: A Learning Journey invites students to explore the great sustainability challenges of our time through the power of film, dialogue, and reflection. Combining the rigor of science with the emotion of storytelling, the course uses award-winning documentaries and guided discussions to examine planetary boundaries, ethical dilemmas, global justice, and regenerative futures. Each session is a dialogue—scientific, moral, and personal—designed to move participants from awareness to action. By integrating visual learning, critical thinking, and self-reflection, students develop the knowledge, empathy, and agency needed to lead meaningful change in business and society.

Alfred Vernis is an Associate Professor in the Strategy and General Management Department at ESADE Business School (Ramon Llull University). He holds a Ph.D. from the Robert F. Wagner School of Public Service at New York University (NYU). Currently, he is a member of the Center for Social Impact at ESADE and the Social Enterprise Knowledge Network (SEKN). For years, he has led a Film Forum, screening documentaries on social, environmental, and cultural issues. Additionally, he served as the Academic Director of Sustainability at the Spanish multinational Inditex. He has published numerous case studies, books and in academic journals like Long Range Planning, Organization Studies, Nonprofit and Voluntary Sector Quarterly, International Journal of Business in Society, among others. His topics are sustainability, nonprofit management and social entrepreneurship.

Intekhab Alam



Distinguished
Teaching Professor

State University
of New York

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

Online | PM

Winning Customers Through Integrated Digital Strategies

The decisions by Saks Fifth Avenue to sell high-end merchandise on Amazon and by Wayfair to open its first physical store, which increased sales and foot traffic, reflect a new paradigm in digital marketing and retailing. Consumers now expect seamless and personalized experiences across online and in-store touchpoints, which requires integrating digital strategies such as search engine marketing, social media optimization, business automation, and web analytics with offline strategies such as in-store retailing, personal selling, and strategic pricing. This course analyzes case studies of companies that have used digital technologies to unify their sales, retail, and pricing strategies, gaining deeper insights into the customer journey and attracting large numbers of customers.

Dr. Intekhab Alam is a Distinguished Professor at the State University of New York and a 2025 U.S. Fulbright Scholar. Recently, he also received the Fulbright Specialist Award for 2026 to lead academics activities in a global university. He has taught courses in Digital Marketing, Search Engine Marketing, Product and Brand Management, Sales Management, and Logistics Management across undergraduate, MBA, PhD, and executive programs in Australia, Colombia, India, Japan, Lebanon, and Oman. Dr. Alam has received the Chancellor's Award for Excellence in Teaching, multiple Outstanding Teaching and Active Learning Awards, and the Marketing Management Association's National Meritorious Teaching Award in 2010. His research focuses on New Service Development and Social Media Marketing, with publications in top journals including the Journal of the Academy of Marketing Science, Journal of Product Innovation Management, Industrial Marketing Management, Journal of Services Marketing, and International Marketing Review, among others. He is active in organizing student competitions for the American Marketing Association (AMA) chapter in Rochester, New York, and prior to academia held marketing roles in firms in Australia and India, later working as a marketing consultant in both Australia and the United States.

Bin Shen



Professor

Donghua
University

Week 1

Tuesday - Friday (6:00 pm – 9:00 pm)

Saturday (9:00 am – 12:00 m)

Week 2

Monday - Friday (6:00 pm – 9:00 pm)

On-campus | PM

China's Supply Chain Management & Systematic Digitalization Development

This course provides a practice-oriented overview of supply chain management (SCM) in China with an emphasis on the architecture and implementation of digital systems. We cover China's national policy context (e.g., the 14th Five-Year digital economy, data elements market, carbon market), data governance (PIPL, Data Security Law, cross-border data flow rules), platform-led logistics and industrial internet, as well as end-to-end planning & execution systems. Students will develop the ability to design, evaluate, and improve digital supply chains aligned with China's regulatory, technological, and sustainability landscape.

Bin Shen is Associate Dean and Professor at the School of Management, Donghua University. He is a Humboldt Scholar in Germany and ranks among the top 2% of scientists globally. His research focuses on the digital-intelligent transformation, green upgrading, and resilience enhancement of supply chains. His papers have appeared in many leading journals such as Production and Operations Management, Decision Science, International Journal of Production Economics, etc. He serves as Associate Editor of Transportation Research Part E: Logistics and Transportation Review and Department Editor of IEEE Transactions on Engineering Management.



Contact at UASM



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Universidad de los Andes | Vigilada Mineducación.
Reconocimiento como Universidad, Decreto 1297 del 30 de mayo de 1964.
Reconocimiento personería jurídica Resolución 28 del 23 de febrero de 1949 Min. Justicia.