Virtually Organized **Free Attendance**

4th Global Conference on Creating Value

September 21 - 23, 2021 **https://www.creatingvalueconference.com/**

The 4th Global Conference on Creating Value, 2021 is an e-version of previous conferences. The focus is on:

- Businesses for creating value;
- Academics to research on better ways to create, extract, balance and teach value
- Executives to learn about creating value through the conference talks and a Creating
- Value Certification course

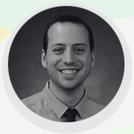
Speakers



Jag Sheth
Charles H. Kellstadt Professor of Business Goizueta Business School, Emory University



Raul Gomez Vasquez
Chief Executive Officer
F Y D Inversiones S.A.C. - 2 Cerritos



Thomas Sasso
Assistant Professor
Gordon S. Lang School of Business and Economics, University of Guelph



Moshe Davidow
Professor
Technion - Israel Institute of Technology



Arash Azadegan
Associate Professor
Rutgers University



Edyta Dorota Rudawska
Professor
University of Szczecin



Cristina Mele
Full Professor of Service Innovation
University of Naples Federico II



Fathi Tlatli
President Global Sector Auto-Mobility
DHL Customer Solutions & Innovation



Carolynn Chalmers
Chief Executive Officer
Good Governance Academy



Katsuhiko Kokubu
Professor
Graduate School of Business School, Head of Value School, Kobe University



Bharat Wakhlu
Founder and President
The Wakhlu Advisory



Youji Kohda
Professor
Japan Advanced Institute of Science and Technology



Kosuke Motani
Chief Senior Economist;
Senior Vice President - Regional Development Group
Japan Research Institute Ltd.; The Development Bank of Japan Ltd



Vishesh Chandiok
Chief Executive Officer
Grant Thornton Bharat LLP.



Ramesh Iyer
Vice Chairman & Managing Director - Mahindra & Mahindra Financial Services, President - Financial Services Sector & Member of the Group Executive Board – Mahindra & Mahindra Limited
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About

The business and academic world is becoming serious about creating value for all stakeholders. The CEOs of the largest US companies through the Business RoundTable signed off on creating value for stakeholders in 2019. This thought was echoed by Davos in 2020.

What should companies do and how? Should they extract more value from stakeholders than create value for them and why? How do they make social and environmental focus important? How do they get their leaders and executives to create value and improve profits?

How should academics build a more robust value thinking and teaching of value creation and making value creation a central theme in education and the role of an executive. The Journal of Creating Value and has special issues coming out in November 2021 on Creating Value in Business, and in May 2022 in Defining and Measuring Value for which papers are invited.

How can executives learn more about and create more value and become extra successful?

Creating Value Certificate

Concurrent with the 4th Global Conference on Creating Value, we will hold a certification program. With the Business Roundtable and Davos both stating that the purpose of a business is to create value, it becomes imperative that executives and students learn what creating value means and to use this in the businesses they work in.

The certification program will include topics such as:

- What is Value and how do you create it
- Who are the stakeholders
- Do you create more value for stakeholders than they create for you?
- What should you do? How would you measure value and Customer Value Added Examples of Value
- Creation in companies and Value destruction
- Creation a Creating Value strategy
- Creating Value and Pricing

Learn more on our website

Schedule at a Glance

North and South America (EDT)
September 21

11:00 - 12:00
Keynote Speech 1

12:00 - 1:00
Parallel Sessions

Europe, Africa, & Middle East (CET)
September 22

2:00 - 3:00
Keynote Speech 2

3:00 - 4:00
Parallel Sessions

Asia, Australia, & Oceania (IST)
September 23

11:30 - 12:30
Keynote Speech 3

12:30 - 1:30
Parallel Sessions

Regional Chairs



Nima Farshchi
Director of Center for Social Value Creation, Robert H. Smith School of Business
University of Maryland, USA



Andreas Hinterhuber
Associate Professor, Department of Management
Ca Foscari Università di Venezia, Italy



Naoko Komori
Affiliated/Visiting Professor, Value School, Kobe University, Japan
Director of Research, Phronesis Design Lab, UK

Conference Co-Chairs



Gautam Mahajan
President Customer Value Foundation and Founding Editor of the Journal of Creating Value



Cihan Cobanoglu
McKibbon Endowed Chair & Director of M3 Center
University of South Florida, USA



Edyta Dorota Rudawska
Professor
University of Szczecin, Poland

Creating Value Alliance
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