



Judge Business School Student Triumphs In Prestigious 2007 European MBA Essay Contest

Ashridge, EABIS and Microsoft Announce Winner at Gala Event in Barcelona

Brussels, Belgium 16 October 2007 - Ashridge Business School, in partnership with the European Academy of Business in Society (EABIS) and with the support of EABIS' Founding Partner Microsoft, are pleased to announce Hyun-Seung Anna Kim of Judge Business School (University of Cambridge) as the winner of the 2007 European MBA Essay Award. Ms. Kim, a student from the Judge Class of 2006-07, earned a first prize of 6,000 Euros for her winning submission.

The European MBA Award

The award, run by Ashridge since 1999, invites MBA students from European business schools and EABIS' global network to submit thought-provoking essays on the changing role of business in society. In 2007 participants were invited to address the dilemmas, challenges and opportunities faced by companies during the transition to a 'knowledge economy' – a theme that reflects one of the key pillars of the European Union's Jobs, Growth and Competitiveness Strategy.

Ms. Kim's winning essay, entitled "*Corporate Social Responsibility: A marketing gimmick, an enemy of a free society or the business of business?*", examined two emerging trends: the integration of Corporate Social Responsibility (CSR) into the core business of an organisation, and Socially Responsible Investment (SRI). Kim, who now interns at the Oxfam International Secretariat following her MBA, said: "I'm delighted my paper has been recognised in this manner and hope that it will help stimulate further consideration from MBAs of the changing role of business in society from all sides."

The runner-up prize of 2000 Euros went to another Judge Business School student, Ms. Hitoni Imai, who submitted an in-depth examination of "*The Role of Public Policy in Promoting CSR*". Both Ms. Kim and Ms. Imai received their prizes at the Gala Dinner during EABIS' recent Annual Colloquium in Barcelona.

Chris Gribben, from Ashridge, who presented the winning prize with Elena Bonfiglioli Director of Corporate Citizenship, Microsoft EMEA, said: "We were pleased to have received once again a very strong input from MBA candidates at business schools across Europe. Each entrant approached the competition questions with genuine intelligence and imagination. It is encouraging to see the response rates increase year on year as these issues enter the mainstream of the MBA curriculum."

Microsoft and Corporate Citizenship

Supporting the Ashridge MBA Essay Award as it explores the role of business in a knowledge economy comes as a natural extension of Microsoft's renowned corporate citizenship programme.

Elena Bonfiglioli, Director of Corporate Citizenship for Microsoft EMEA, is a strong supporter of Microsoft's ongoing engagement with EABIS and the Award: "We were very

pleased to offer our support to the European MBA Essay Award as a way to encourage strategic reflection, insight and knowledge development in fields that are at the frontier between technology and society. Microsoft is very interested to hear the perspectives of today's students and tomorrow's leaders. This is why we thought it was important to support innovative thinking, analysis and research on how the combination of responsible business practices, business innovation and multi-stakeholder partnerships can make a difference to the goals of long term sustainable economic growth and social development."

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Notes to Editors:

The aim of the competition is to raise awareness and debate about the relevance and role of business in society in a way that is accessible to a wide audience, including business leaders and public policy-makers, to encourage the integration of corporate responsibility into the heart of mainstream business education and practice.

1. The 2007 MBA Essay Award was judged by a distinguished panel, including:

- **Jeanette Purcell**, Chief Executive at the Association of MBAs
- **Rachel Jackson**, Head of Social & Environmental Issues at the Association of Chartered Certified Accountants
- **Margaret Studer**, Vice President, European Human Resources, Cargill
- **Eric Cornuel**, Director General, EFMD
- **Viscount Etienne Davignon**, Vice-Chair of EABIS and Suez-Tractebel
- **Sir Paul Judge**, Benefactor of Judge Business School, Cambridge University

2. The award was open to full or part-time students studying on an MBA programme during the 2006/2007 academic year at a European Business School.

3. The short-listed essays are being published by Ashridge and are available upon request from Matthew Gitsham Tel: +44 (0) 1442 841479 / Email:

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About Ashridge:

Ashridge, one of the world's leading business schools, is an independent, not for profit organisation. In the 2007 *Financial Times* rankings for tailored executive education, Ashridge is number one in the UK. Its combination of research, experience and practical application is currently making a difference to individuals and organisations in private and public sectors. Its activities include open & tailored executive education programmes, MBA, MSc & Diploma qualifications, organisation consulting, applied research and online learning. Ashridge runs full time and part time MBA programmes,

both of which are consistently ranked amongst the top MBA programmes in the various business school rankings. Both MBA programmes include significant elements looking at CSR. <http://www.ashridge.org.uk>

About The European Academy of Business in Society

Established in 2002 by leading companies and business schools in partnership with the EU Commission, EABIS aims to integrate corporate responsibility into the mainstream of business theory and practice in Europe. EABIS funds collaborative research, education and training projects and hosts numerous events and workshops across Europe to develop more and better knowledge and learning on corporate responsibility. With a European focus, but a global outlook, EABIS' membership currently numbers 80 organisations, spanning four continents and 19 countries. The network includes some of the world's largest global corporations, such as Shell, Unilever, IBM, Johnson & Johnson and Microsoft and the majority of Europe's top business schools www.eabis.org.

About Microsoft

It's hard to believe that Microsoft is already 30 years old. The company that made Redmond, Washington, a household name was actually founded in 1975 in another city by two young Seattle men, one of whom was a college dropout. From this inauspicious beginning came an equally improbable vision: A personal computer on every desk and in every home. Thirty years later, it seems so obvious. But at the time, when only a handful of people knew what a personal computer was, it was a great leap of faith and daring.

This revolutionary idea not only made technology a powerful tool for all of us, it also created a new industry that changed our world. Today, we continue to expand the possibilities of personal computing by developing new ways to empower our customers anytime, anywhere, and on any device.