

## Press Release

### **SKEMA Business School launches SKEMA Publika, an independent think tank**

<https://publika.skema.edu>



Paris, February 24th, 2022. **SKEMA Business School has created SKEMA Publika, an independent think tank, to contribute to public debate and provide insights to national and international policy makers. Multidisciplinary and glocal, the think tank benefits from the multicultural approach drawn from the countries where the school is established (France, China, United States, Brazil and South Africa), its 9,500 students around the world and the expertise of its 180 professors and researchers.**

The SKEMA Publika think tank has set itself the mission of identifying the precursor signs of profound changes in society, analysing them and formulating recommendations for the 'aftermath' in key public policy areas.

It provides public decision-makers with a forward-looking vision to enable them to anticipate future challenges and guide their actions in favour of the development of a society centred on humanism, responsibility and ethics. This project was defined in the SKY25 strategic plan and echoes SKEMA's ambition to challenge the complexities of the world.

*“SKEMA has passed the 12-year mark with tremendous achievements. With SKY25 strategic plan, we are activating new levers to develop the school's role as a committed player. The creation of the think tank is an important step that anchors its institutional dimension and global reach. SKEMA Publika's objective is to influence public debate throughout the world where the school is present by relying on the expertise of its research,”* explains Alice Guilhon, SKEMA's Dean and Executive President.

#### **Production of an international thought process**

SKEMA Publika aims to facilitate international thinking that is accessible and far from formatted codes. It uses a multidisciplinary and hybrid approach to information processing, combining human and digital intelligence.

Chaired by Alice Guilhon, Dean and Executive President of SKEMA, the think tank is directed by Claude Revel, a former senior civil servant (she was notably the Inter-ministerial Delegate for Economic Intelligence and Senior Advisor to the Court of Auditors), essayist, independent administrator, an affiliated professor at SKEMA from 2008 to 2013 and lecturer at the Institute of Political Studies in Paris from 2014 to 2017. A politician and expert in strategic intelligence, geopolitics and international relations, Claude Revel regularly publishes on these topics and speaks at national and international conferences.

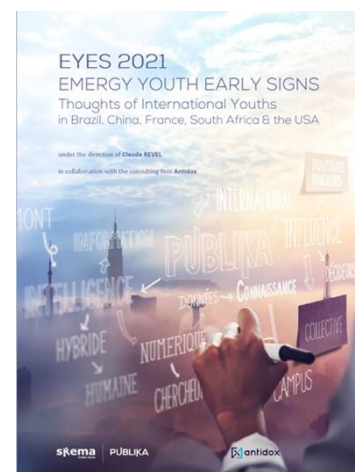
*“There are more than 20,000 think tanks in the world, but SKEMA Publika wishes to differentiate itself by its upstream, multicultural and resolutely operational vision. It identifies and analyses warning signs with a mixed approach of human and digital intelligence. Like the characteristic attribute of the school, SKEMA Publika is glocal,”* explains Claude Revel, SKEMA Publika's Director of Development.

### Five thematic collections

With the expertise of its researchers and the insights it gathers on the new generations through its student community, SKEMA Publika produces notes, tribunes and reports full of proposals to improve public policies in France and across the world.

The think tank has just published the EYES (Emergy Youth Early Signs) report, which analyses and draws recommendations from the expression of thousands of young people of various nationalities on themes prioritised by the young people themselves: media and press, social networks, new technologies, security and the world of work. A specific note is produced on this last theme.

It is part of the EMERGY collection (early warning signals), one of the five thematic collections of SKEMA Publika that also include: FER (finance, ethics, regulation), INCERTITUDES (rarely explored areas of risk analysis), INTERFACES & INFLUENCES (confrontations and interactions) and FOCUS COUNTRY. All the think tank's publications can be found on its website: <https://publika.skema.edu/>



### A network of contributors from research, international institutions, and the business world

The think tank has a strategic committee of high-level international personalities independent of any political affiliation: Dr Alexander Böhmer, Head of the South-East Asia Division at the OECD; Dr Elmar Hellendoorn, Researcher at the Atlantic Council and Strategic Advisor; Dr Antonio Serrano Acitores, CEO of Spacetechnies, lawyer and doctor of law and Olivier Urrutia, Former Director General of the European Think Tank Observatory.

It also benefits from the advice of a steering committee that includes Philippe Monin, Director of Faculty and Research at SKEMA, and Bernard Belloc, French economist and academic, Honorary President of Toulouse 1 Capitole University and current adviser to SKEMA's general management.

### About SKEMA Business School

With 9,500 students of 120 nationalities and 50,000 graduates in 145 countries, SKEMA Business School is a global school which, through its research, its +70 teaching programmes, its international multi-site structure trains and educates the talents that 21st century businesses need. The school is now present on 7 locations across 5 countries: 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). SKEMA's Faculty composed of 180 professors is divided into 3 academies (Globalisation, Innovation, Digitalisation). The Research Department has 5 research centres representing the main dimensions of management. The school has also established its Artificial Intelligence research and resource centre in Montreal.

SKEMA Ventures, SKEMA's incubation-acceleration dedicated device, has incubated over 200 projects.

SKEMA is multiaccredited - EQUIS, AACSB and EFMD Accredited EMBA. Its programmes are recognized in France (Licence, Master Degree, RNCP, CGE label), as well as in the United States (Licensing), Brazil (Certificação) and China (Ministry of Education). [www.skema.edu](http://www.skema.edu).

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