



AKADEMIA
LEONA KOŹMIŃSKIEGO

CENTRAL AND EASTERN EUROPE'S BEST BUSINESS SCHOOL

Poland

Prof. Dorota Dobija
MSc Sylwia Hałas-Dej
MSc Anna Górską



Business School
Rankings 2011

Research method

- 10 companies from Warsaw Stock Exchange
- From various sectors including:
 - Technology
 - Construction
 - Health care
 - Finance
 - Engineering

Major challenges

- Demography and human capital maintenance
- Technology and digitalization
- Politics
- Economic situation
- Market and strategy
- Products and Services development

Demography

1. Clients
2. Employees- the ability to build human capital

“young people have slightly different expectations as to work than they used to, today a young person in general perceives work in a slightly different (...) for them, the priority is of course the private life and they emphasize that strongly, but they do not assimilate as well in the work environment, so it is quite difficult”

Technology and digitalization

- Identifying opportunities based on clients data
- Security of data

*„the greatest challenge, both for us and for the market in general, is the fourth industrial revolution, called digitalisation, in which most business will be about identifying the client’s needs based on terabytes of available data. It will be important that data are safe, that they are well protected, there are some new challenges: **digital security** and things related to new technologies”*

- Overregulation and instability of law

*„no stability of law, our main problem is the **unpredictable** legislation we will have to work in for many, many years. Main challenge is to plan our actions in such a way that we **survive** despite unfavourable legislation changes.”*

Perfect HEI

Perfect HEI

- Practical approach and cooperation with companies

“ a perfect HEI is the one living in symbiosis with a strategic partner who will not only three graduates a year [...] but will engage in internship, will draw out these people, is present at meetings of board of trustees, is present when devising plans for internships, discussing problems, all the stuff.”

Perfect HEI

- Building network

“ideal is the one that will not only give me knowledge, but also good contacts for future, will create the network, so it is a proper Alumnus organisation”

„at the MBA or postgraduate studies the decisive element is really the level of participants”

Perfect HEI

- HEI as a company

“an ideal educational institution is like a company, it understands the needs of surrounding world, does not waste money on doing something not needed”

Thank you

Anna Górska

amg@kozminski.edu.pl