



Doctorate of Business Administration: Cohort 2016 Opening Ceremony, November 18th, 2016

Huating Hotel, 1200 Caoxi Road North, Xuhui, 200030 Shanghai, China.

This event is organised in close partnership between NEOMA Business School, CPMC, Shanghai Jiaotong University and the CQF Institute. Please email dba@neoma-bs.fr to register for the event.

Agenda

13:30-14:00 Registration

14:00-14:05 Introductory Remarks

14:05-14:20 Speeches by:

- Prof. Sébastien LLEO, Director of the DBA programme, NEOMA Business School
- Prof. CHEN Hu, Shanghai Jiaotong University
- Dr. JIANG Yuewei, CEO, CPMC

14:20-14:40 Welcome to Cohort 2016 students

14:40-14:50 Speech by NEOMA DBA student representatives

14:50-15:30

- Presentation of the Certificate in Quantitative Finance by Ben O'Malley, CQF Institute.
- Presentation "Behavioral Finance: Who Is Afraid of the Big Bad Brain?" By Sébastien LLEO

15:30-17:30 11th "Official, learning, production, research, media" ecosystem Forum

