

# 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

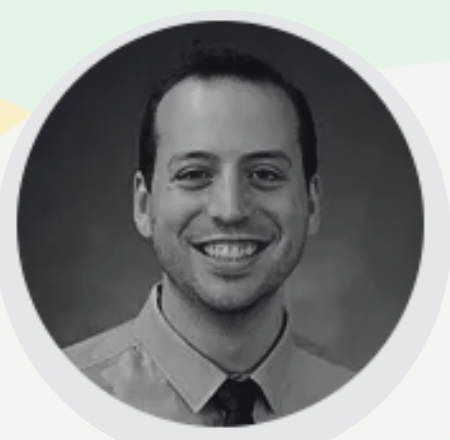
## Speakers



**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 University of Szczecin



**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 Mahindra & Mahindra Financial Services; Mahindra & Mahindra Limited

### 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 (GET)**  
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



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



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



**Edyta Dorota Rudawska**  
Professor University of Szczecin, Poland

### Conference Co-Chairs

