



## Press Release

### **ISB and SMU to collaborate in the areas of Innovation, Entrepreneurship and Research**

#### **MoU inked for faculty, student exchange and new programmes**

**Hyderabad, April 15, 2016:** The Indian School of Business (ISB), with campuses at Mohali and Hyderabad, today entered a Memorandum of Understanding with the Singapore Management University (SMU) to collaborate, share best practices and leverage each other's expertise. The partnership will allow both the institutions to contribute to industry and academic developments in India, Singapore and the Asia Pacific region.

The MoU was signed by Professor **Rajendra Srivastava**, Dean and Novartis Professor of Marketing Strategy and Innovation, ISB and Professor **Arnoud De Meyer**, President, SMU, in the presence of **Gerard George**, Dean and Professor of Innovation & Entrepreneurship, Lee Kong Chian School of Business, SMU, as well as faculty and senior management staff of ISB.

Announcing the tie-up, Professor Rajendra Srivastava said, "ISB has embarked on an ambitious agenda to become the leading B School in Asia in the next few years - a school that balances the best of Asian insights that are valued all over the world, with Western thought. ISB's academic partnerships have played an important role in its evolution and growth over the years. In keeping with this, we see an enormous potential in associating with SMU and working towards a stronger, mutually beneficial, institutional connection to develop expertise and insights on Asian and emerging markets that will be of immense value to the world at large."

Elaborating on the partnership, Professor **Arnoud De Meyer**, President, SMU said, "Both ISB and SMU share similar achievements, such as growing to become established world-class educational institutions in 15 years, and being among the youngest to be accredited by AACSB. We are pleased to work with a like-minded partner that is focused on innovation and entrepreneurship in business education, to exchange and deepen our expertise in teaching, research and student programmes."

The collaboration is for an initial period of five years between the ISB and SMU commencing April 15, 2016. Through the agreement, ISB and SMU will collaborate to develop new thinking and practices in the areas of Innovation and Entrepreneurship, and design new joint programmes.

On the research front, the two institutions will consider opportunities for faculty, post-doctoral and doctoral students to organise and attend research workshops and seminars on topics of joint interest, and provide research assistance on projects in research centres at both institutions. Both parties will explore conducting faculty and students exchange programmes and international research conferences and seminars.

ISB and SMU will also explore the possibility of joint executive education programmes that will be co-designed and developed in specific areas of interest to both the institutions and companies co-located in Singapore and India.

Significantly, apart from student exchange programmes, the agreement also envisages usage of either parties' facilities like libraries for exchange students, participation in student competitions and involvement of students in co-curricular activities at each other's partner institutions.

### **About ISB**

The Indian School of Business (ISB) is a global Business school offering world-class management education across its two campuses – Hyderabad and Mohali. The School has grown at a rapid pace over the fifteen years since its inception and already has several notable accomplishments to its credit – it is the youngest school ever to consistently rank among the top Global MBA programmes, the first institution in South Asia to receive the prestigious AACSB accreditation, one of the largest providers of Executive Education in Asia, and the most research productive Indian management institution. A vibrant pool of research-oriented resident faculty, strong academic associations with leading global B-schools and the backing of an influential Board, have helped the ISB fast emerge as a premier global Business school in the emerging markets. For more details visit [www.isb.edu](http://www.isb.edu)

### **About SMU**

A premier university in Asia, the Singapore Management University (SMU) is internationally recognised for its world-class research and distinguished teaching. Established in 2000, SMU's mission is to generate leading-edge research with global impact and produce broad-based, creative and entrepreneurial leaders for the knowledge-based economy. SMU education is known for its highly interactive, collaborative and project-based approach to learning, and for its technologically enabled pedagogy of seminar-style teaching in small-sized classes.

Home to around 9,300 undergraduate, postgraduate, executive and professional, full- and part-time students, SMU is comprised of six schools: School of Accountancy, Lee Kong Chian School of Business, School of Economics, School of Information Systems, School of Law, and School of Social Sciences. SMU offers a wide range of bachelors', masters' and PhD degree programmes in the disciplinary areas associated with the six schools, as well as in interdisciplinary combinations of these areas.

SMU has an emphasis on generating rigorous, high-impact, and relevant multi-disciplinary research that addresses Asian issues of global relevance. SMU faculty members collaborate with leading international researchers and universities from USA, Europe, China and India, as well as with partners in the business community and public sector, through its research institutes, centres and labs. SMU's city campus is a state-of-the-art facility located in the heart of downtown Singapore, fostering strategic linkages with business, government and the wider community. [www.smu.edu.sg](http://www.smu.edu.sg)

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