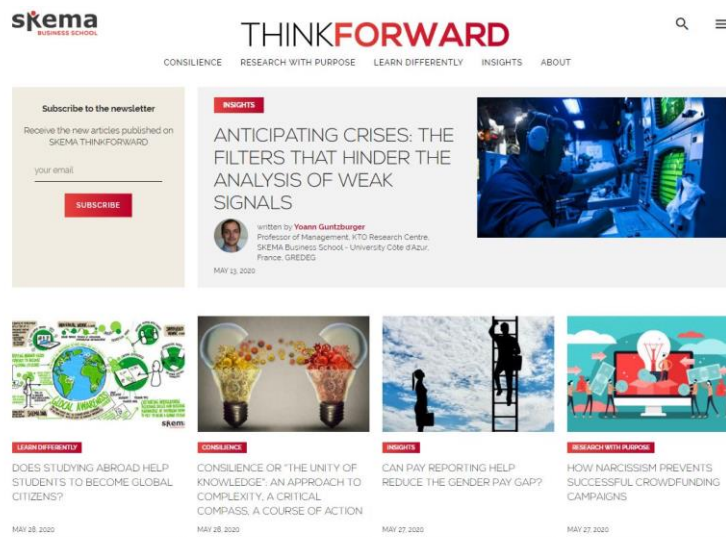


ThinkForward, the SKEMA's new Knowledge site



Paris, 08 June 2020: ThinkForward is the name of SKEMA's new knowledge site that brings together and disseminates SKEMA's professors expertise and analysis.

The expression "ThinkForward", already adopted as a motto by SKEMA Grande Ecole Programme is intended to reflect an approach that is both transversal and prospective. It is also a lever to implement one of the major axes of the SKEMA SKY25 strategic plan, namely the promotion of research and the original positioning of the school around the knowledge economy.

Available in French and English, this knowledge site aims to convey the keys to understanding an increasingly complex world and offer a space for inspiration and knowledge sharing. Rather than a traditional segmentation by expertise, the site is organized around four sections which share analyzes and reflections, educational experiences, original intellectual contributions and unique know-how of the SKEMA faculty:

- **Consilience** - promoting a multidisciplinary approach in order to offer an original look at current topics,
- **Research & Sense** - give access to the work of the teachers-researchers of the school and highlight their implications in terms of decision,
- **Learn differently** - make known the experiences and learning practices of SKEMA presenting a singularity,
- **Initiatives** - share original and expert points of view on practices, trends, current events.

“SKEMA ThinkForward is a new content platform that aims to disseminate the scientific production and expertise of our faculty to a wide audience - our students of course, businesses, the media, academic communities - who are interested in subjects we are working on. We will also share widely the educational experiences we have in school, "said **Alice Guilhon**, Dean of SKEMA.

For **Fabien Séraïdarian**, Director of Innovation and Research Valuation: "If pedagogy is the art of transmitting a skill, defining an educational practice is not intuitive since it comes from the talent of each teacher. By notably offering the section “learn differently”, the SKEMA knowledge site affirms the responsibility of teachers and the importance of educational choices in building the student experience.”

The SKEMA ThinkForward site is a transversal project which brought together four departments of the school for its design: Faculty, Research, Innovation and Development of Research as well as Marketing & Communication.

Among the current topics, two examples of perspectives around the coronavirus: that of Yoann Guntzburger, professor of management who wrote [on filters that hinder the analysis of weak signals in crises anticipation](#). And both Rodolphe Desbordes, professor of strategy & Frédéric Munier, professor of Geopolitics with the observation that [the coronavirus reveals more than it equalizes](#).

For the launch of the site, 40 articles are already online in French and English.

SKEMA ThinkForward | French version: <https://knowledge.skema-bs.fr/>

SKEMA ThinkForward | English version: <https://knowledge.skema.edu/>

About SKEMA Business School:

With 8,500 students of 120 nationalities and 45,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its 50 teaching programs, its international multi-site structure trains and educates the talents that it needs. 21st century businesses. The school is now present on 7 sites: 3 campuses in France (Lille, Sophia-Antipolis, Paris), 1 in China (Suzhou), 1 in the United States (Raleigh), 1 in Brazil (Belo Horizonte) and 1 in South Africa (Cape Town - Stellenbosch). In September 2019, the school announced the establishment in Montreal of SKEMA GLOBAL LAB in Augmented Intelligence, its augmented intelligence research laboratory and its new R&D center: SKEMA Quantum Studio.

SKEMA is multi-accredited - Equis, AACSB and EFMD Accredited EMBA. Its programs are recognized in France (Visa, Master Degree, RNCP, CGE label), as well as in the USA (licensing), Brazil (certificação) and China.

www.skema.edu. Follow us on twitter: @SKEMA_BS

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