

# esade

UNIVERSIDAD RAMON LLULL

## Annual report

ESADE FOUNDATION

2023 - 2024

Do Good.  
Do Better.



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Esade

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Continuous  
innovation in  
teaching and  
learning



Students at  
the heart of our  
educational work



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Innovation  
and impact  
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# A word from the president of the Board of Trustees

## Our purpose, more necessary than ever

Once again this academic year, 2023-2024, I have the honor of presenting the Esade Foundation's Annual Report. Its publication comes at a time of geopolitical tensions, accelerated technological advances and urgent climate challenges, making it more necessary than ever to seek responsible solutions based on the values of justice, sustainability and social commitment. At Esade we therefore reinforce our responsibility as a **global benchmark for training leaders with a positive impact**, those who strive for responsible influence and advancement.

The most important factor for success in our purpose is our ability to attract the best talent and to consolidate a diverse, international and influential community. A network of close on **98,000 people, including students, professionals and alumni who share our values**.

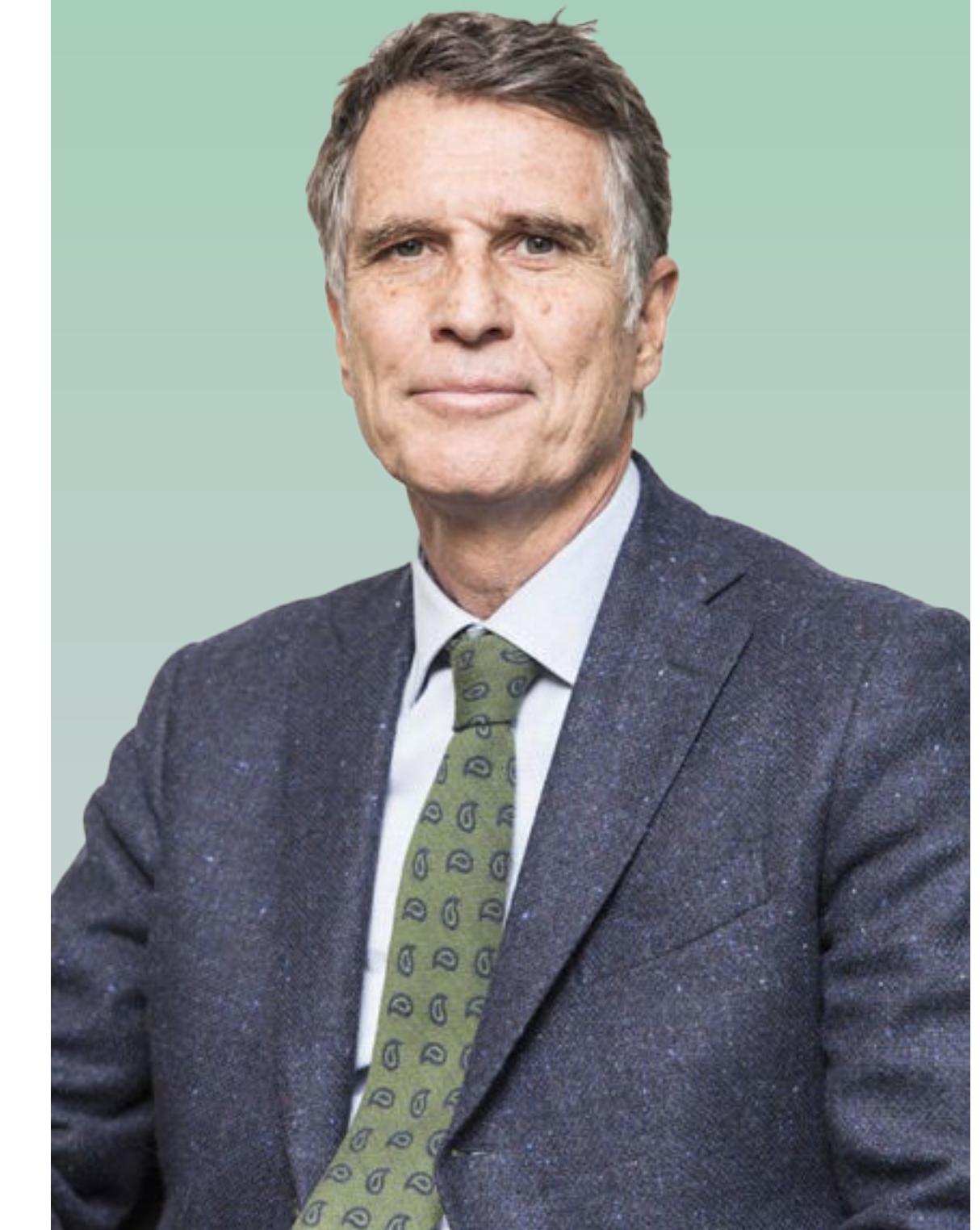
A purpose that we reinforce with an academic offering based on excellence and constant innovation. Such as the new **Bachelor in Business and Artificial Intelligence (BBAI)** degree program for the 2024-2025 academic year and the **new Madrid campus**, one of our most important projects that combines innovative architectural design and the latest technology to promote learning.

Our campuses in Barcelona, San Cugat del Vallès and the new site in Madrid are ecosystems that multiply our opportunities to generate this positive impact through training, research and entrepreneurship. As demonstrated by the **more than 4.6 million euros** we dedicated this year to research and the **295 students** whom we awarded a scholarship to study at Esade.

Not to mention our ability to generate social debate: we achieved more than **9,300 media impacts worldwide** and disseminated our knowledge through numerous events, our Do Better hub, and our social media profiles.

Lastly, I would like to dedicate this report to all the people - students, alumni, professors and professionals at Esade - and to the companies and organizations that support us and make up our community.

To all of them, my sincere thanks.



**Jaume Guardiola**

President of the Board of Trustees of Esade

# Letter from the Director General

## Striving to achieve meaningful impact

This is my first letter introducing the Annual Report as Esade Director General, a position I assumed in September 2024. Firstly, I would like to take this opportunity to recognize the work carried out by the previous Director General, Xavier Mendoza, and thank him for his invaluable contribution, key for the start of my own term of office.

I am certain that reading this Annual Report will be as enriching for you as it has been for me, detailing all our work and impact this year.

Esade was founded in Barcelona in 1958, driven by the city's innovation and social commitment. Today, we are a prestigious, internationally-recognized institution. We are extremely proud of the fact that innovation, academic rigor, and responsible leadership are all a part of this recognition.

But what we truly are and strive to continue being is a community that promotes change, one that inspires students and professionals and has an impact beyond the classroom, on each student, each professional, each leader, and each society.

Our alumni community's achievements, all the startup projects we have incubated, the knowledge we have helped generate, and the values that we have transmitted through our great educational community are all an essential part of the enormous impact we have had.

In a world full of challenges, our responsibility as a business school is greater than ever. At Esade, we want to lead a future full of hope and impact. This is the primary reason why I decided to join Esade, with the ambition to, together, have an impact that connects our reason for being with the need to find solutions to overcome major challenges.

With this goal of achieving **MEANINGFUL IMPACT**, we confidently look to the future. We know that the challenges we face as a society require committed, flexible, and innovative institutions. We at Esade respond to this call with our collaboration, talent, and profound transformative vocation.

Thank you for joining us on this journey. Together, let's continue building a community that is ready to lead change and achieve real, long-lasting impact.

Thank you.



**Daniel Traça**  
Director General of Esade

# 2023-2024 in figures

## 16,644

students



Business  
School

**4,135**

Law  
School

**1,673**

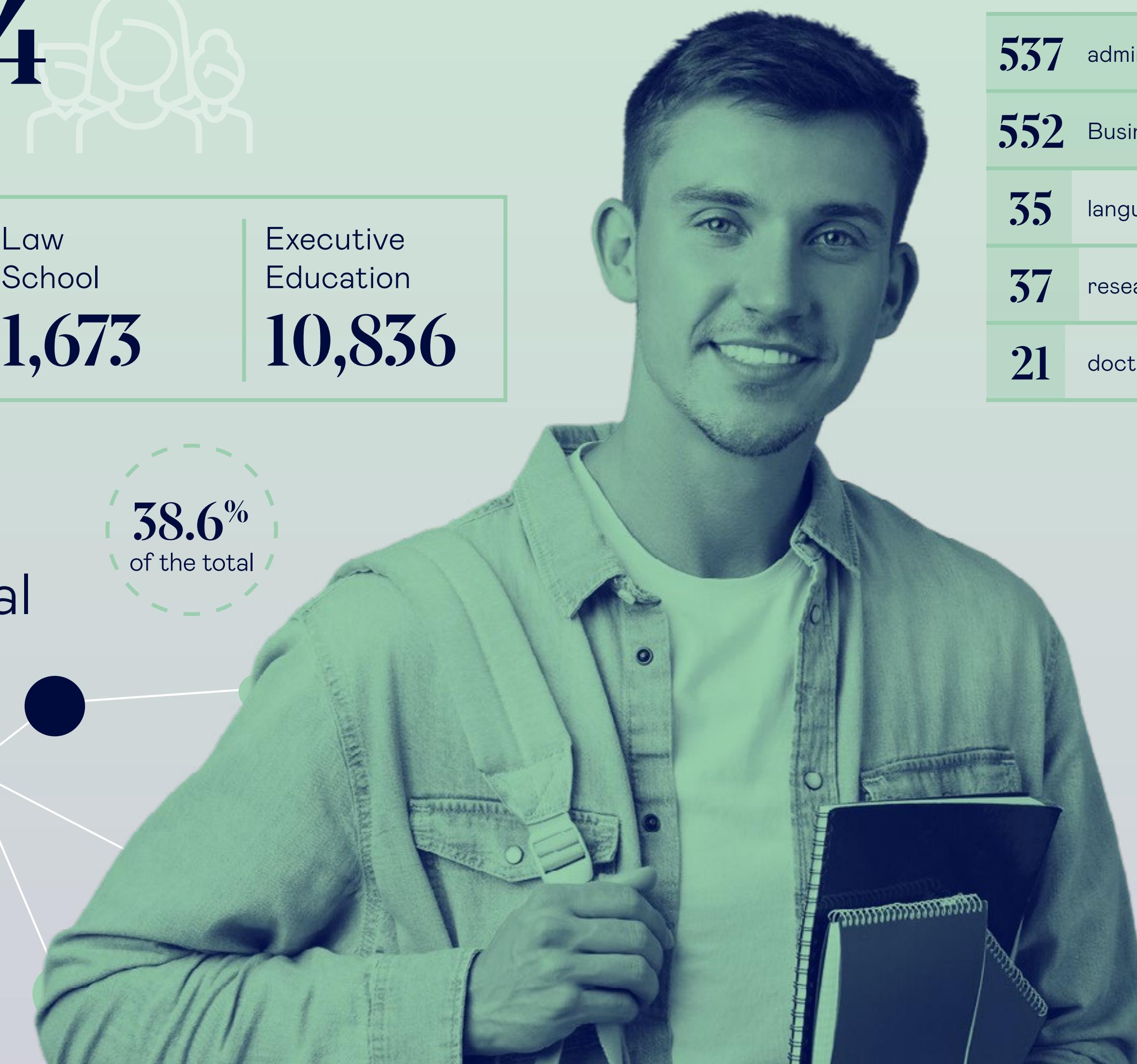
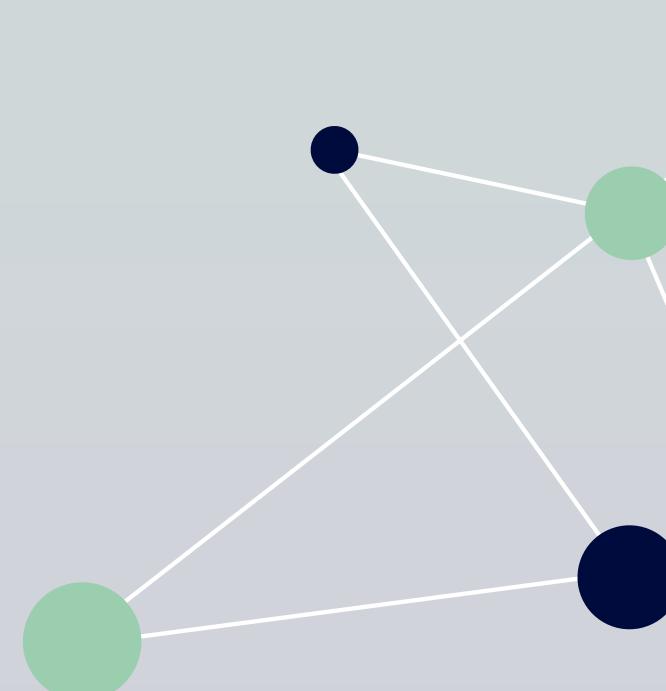
Executive  
Education

**10,836**

## 6,428

international

38.6%  
of the total



## 1,182

professionals

**537**

administrative and service staff ('PAS')

**552**

Business School and Law School Professors

**35**

language teachers

**37**

researchers

**21**

doctoral students

## 80,000

alumni

↑ 9,59 %

## 3 campus

→ **Barcelona Pedralbes** (3 buildings, 1 campus)

→ **Sant Cugat** (various buildings + residence)

→ **Madrid** (new campus)

**53.13%**  
Are women

**50**

Nationalities

# Revenue



**155.6 M€**

Gross revenue

↑ 2%

**140.4 M€**

Net revenue

↑ 1%

## Investment in the Scholarship Program for students

**5 M€**

↑ 8,7%

**295**

Students awarded scholarships for their talent and financial need

# Research



**4.6 M€**

Allocated to research

**16**

knowledge generation centres

**78**

competitive projects

**135**

articles in peer-reviewed journals

# New degrees



## Revised URL degrees:

- Specialization Master in International Business Law (DIN)
- Executive Master in Operations and Innovation (EMOI)
- Executive Master in Marketing and Sales (EMMV)
- Executive Master in Finance (EMF)
- Executive Master in Digital Business, Innovation & Entrepreneurship (EMDBIE)
- Executive Master in Business Analytics (EMIBA)
- Executive Diploma in Operations and Innovation
- Executive Diploma in Finance
- Executive Diploma in Marketing and Sales
- Executive Diploma in Digital Business, Innovation & Entrepreneurship
- Executive Diploma in Business Analytics

## Programs launched during the 2024-2025 academic year:

- Double Degree in Business Administration + Global Governance, Economics and Legal Order (BBA & GEL)

## New internal Universitat Ramon Llull (URL) degrees:

- Specialization Master in Regulated Industries Law (to be launched during the 2025-2026 academic year)

## Officially-recognized degrees:

- Bachelor of Business Administration and Artificial Intelligence (BBAI) (to be launched during the 2025-2026 academic year)
- Recertification of the Master of Research in Management Sciences (MRes) program (to be implemented during the 2025-2026 academic year)

# Ranking



**#1**

Diversity  
EMBA de QS  
(worldwide)

**#2**

Sector Diversity  
MBA de  
Financial Times  
(worldwide)

**#2**

Executive  
Education Open  
Programs de  
Financial Times  
(worldwide)

**#2**

International  
Students MBA  
de Financial  
Times (Europe)

**#7**

Best EMBA de  
QS (Europe)

**#7**

Best MSc in  
International  
Management de  
Financial Times  
(Europe)

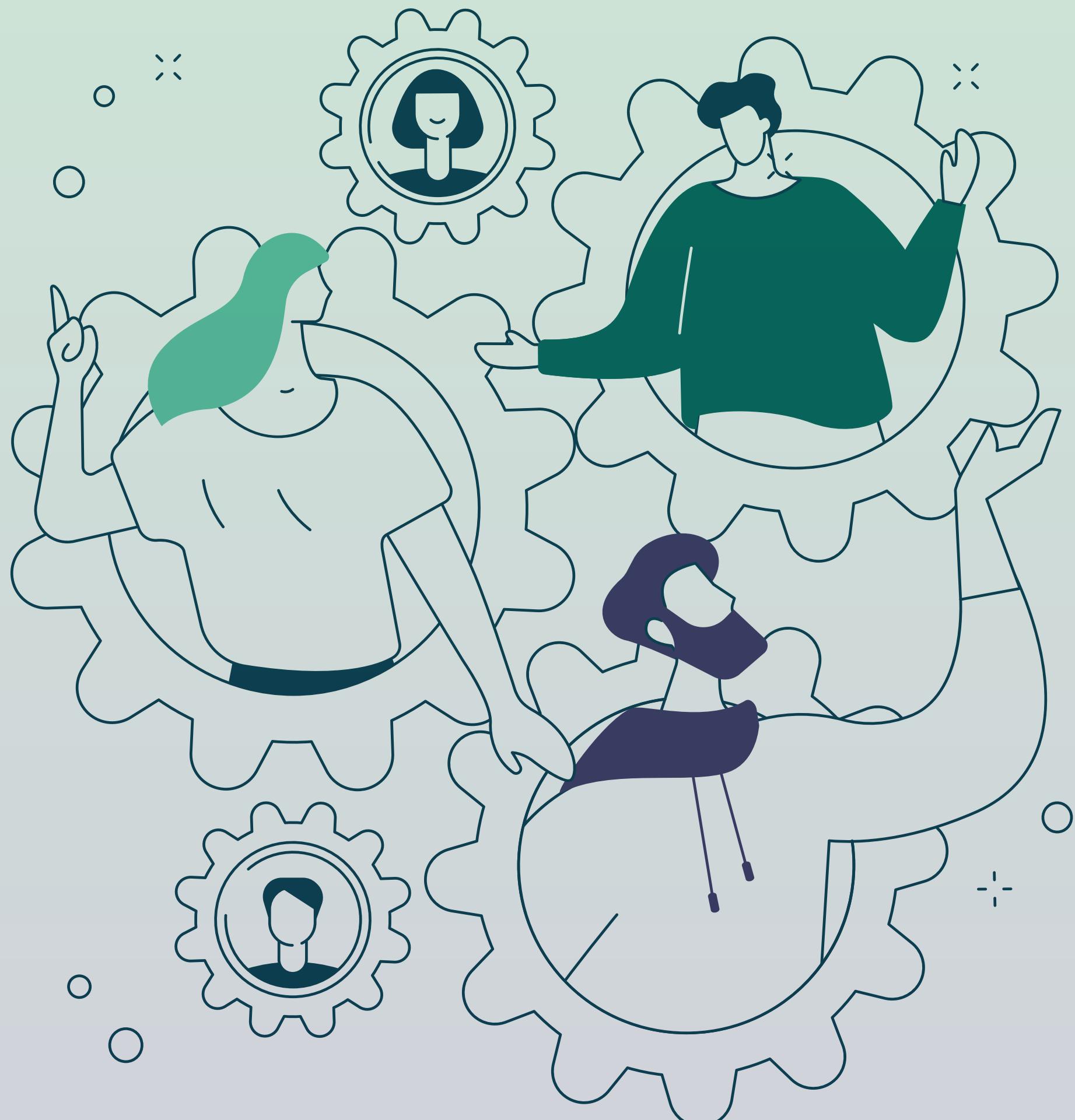
**#8**

Best MSc in  
International  
Management de  
Financial Times  
(worldwide)

**#11**

Best EMBA de  
QS (worldwide)

# 1. About Esade



## 1.1

### 66 Years educating to transform

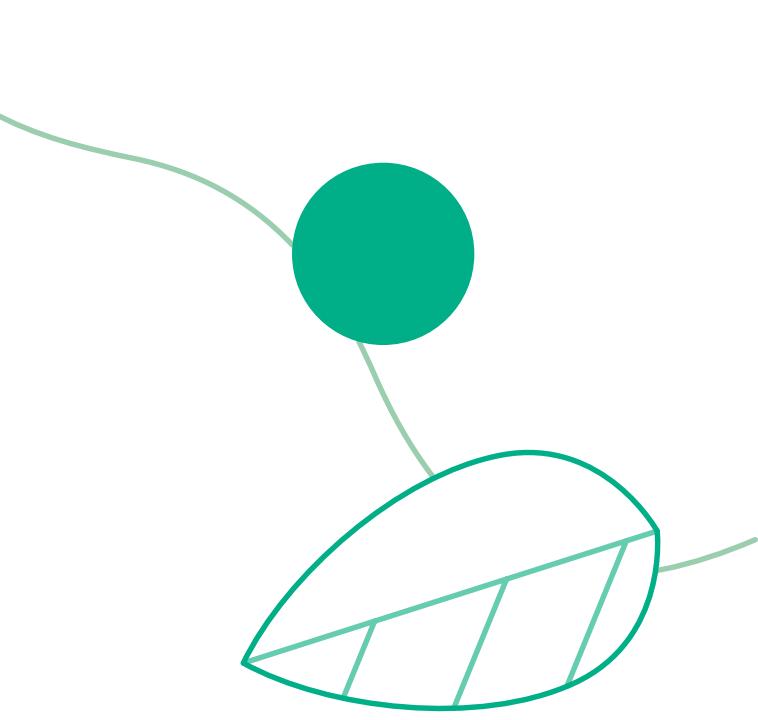
Our academic institution was founded in 1958 with a clear purpose: to promote a collective change that would modernize the business fabric of our country and bring it closer to the most advanced economies.

Since our beginnings we have been part of the network of Jesuit universities (UNIJES) and, since 1995, of the Ramon Llull University (URL).

We are aware of our important role as an educational institution in driving the impactful transformation of our community. We have therefore developed an educational experience based on academic excellence, practical learning and personal growth.

## 1.2

# Our essence

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learning**02**Students at the  
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We are a landmark educational institution that has always been guided by humanist traditions. What sets us apart is our ability to integrate innovation and a strong sense of social responsibility into each of our training programs.

We focus our mission on three axes:

### EDUCATION

We provide comprehensive training for students to become competent and socially responsible professionals.



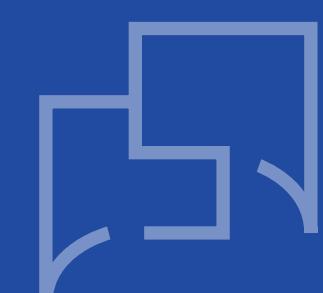
### RESEARCH

We generate knowledge to contribute to the improvement of organizations and society.

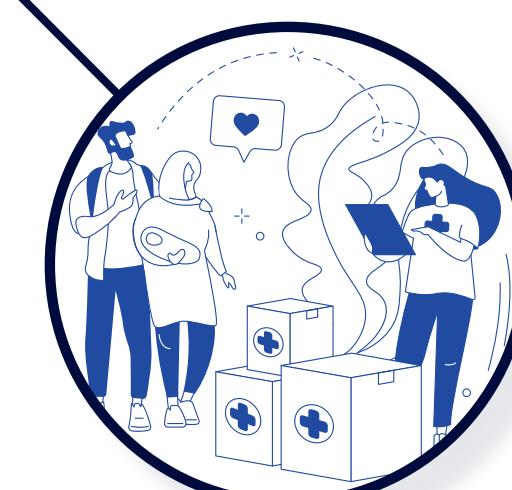


### SOCIAL DEBATE

We contribute to social debate to build free, prosperous, fairer and more sustainable societies.



And we are inspired by our values:

**Integrity****Diversity****Contribution to  
the common good****Commitment to  
a more just and  
prosperous society****Sensitivity**

## 1.3

## The new Esade Madrid campus

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One of the most important milestones this year is the investment in the new Esade campus in Madrid, located in the Mirasierra neighborhood, one of the capital's growth corridors where a renovation project is being developed that will turn this area into a future knowledge and science hub.

The new campus has been designed in line with neuroarchitectural criteria. Each space is intended to enhance cognitive-emotional processes (spatial distribution, color selection, materials, lighting, textures, ceiling heights...), both within the 4,800 m<sup>2</sup> of the building and in the outdoor areas, which play an important role throughout the campus.

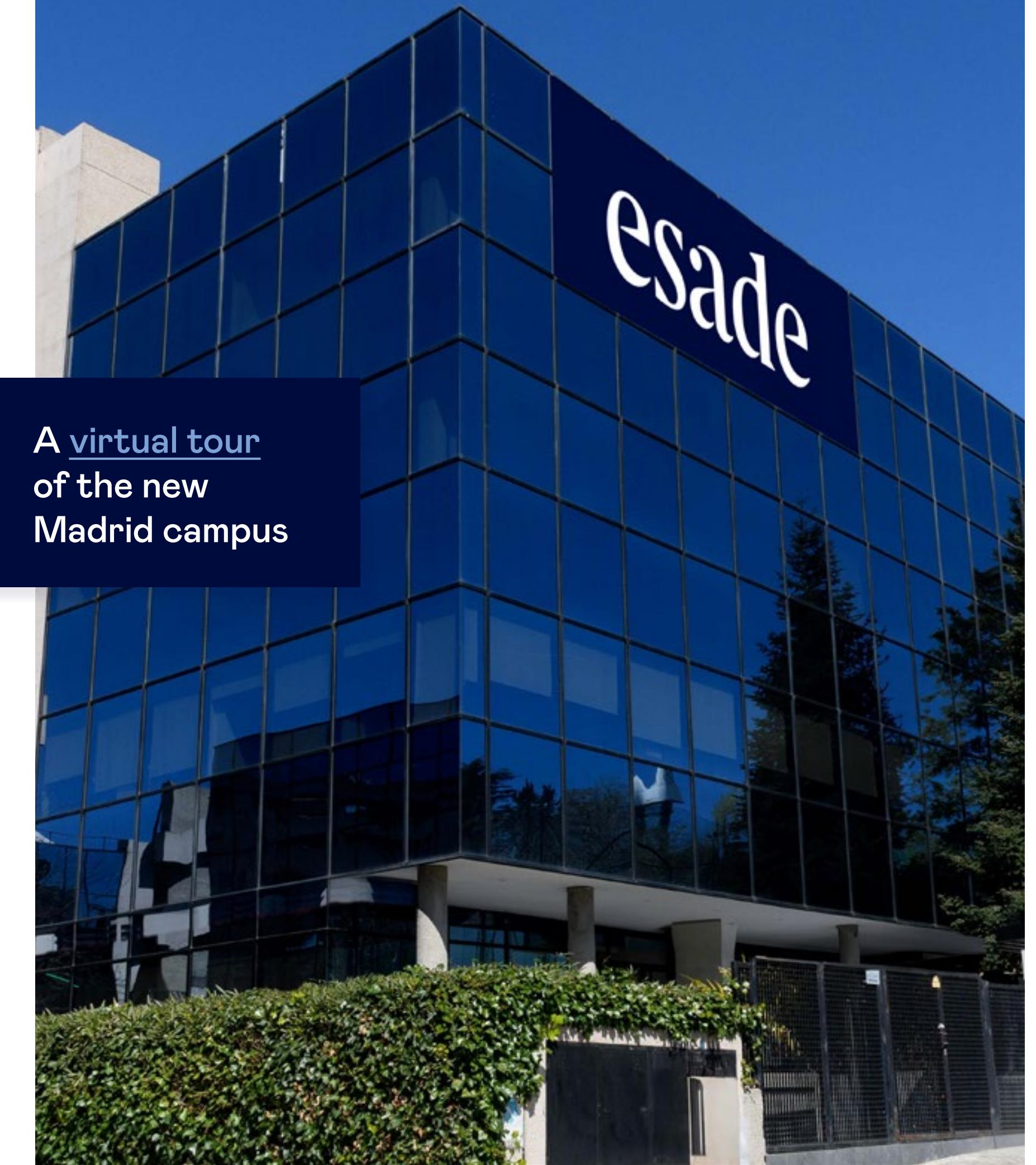
The new facilities include 2,000 m<sup>2</sup> of garden and terrace space created to serve as outdoor classrooms to explore new ways of learning, encourage creativity and dialogue, and at the same time improve personal well-being.

The campus integrates innovative architecture with the latest technology to foster disruptive learning:

- **Circular auditorium** to encourage discussion.
- **XL screen** in the main hall with new audiovisual formats.
- **Immersive technology:** artificial intelligence, virtual reality, Media Room, IN/ON room.



A [virtual tour](#)  
of the new  
Madrid campus



**The new Esade Madrid campus is unquestionably one of our most outstanding projects, and will underpin our institution's growth in the coming years.**

## 2. Continuous innovation in teaching and learning



At Esade we promote the continuous improvement of our faculty, innovation in teaching and learning, and in an enhanced learning experience for our students. All to maintain the excellence of our pedagogical model, based on the 4Cs (competence, commitment, conscientiousness and compassion).

### 2.1

#### CTL, excellence and innovation for educational improvement

Our **Center for Excellence in Teaching and Learning (CTL)** provides our faculty with support and training to enhance the overall learning experience in four key areas:

**Faculty Office for Innovation** → Training resources and pedagogical consultancy.

**Excellence, Learning & Impact Measurement** → Continuous improvement in teaching methodologies.

**Learning Factory** → Design of the learning experience: from materials to activities and resources.

**Learning Innovation, Technology & Spaces** → Design of new learning spaces, face-to-face or virtual.

## 2.1.1. Artificial intelligence and teaching

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In the 2023-2024 academic year, the CTL focused on learning about the impact of artificial intelligence (AI) on education, and helping our academic community adopt this revolutionary technology in a smooth and effective manner.

These are the main AI initiatives carried out by the CTL during this academic year:

- Promoting the ethical and responsible use of AI, while raising awareness of the associated risks.
- Comprehensive teacher training sessions.
- Web resources to facilitate the integration of AI into courses and classroom activities.
- Compilation of best practices from our faculty, to be promoted within the academic community.
- Development of AI policies and guidelines for students and teachers.
- Trials of pilot projects using generative AI tools to enhance the teaching and learning experience.

# AI thematic conferences

It is worth mentioning the **AI for Teaching Day** event, which was attended by leading figures from the academic world, such as Professor **Ethan Mollick** (Wharton School) and **Esteve Almirall** (Esade), among others. The conference discussed the future of education in the AI era, while members of our faculty, such as **Carles Torrecilla, Marc Cortés and David Murillo**, shared AI cases that foster critical thinking among our students. In addition, **Leonardo Caporarello** (Bocconi), **David Lefevre** (Imperial College) and **Mar Vila** (Esade), discussed how AI is transforming business education. Meanwhile business leaders from the public and private sector, such as **Pere Nebot** (Chief Information Officer of CaixaBank), **Albert Mayol** (partner at NTT DATA) and **Oriol Alcoba** (Director General of Industry of the Generalitat de Catalunya), gave their perspectives on how AI is reshaping industry and what they expect from top business schools.



## 2.1.2 Teacher development and support

Throughout the 2023-2024 academic year, the CTL increased both its actions and the number of participants. It has also launched a **new onboarding program for teachers**, with the aim of informing newcomers about the specificities of teaching at our institution.

We have also coordinated with our Language Centre to internalize our foreign language learning program for teachers.

The CTL has worked closely with the more than 160 members of our teaching community, including core faculty, collaborators and teaching assistants, to provide them with individualized support and guidance on a wide range of topics related to the teaching and learning process: course planning, delivery, assessment, tools, content creation and management of our eCampus. These interactions between the CTL and faculty members have also served to compile a number of best practices to benefit the teaching process.

Number of training courses for teaching staff
Number of participants
Training topics

2022-2023

25

298

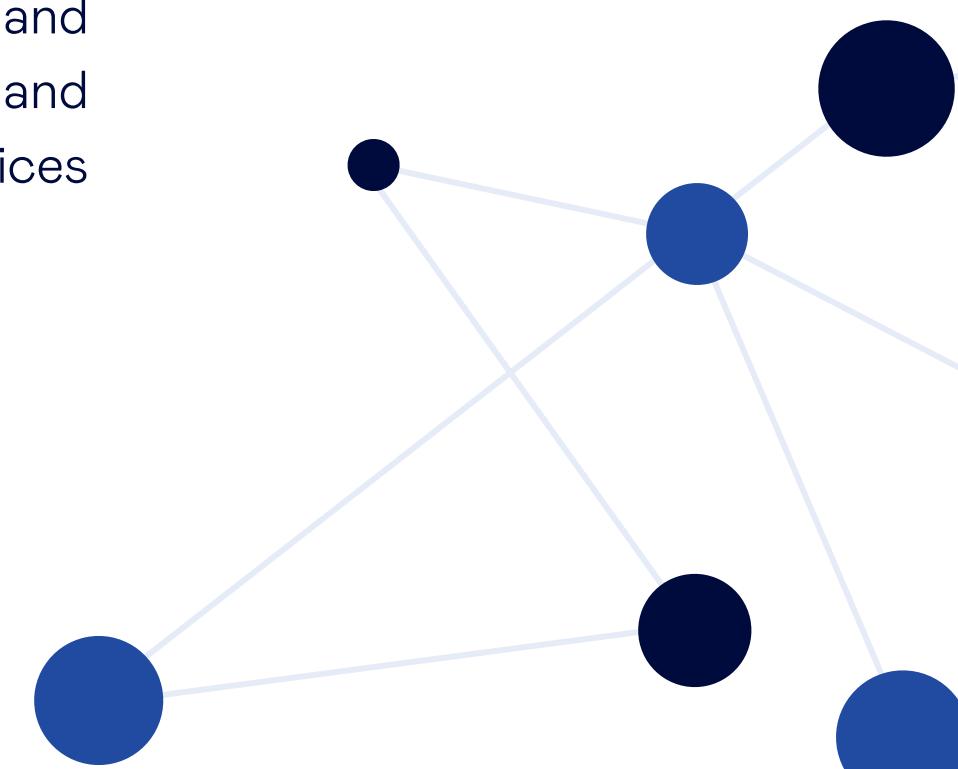
Classroom teaching  
Technology-enhanced learning  
Evaluation and feedback  
DEI (diversity and inclusion)

2023-2024

41

341

Course design and planning  
Classroom teaching  
Technology-enhanced learning  
DEI (diversity and inclusion)  
Artificial intelligence  
Ignatian pedagogy  
Foreign language teaching



## 2.2 Developments and milestones of the 2023-2024 academic year

As every year at Esade, we continue to apply a continuous process of improving the quality of our educational experience in order to remain a benchmark institution in higher education. The following are the most significant new developments and milestones of this academic year.

### 2.2.1 Business & Law School

#### Business School

- We carried out a **process of homogenization of all the degrees**, facilitating synergies between programs and working to improve the student experience, with unified calendars and regulations, proposals for joint electives and the creation of opportunities for joint work.
- We have diversified the **minors**, by offering more specializations: **Finance, Data Analytics, Consulting y Entrepreneurship**. The Minors allow our students to specialize in an area of business management of their interest, complementing the holistic training offered by the degree program.

- We launched the first **Microeconomics Challenge**, as part of the first year of the Macroeconomics course, beginning with the transversal participation of all first-year undergraduate students of the Business School and Law School, promoting greater diversity and more enriching classroom debate.

- We promote more **motivational competitions** for students in key sectors such as tax law.
- Creation of the new **BBA & GEL** degree (Bachelor of Business Administration & Bachelor in Global Governance, Economics & Legal Order), effective from the first cohort of the 24-25 academic year.

- Launch of the **International Ecosystems Module de BiTLaSI in Shanghai**. A summary of the event can be seen in this video: <https://www.youtube.com/watch?v=IPBibvgid2E>

#### MBA

- We launched the **Leadership Speaker Series** initiative.
- The **Racial (In)Justice** received the international award for the best initiative in Culture, Inclusion and Diversity from the Association of MBA's (AMBA) and the Business Graduates Association (BGA).
- We started the collaboration agreement with the **Barcelona Supercomputing Center**: jointly teaching the subject **AI & Supercomputing for Business**.
- Our **Full Time MBA** maintains its best ever position in the Financial Times ranking, earning 17th place. According to *Bloomberg BusinessWeek*, it ranks first in Europe in salary progression and third in Europe in Entrepreneurship.
- A new MBA Student Association has been created: **Cryptocurrency & Web3 Club**.

#### Law School

- **Microeconomics Challenge**: the theme of the first edition of this competition was sustainable mobility. The participating students analyzed the situation of the automotive market in Europe and the effects for European industry of competition from electric cars manufactured in China. The winning group visited the European institutions and participated in a simulation of the European Parliament.
- We organized in Madrid the first **Economics and Global Politics Workshop** for final year students of Global Governance. Presented by **Joaquín Almunia**, former Spanish Government Minister and former EU Commissioner.
- **Global Governance** students shared a classroom with students from other degrees for the first time in the 2023-2024 academic year. The call came from the students themselves and has been very well received. We have also strengthened the elective courses aimed at students on different degree courses.
- We have significantly increased the number of **courses offered with a focus on international students**, both in the legal field and in Politics and Economics.
- The **first class of the Double Degree in Law and Global Governance, Economics & Legal Order (GDL)** graduated.



## 2.2.2 Executive Education

### PARTNERS

**Proactiva** and **Futuras Consejeras**, two new programs offered by the **CEOE** that complete the *Promociona* itinerary to accompany women in their professional careers.

- **Proactiva** promotes the development of female talent from an early stage. It enhances visibility and makes companies aware of gender balance, and thus makes equality a key factor in business development.
- **Futuras Consejeras** focuses on providing a comprehensive vision of good corporate governance, providing fundamental tools and criteria for women to fully develop their potential as board members in the corporate environment.



### CUSTOMIZED PROGRAMS FOR COMPANIES



**Leading in Sustainability Program:** with the second edition of this program, Merck, a leading pharmaceutical company in science and technology, aimed to promote sustainability at a strategic level with the latest methodologies among its executives.



Esade has developed a tailor-made program for the *Global Management Team* at Grifols, a leading company in the healthcare and biotechnology sector, to promote the skills needed to lead successfully, generating an impact on the organization and its teams.



The food company Bimbo has strengthened the leadership capabilities of its senior managers, promoting a strategic and disruptive approach, while fostering collaboration between areas and agility in decision making.



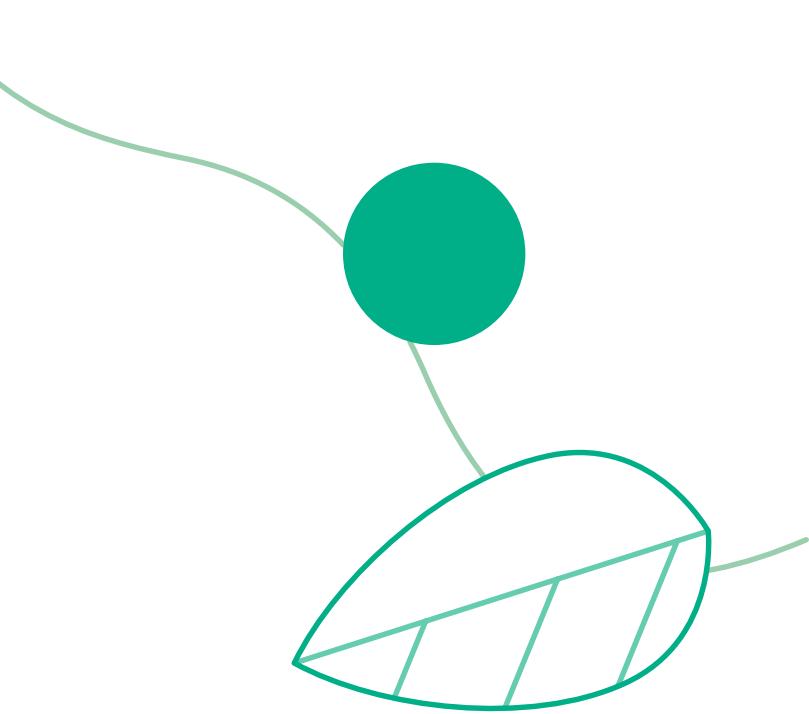
**#WeLEAD Program:** we accompanied 70 new Area Leaders and Senior Technical Advisors from Repsol, a multi-energy company operating in more than 30 countries, in adapting to their new role. The tailor-made program includes content on finance, business acumen, leadership, management and communication.

We have also developed other learning programs for Repsol:

- **Executive Transitions:** designed to accompany and guarantee the success of change and transition processes for Repsol executives. Since 2023, 50 managers have participated in this in-house training, enabling them to carry out a complete diagnosis of their new challenges and opportunities and create a detailed action plan for managing change and adapting quickly to the new position.
- **Management in times of uncertainty:** for managers and Industrial Transformation and Circular Economy leaders, with key contents such as change management, analysis of the global and economic environment, self-knowledge, alignment of values and team development in an uncertain environment. Sixty leaders have taken part in the two 2024 editions and two additional editions are scheduled for 2025.

## 2.3

## Excellence and quality



Quality and academic rigor are fundamental pillars at Esade and so for yet another year we reviewed and updated our **internal quality assurance system (SGIQ)**, certified by the **Catalan University System Quality Agency (AQU)**. This review included goals and indicators for process monitoring, allowing for more detailed and efficient monitoring.

In the 2023-2024 academic year, we renewed two of our international quality accreditations: **EQUIS** (EFMD Quality Improvement System), of the European Foundation for Management Development (EFMD), and the **AMBA** (Association of MBAs).

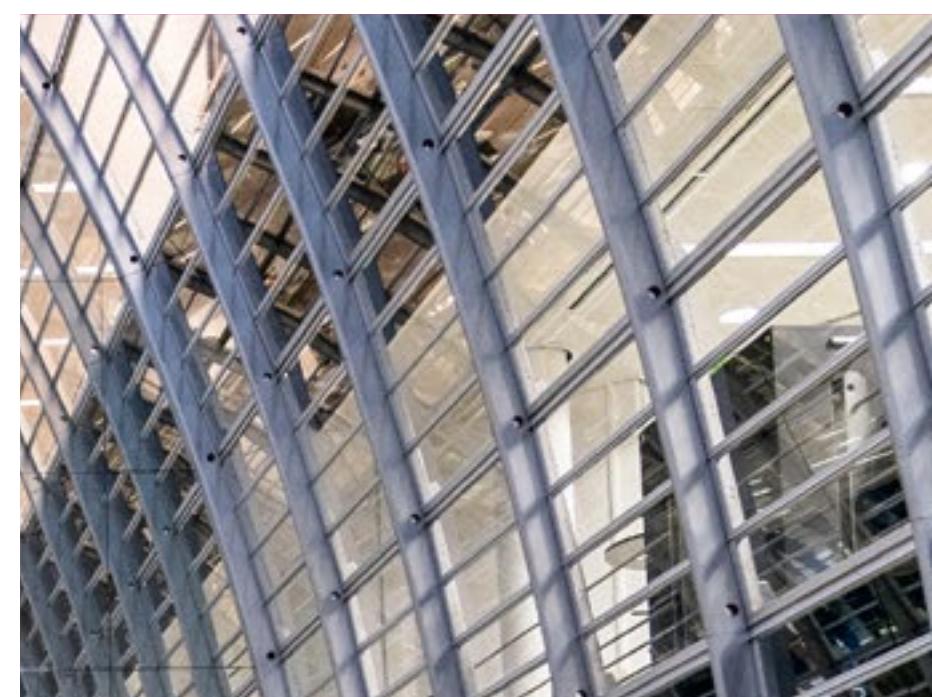
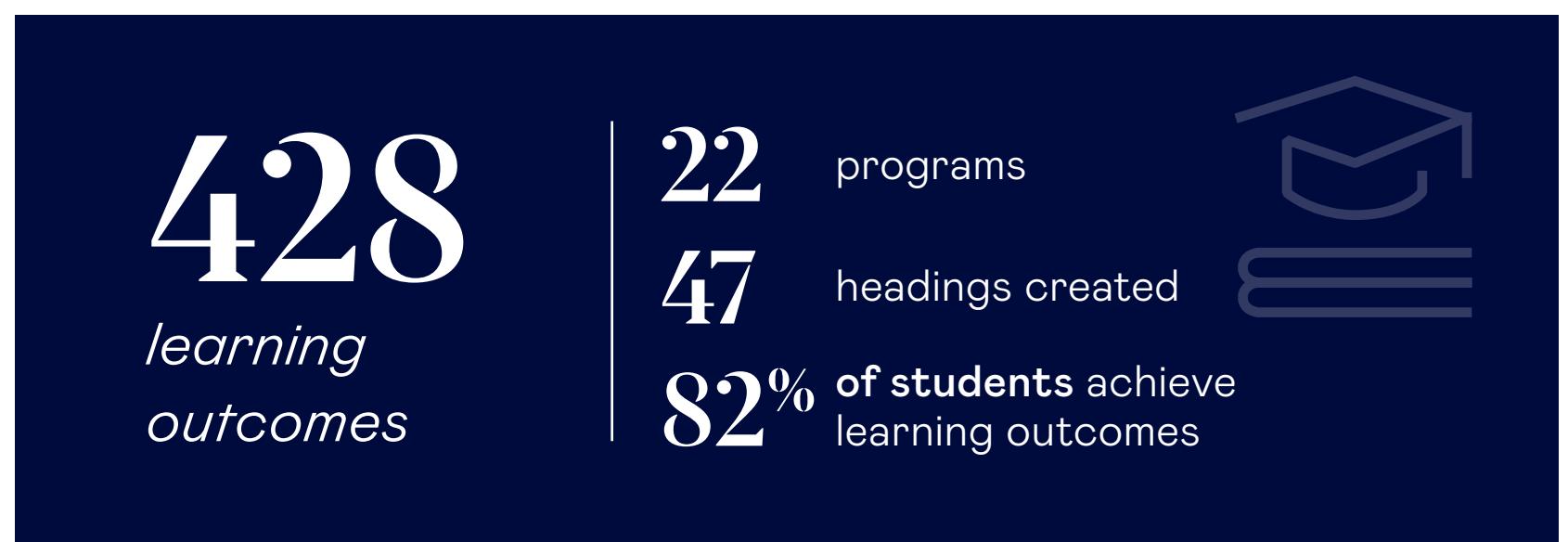
### TRIPLE CROWN IN RECOGNITION OF OUR QUALITY

Our commitment to academic excellence, innovation and constant improvement has led us to consolidate the recognition of the three most important quality accreditation agencies in the world: **EFMD Accredited**, **AACSB** and **AMBA**. It is worth noting that only 1% of the world's business schools have achieved this triple crown.



### Assurance of Learning (AoL)

We have deployed the AoL learning assurance system on all our Business School and Law School degree programs. The results obtained this year demonstrate the effectiveness of the system:

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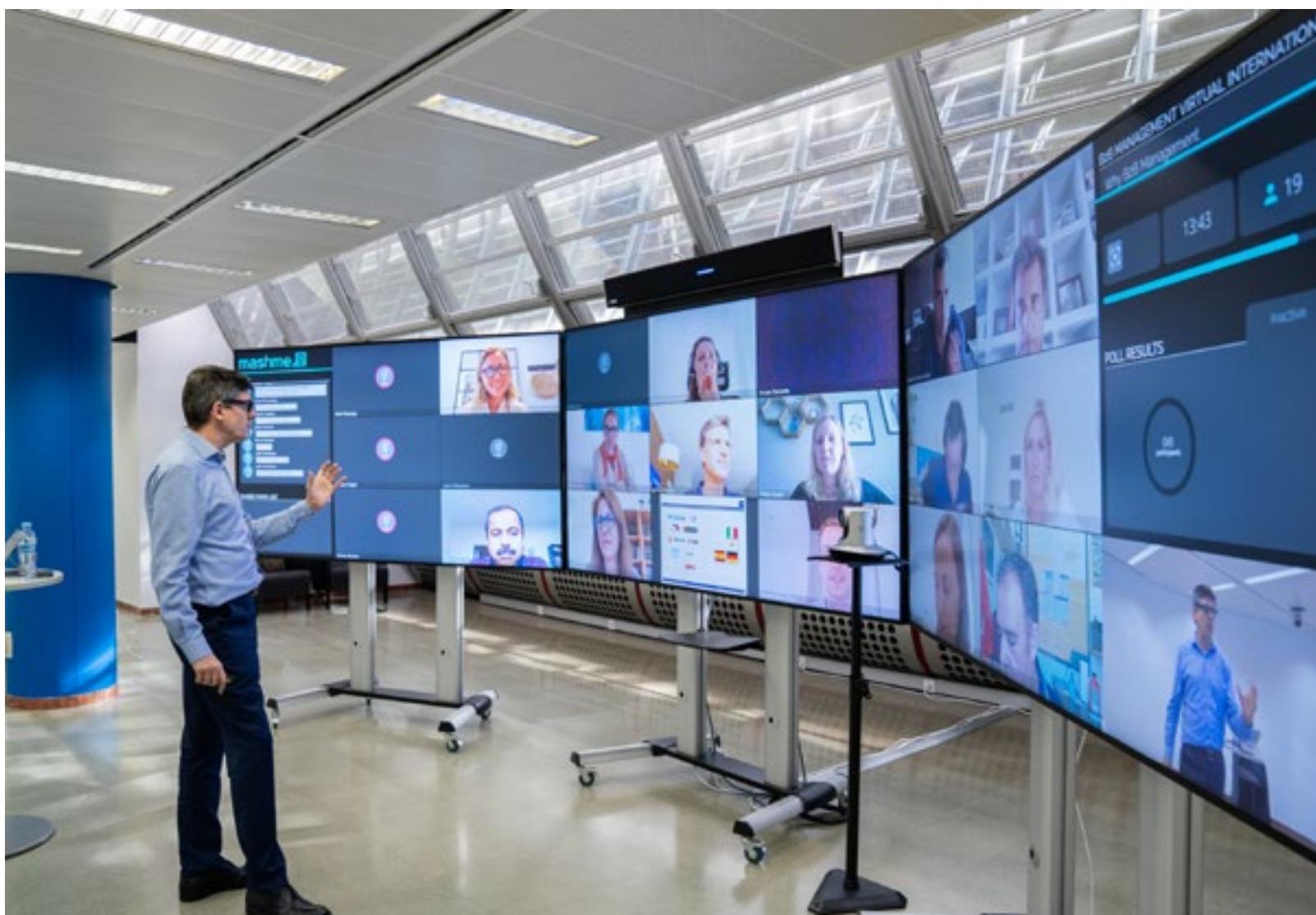
## 2.4

## Worldwide alliances

We promote our global presence and the internationalization of our programs through a worldwide network of alliances with other leading academic institutions, allowing exchange programs for our students and professors, as well as the development of joint research projects.

We have collaboration agreements with **271 academic partners** on five continents, including business schools, law schools and faculties in various fields (political science, economics, data science and artificial intelligence, among others).

The annex at the end of this document includes a detailed list of the academic centers belonging to our global network of alliances.



**ENGAGE.EU:** we actively participate in this prestigious alliance of leading European universities, of which Ramon Llull University (URL) is a member.

### WE BELONG TO THE MAIN UNIVERSITY NETWORKS



**CEMS**  
The Global Alliance in Management Education



**PIM**  
Partnership in International Management



**THEMIS**  
The Joint Certificate in International and Business Law



**CTLs**  
Center for Transnational Legal Studies

**ECOL**

**ECOL**  
European Common Online Learning



**FOME Alliance**  
Future of Management Education

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## INTERNATIONAL ASSOCIATIONS



**AACSB International**  
Association to Advance  
Collegiate Schools of Business



**AMBA**  
Association of MBAs



**BALAS**  
The Business Association  
of Latin American Studies



**CEMS**  
The Global Alliance in  
Management Education



**CTLS**  
Center for Transnational Legal  
Studies



**CLADEA**  
Latin American Council of  
Management Schools



**ECOL**  
European Common Online  
Learning



**EDAMBA**  
European Doctoral Association  
in Management and Business  
Administration



**EFMD**  
European Foundation for  
Management Development



**EMBAC**  
Executive MBA Council



**EUDOKMA**  
European Doctoral School on  
Knowledge and Management



**FO ME Alliance**  
Future of Management  
Education



**gbsn**  
Global Business School Network



**GMAC**  
Graduate Management  
Admission Council



**IAJBS**  
International Association  
of Jesuit Business Schools



**PIM**  
Partnership in International  
Management



**PRME**  
Principles for Responsible  
Management Education



**SCIENCE | BUSINESS**  
Innovation intelligence and  
networking



**SEKN**  
Social Enterprise  
Knowledge Network



**SIGMA**  
Societal Impact and Global  
Management Alliance



**THEMIS**  
The Joint Certificate in  
International and Business Law



**UNICON**  
International University  
Consortium for Executive  
Education

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## Esade in the Rankings

INTERNATIONAL  
GATHERING OF DEANS  
AT ESADE

In February 2024, the **Association to Advance Collegiate Schools of Business (AACSB)** organized its Deans Conference, i.e., its annual meeting of deans, choosing Barcelona as its first venue outside the United States.

We held a networking meeting at Esade with our partner business schools attended by 42 top representatives from 36 universities and business schools from 5 continents, where we highlighted the robust links of academic cooperation that unite us with the best business schools around the world.

#1 Research Citations  
Law School (Spain)  
QS#2 Executive Education  
Open (worldwide)  
Financial Times#3 Entrepreneurship  
MBA (Europe)  
Businessweek#5 Employability  
MSc Marketing  
Management  
(worldwide) QSQuality of the  
programs#2 Executive Education  
Open (worldwide)  
Financial Times#8 Best MSc in  
International  
Management  
(worldwide)  
Financial Times  
#7 in Europe#8 Learning  
MBA (Europe)  
Businessweek#11 Best EMBA  
(worldwide)  
QS  
#7 in Europe#17 Best EMBA  
(worldwide)  
Financial Times  
#6 in Europe

## Diversity

#1 Diversity  
EMBA (worldwide)  
QS#2 Sector Diversity  
MBA (worldwide)  
Financial Times#2 International Students  
MBA (Europe)  
Financial Times#1 Career Outcomes  
EMBA (worldwide)  
QS#1 Salary Increase  
MBA (Europe)  
Financial Times#8 Career Service  
MSc in Finance  
(worldwide)  
Financial Times

## Sustainability

#4 Carbon footprint  
(worldwide)  
Financial Times#4 ESG and Net Zero  
Teaching  
MSc in International  
Management  
(worldwide)  
Financial TimesEntrepreneurial  
Ecosystem#2 MBA for  
Entrepreneurship  
(Europe)  
P&Q#3 Entrepreneurship  
MBA (Europe)  
Businessweek

## 3. Students at the heart of our educational work



At Esade we offer a comprehensive educational experience, taking into account the individual, their abilities and circumstances. We also facilitate diversity and fairness in our classrooms with our scholarships, and encourage participation through numerous student associations.

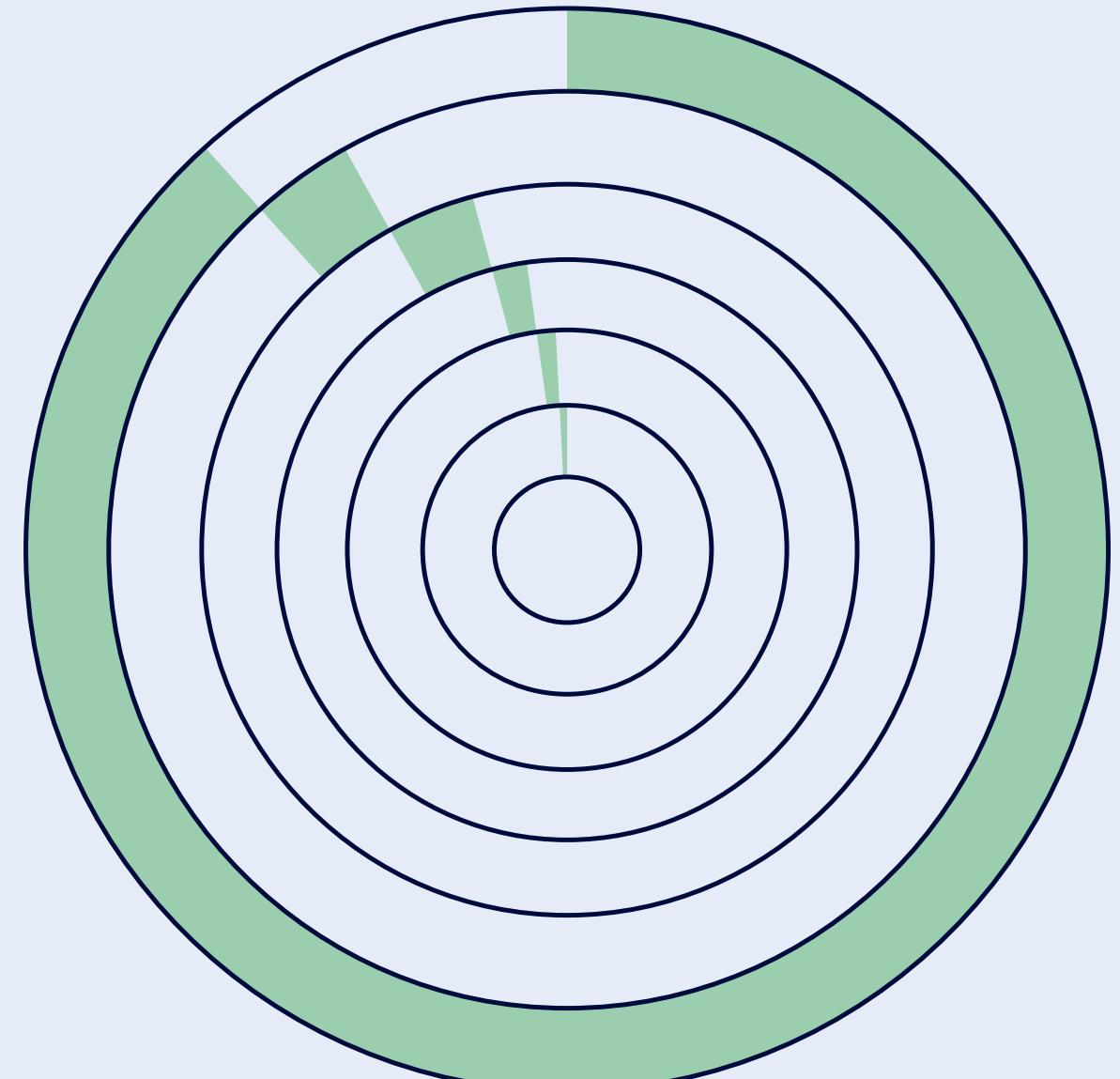
### 3.1

## Scholarships to attract the best talent

Our Esade **Talent Scholarship Program** is the best example of our commitment to equal opportunities. Thanks to this program, high-potential students can study at Esade regardless of their socio-economic circumstances: our scholarships cover **between 50% and 100% of the tuition fees**.

## ESADE TALENT SCHOLARSHIPS FOR THE 2024-2025 ACADEMIC YEAR

01 5 M€  
02 for scholarships



↑8.7%  
compared with  
the previous year

73% from Esade's own funds  
18% corporate donors  
8% individual donors  
1% foundational purpose and endowment performance

295 scholarship students

- 261 Degree and double degree courses
- 11 University Master in Law (MUA)
- 11 Master of Science (MSc)
- 6 Master of Research (MRes)
- 4 Master of Business Administration (MBA)
- 2 Executive Master of Business Administration (EMBA / MBA)



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## 3.2

## This is what our students and participants are like



«Choosing Esade for my MBA was the right decision, not only for my academic and professional growth, but also because of the incredible community I have found. It is rare to be surrounded by people so genuinely interested in the success of others, both personally and professionally. At Esade, not only have I built a network of contacts, but I have also found a family.»

**Rocío Guerra**

**Full Time MBA. Class of 2026**

«I couldn't have made a better decision for my personal growth. Surrounded by talented peers from around the world, exceptional teachers and abundant resources, this experience has been invaluable.»

**Bruno Chicalia**

**Executive MBA. Class of 2024**

«The Executive Master in Marketing and Sales was a transformative experience that strengthened my knowledge and broadened my horizons, representing not only an academic milestone, but also an opportunity to contribute even more value from my position.»

**Juliana Suárez**

**Master in Marketing and Sales**

«At Esade we are constantly receiving different opportunities, and I am very grateful for that.»

**Léa Ulrich**

**Degree in Business Administration + Degree in Business and Artificial Intelligence. Class of 2027**

«I believe the college experience is transformative in itself, both academically and professionally.»

**Marc Passola**

**Bachelor in Global Governance, Economics & Legal Order. Class of 2025**

«Completing the double degree in International Management and Finance at Esade was a defining experience. The MSc in International Management built a solid foundation in global business, while the MSc in Finance deepened my expertise in financial strategy. Working with diverse perspectives and engaging in meaningful discussions helped me develop a global view and the skills to effectively address challenges.»

**Felix Braun**

**MSc in International Management and MSc in Finance. Class of 2024**

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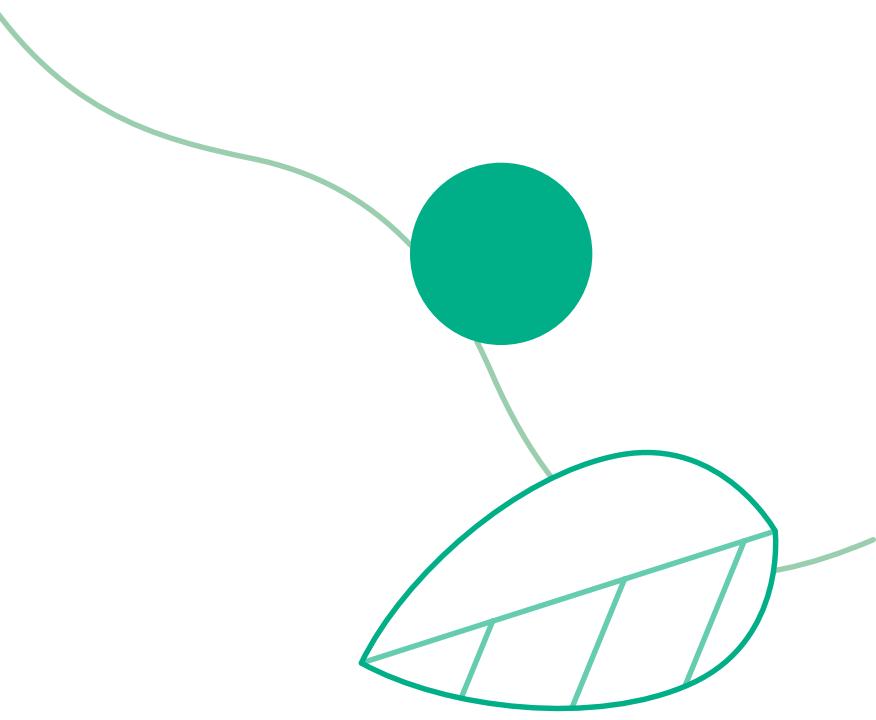
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## 3.3

## Esade careers: we help find a position

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Our Esade Careers team acts as a bridge between the academic and professional worlds, and offers personalized support to students in defining and achieving their professional goals. Our experts furthermore ensure that each student is prepared to face the challenges and trends of the labor market with innovative technological tools and activities.

Esade Careers also collaborates with Esade Alumni, various companies and international institutions in order to generate networking spaces and help matchmake between employment needs and talent.



### RELEVANT EMPLOYABILITY MILESTONES

+ 90 %

of our students on all degrees  
have found jobs within **3 months of  
graduation**.



+ 75 %

of our students find jobs mainly in  
the **consulting, technology and  
Global Industry sectors** (energy,  
pharmaceuticals and consumer goods).



4,293

**personalized mentoring** sessions  
conducted annually by our team of Esade  
Careers experts.



+ 400

**companies** that we work with on  
joint activities such as recruitment  
events, company visits and academic  
collaborations.





## 3.4

# Student associations

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The opportunity to participate in and lead these associations, their communities and events provides a unique environment that promotes intellectual stimulation, teamwork, collaborations with companies and, at the same time, prepares members to be future leaders in their respective fields of expertise.

### ESADE PARTNERSHIPS

**Esade Student Law Society (ESLS):** Connecting law enthusiasts through projects, events and networking.

**The E3 Initiative:** This initiative is responsible for fostering entrepreneurship among students with the aim of promoting an entrepreneurial mindset among the Esade community.

**Empresa i Societat (EiS):** Connects Esade students with society by organizing charitable events and promoting volunteer activities in pursuit of a better world.

**Esade Students for Talent (EsTalent):** Supports the Scholarship Program by organizing events to raise funds, train students and connect them to the professional world.

**180 Degrees Consulting (180DC):** Empowers non-profit organizations and social enterprises by providing innovative, practical and sustainable solutions to maximize their social impact.

**Esade Agora:** Disseminates critical thinking among young university students through the organization of the Debate League, the Law Competition and the Agora Talks.

**Esade Fashion:** Brings people interested in fashion into closer contact with companies in the sector. It combines fashion, the textile industry and the business world in order to introduce its members to the sector.

**Esade Motor:** Connects students with leading companies in the automotive sector, offering exclusive career opportunities, networking and valuable experiences in different fields.

**Rugby Lions:** Aims to be Esade's largest social community, inspired by the values of rugby: teamwork, respect, solidarity and integrity.

**Empresa Joventut (eJoventut):** Provides Esade students with consulting experience, helping them to develop skills and deliver innovative solutions to different companies.

**Ennova:** This innovation and entrepreneurship association links the Rambla de la Innovación with the Esade community.

**Oikos Barcelona:** Aims to introduce sustainability in economics and business administration education.

**Transpose Esade** Students Magazine: Shares university perspectives while connecting with life in Barcelona, inspiring creativity through articles, events and collaborations.

**The Studio:** Esade's artistic association, dedicated to fostering creativity and increasing artistic awareness among its students.

**Esade Student Finance Society (ESFS):** The only finance society of Esade Business & Law School and the largest student-run finance society in Spain.

**Catholic Association:** Born out of the collective desire to provide an inclusive and enriching space to share and live faith.

**International Politics and Economics Association (IPEA):** Broadens students' interest in international relations and economics.

**Life Science:** Connects and informs Esade students about the pharmaceutical industry, one of the most influential in the world.

**Real Estate:** Dedicated to learning, networking and collaboration on real estate issues.

**TechLabs:** Seeks to democratize access to digital skills and bridge the gap between business students and the technological world.

**Equal:** A community committed to gender equality, empowering women and amplifying their voices. A collective in which to redefine the strength, unity and power of every woman.

**Gourmet:** Provides a space for food enthusiasts to explore the world of food, gain experience and share their passion through events and industry information.

**Luxury:** Connects and develops students who are passionate about the luxury sector, providing them with experience, learning and opportunities in the industry.

**Law Review:** Provides Esade students with a platform to pursue excellence in their legal writing. It also publishes Esade's student legal journal.

**CIEE:** Aims to build a strong international community at Esade and strengthen intercultural sensitivity.

**Esade Musicians:** An artistic community to create impactful musical events, connect with other student musicians and network with professionals from around the world.

**Esade Sports:** One of Esade's most established associations, committed to the promotion and supervision of all sports activities at the university.

**Thomistic Institute:** Promotes critical thinking and the study of the humanities at Esade through events covering philosophy, history, law and culture.

**DataHub:** Shares its members' passion for artificial intelligence. They are enthusiastic about involving more students in this promising field.

**Sales & Partnerships:** Explores and develop skills in the sales and commercial sectors.

**Enode:** Unites business and artificial intelligence, empowering students through research, workshops and technological consulting to solve real challenges with data-driven innovation.

## MBA ASSOCIATIONS

**Women in Business Club:** Empowers women entrepreneurs by fostering their confidence, inclusion and professional growth through community support, networking and advocacy for gender equality.

**Asia Business Club:** Promotes knowledge of Asian business and culture through events, collaborations and insights, bringing Asia closer to the Esade community.

**LGBTQ+ & Allies Club:** Promotes an inclusive community at Esade, fostering diversity and equality through events, networking and support for LGBTQ+ students and their allies.

**Latin America in Business Club:** Connects MBA students with the Latin American business environment through events, networking and cultural exchanges, fostering professional growth and regional understanding.

**Blacks in Business & Allies:** Drives the advancement and alliance of professionals of color at Esade through education, while creating an inclusive space on diversity and social issues.

### Business Communications Club:

Equips MBA students with the skills necessary to become confident and effective communicators through expert-led sessions, public speaking practice, debates and structured feedback.

**Technology Club:** Empowers MBA students to become future technology leaders through workshops, industry talks, networking and learning led by other expert alumni.

**Sports Business Club:** Connects with opportunities in the sports industry through networking, knowledge exchange and professional development. For future leaders in the sports business.

**Healthcare Club:** Prepares Esade students for careers in the healthcare industry through networking, company visits, case competitions and skills development sessions to enhance knowledge of this sector and job opportunities.

**Energy & Environment Club:** Creates lasting synergies between companies and MBA students through events and discussions about energy, the environment and sustainability, inspiring future leaders to be catalysts for social responsibility and environmental preservation.

**G.A.M.E. (Games, Arts, Media & Entertainment):** Connects students and professionals in games, arts, media and entertainment, enriching the MBA experience and fostering creative expression, while positioning Esade in these industries.

### Marketing Club:

Transforms members into consumer-centric marketers through events, workshops and networking, while fostering professional growth and industry impact.

**Net Impact Club:** A platform for future leaders to drive positive change and build a sustainable and friendly global economy through a network of like-minded individuals.

**Consulting Club:** Created for its members to gain experience, develop skills and connect with the consulting industry through events, workshops and strategic partnerships.

**Sales & Business Development Club:** Promotes the importance of sales and business development in all industries. It also provides its members with the tools and knowledge necessary to obtain positions in these two areas.

**MBA Entrepreneurship Club:** Supports current and future entrepreneurs, providing them with knowledge and networking opportunities to help develop and grow their business ideas.

**Family Business Club:** Shares knowledge and experiences, creates synergies and enhances the skills of its members, enabling them to lead their family businesses.

**Finance Club:** Connects members with key industry players and enhances their skills as future financial leaders through events, walks and meetings.

### The Luxury, Fashion & Retail Club:

Represents luxury, fashion and retail through conferences, company visits and networking events, and prepares members for future careers in these sectors.

**Data Analytics Club:** Empowers future leaders to make informed business decisions by pairing theoretical courses with practical applications through the knowledge of data analytics experts.

**Design & Innovation Club:** Promotes disruptive thinking and inspires innovation across industries through workshops, panels and networking, with the goal of creating the next generation of innovative leaders.

**Real Estate Club:** Introduces MBA students to the real estate industry through guest lectures, company visits and networking events, while providing professional support and insights into the real estate industry.

**Operations and Supply Chain Club:** Shares experiences and knowledge in its two fields of expertise, relating with companies in the sector, participating in events and networks, and promoting professional development among its members.



# 4. Innovation and impact entrepreneurship



## LEADING THE GREENTECH DEBATE AT MWC- 4YFN

Esade has been an academic partner of 4YFN (4 Years For Now) since 2016. In this edition -which coincides with the 10th anniversary of this global benchmark event for entrepreneurship and innovation- we focused on its new GreenTech vertical, contributing significantly to the debate about sustainability and technology under the slogan "Connected Minds. Leaders of Green Futures".

From February 26th to 29th we addressed the most urgent environmental and social challenges to promote a more sustainable future, in collaboration with the Innovation Department of CERN (Conseil Européen pour la Recherche Nucléaire), our laboratory Fusion Point, the Esade Entrepreneurship Institute (EEI) and the Esade Center for Social Impact (ECSI), among others.

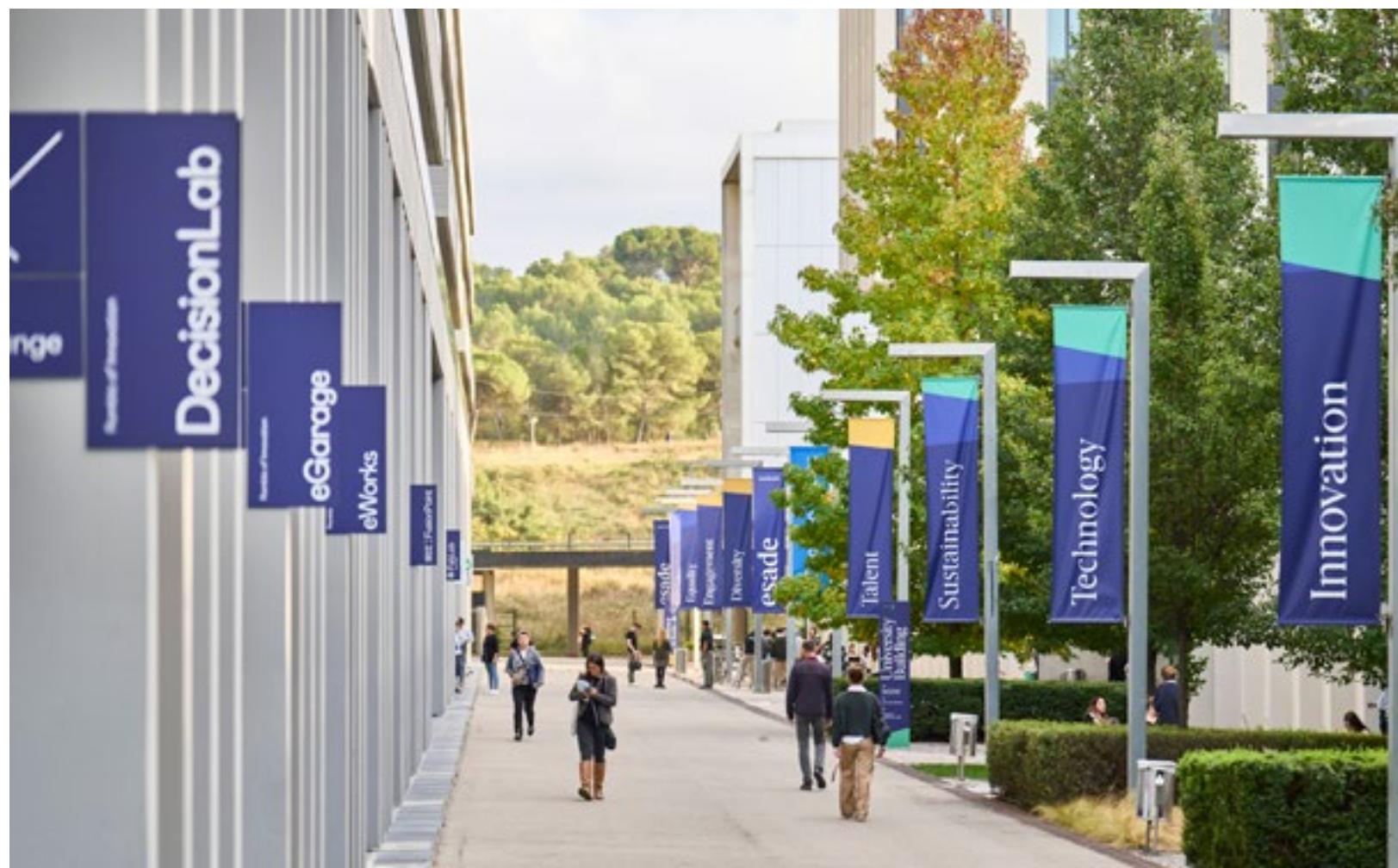


## 4.1

# The innovation rambla

Located on the Sant Cugat campus, The Innovation Rambla is a dynamic center of creativity, collaboration and experimentation, where students, faculty, alumni and collaborating companies converge to explore, innovate and create value.

Comprising 7 laboratories, the Rambla is an entire ecosystem that fosters an entrepreneurial mindset, equipping people with the knowledge, skills and networks needed to thrive in an increasingly complex and interconnected world. We highlight the activity of the following labs during the 2023-2024 academic year:



## FUSION POINT

Encourages interdisciplinary collaboration among engineering, business and design students to develop innovative solutions to complex problems.

**6**

different courses

**65**

innovation projects

**366**

students trained

## eWORKS

It promotes the acquisition of entrepreneurial skills through activities such as conferences, incubation/acceleration programs and networking events.

**95**projects incubated/  
accelerated**170**participating start-ups  
accompanied

## DECISION LAB

Psychology, sociology and economics come together in this laboratory that focuses its research on understanding business dynamics

**+ 4,000**participating  
students**26**research  
experiments  
conducted**2,356**hours dedicated  
to experiments**14**

researchers

## 4.2

## Esade Alumni

Esade Alumni is the global community of alumni who spread our institutional values and social commitment. Its members share a strong identity, common motivations and our principles.

**80,000**  
former students

from different generations, nationalities and cultures come together in this global community.



**Esade Alumni was declared an association of public benefit in this 2023-2024 academic year**

A recognition of its track record of positive impact on the professional environment and society in general, promoting ethical values, social responsibility and sustainability through its actions and decisions.



## esadealumni IMPACT AXES

## 1. Generate knowledge and social debate

It offers continuous training and a space for the dissemination of knowledge through the creation of environments for social debate, reflection and learning.

Training for the community

**2,535**  
participants

**21**  
continuity programs

Training in sustainability

**1,544**  
participants

**36**  
sessions

Promoting social debate

**5,780**  
participants

**36**  
sessions

Esade Mornings and Breakfasts

**861**  
participants

**13**  
sessions

## 3. Connect communities

Through its transversal, territorial and international communities, Esade Alumni promotes networking, facilitates the exchange of knowledge, provides mutual value and identifies synergies.

**74**  
international chapters

**12**  
territorial clubs

**24**  
cross-functional clubs

## 4. Promote entrepreneurship

Esade Alumni has a network of entrepreneurs with whom to create positive synergies and promote sustainable business development.

**>250** business angels  
**98** + **3** investment forums

**18** projects financed  
**1,4M€** invested  
**80K€** average investment per project

## 2. Encourage professional growth

It fosters the professional and personal development of our alumni, and motivates them to advance their purpose, build their career and better practice their profession.

Esade Alumni Careers

**+600**  
career counselling or job search assistance sessions

JobTeaser employment service

**2,399**  
members  
**1,370**  
job offers

Mentoring program

**98**  
mentors

**150**  
mentees

Club Consejeros, Chapter UK, Club de Finanzas, Program for Management Development (PMD), Full Time MBA

## 5. Promote impactful initiatives

In addition, Esade Alumni Social encourages participation in projects with a transformative impact that help to build a fairer and more sustainable world.

In the following chapter we explain the various impactful initiatives that Esade Alumni Social developed during the past academic year.

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## 5. Committed to society



### 5.1

## Esade SUD drives our commitment

Esade SUD is the office that links our educational community with various social justice initiatives. Its objective is to promote the commitment and participation of our students, faculty and professional staff.





## SUD INTERNSHIP & SUD CONSULTING

During this academic year, these two solidarity internship programs allowed **64 students** from our bachelor's and master's degree programs to collaborate on **39 projects in 14 countries** in the Euro-Mediterranean region, Asia, Africa, Latin America and the Caribbean. In total, they dedicated **more than 25,000 hours** of pro bono legal assistance and management consulting.

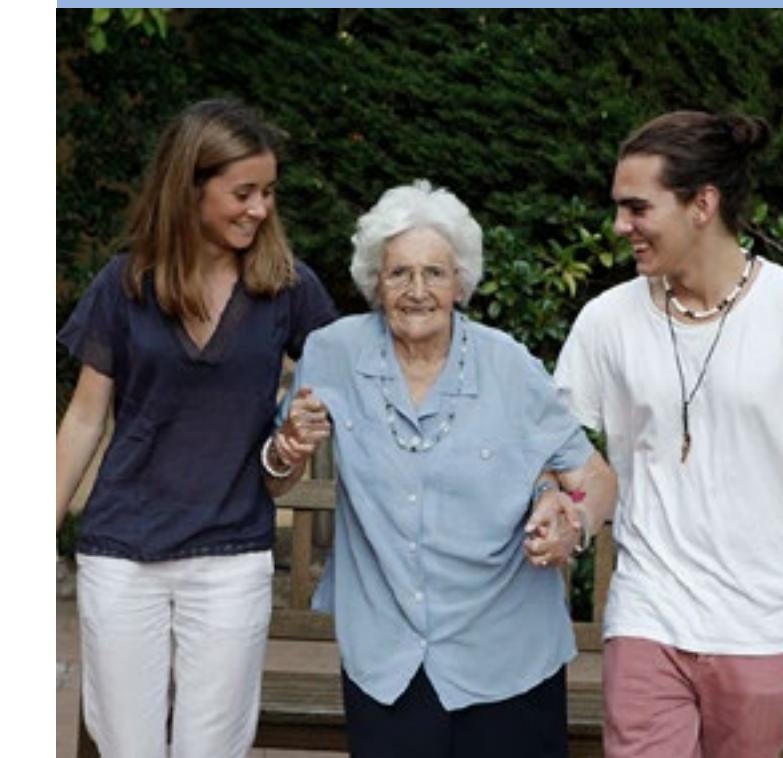
## TOGETHER

This program, jointly organized by Esade Alumni Social and Esade SUD, accompanied the development of **11 social and solidarity economy production initiatives** in Bolivia, Brazil, Colombia, Costa Rica, Ecuador, Guatemala, Mexico, Peru and Senegal. In the 10 years of this program, **more than 50 alumni** from different parts of the world have accompanied 15 organizations.



## SUD VOLUNTEERING

This curricular volunteer program allows our students to accompany and serve in community projects with short-term experiences (minimum 50 hours). This allowed **62 students** during this academic year to acquire a greater understanding of current social challenges from a perspective of altruistic service.



## SUD SERVICE LEARNING

This is a learning support service that, during this academic year, accompanied **15 of our professors** in the development of the Service-Learning (SL) pedagogical methodology. As a result, **25 editions of 16 subjects** have been developed through this methodology, with a total of **509** participating students.



## SUD STAGE

This is a specific program for our administrative and service staff ('PAS') to collaborate professionally with the organizations with which Esade SUD works.

## 5.2

## Esade Alumni social

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The purpose of this community of Esade alumni, created in 2006, is to promote their participation in building a fairer society and a more sustainable world.

Since its creation, **more than 3,700 alumni and students** have been active volunteers in more than **400 non-profit organizations** and have dedicated **more than 157,000 hours** to charitable consulting projects, consultancies, mentoring and other knowledge volunteering activities, including 24 international projects.

## Social highlights of the 2023-2024 academic year

+ 500  
participating volunteers

48  
social entities supported

### SOLIDARITY CONSULTING

Pro bono consulting services to strengthen third sector entities.

+20,000  
consulting hours



39

projects in Spain  
and Andorra

6

international projects:  
Andorra, Germany, Greece,  
India, Peru and South Africa

### SOLIDARITY HACKATHONS

An innovative formula of intensive volunteering through a participatory experience for the benefit of a project with social impact.

3

organizations benefited



**HOMELESS  
ENTREPRENEUR**

### OTHER ESADE ALUMNI SOCIAL PROJECTS

- **Do Good App:** an app with challenges for a more sustainable day-to-day life
- **3 Cineforums** on social and environmental issues
- **Non-Profit Governance Forum**
- **Moving Stories:** a workshop on Diversity, Equality and Inclusion (DEI)
- **Designing Opportunities:** a platform for social innovation in developing countries, in collaboration with Ayuda en Acción. This year the focus was on Honduras.
- **Alumni Buddy Program:** a volunteer program to accompany scholarship and non-scholarship students in the first year of Esade's undergraduate programs.

## 5.3

## We care for our community

The most important asset in our community is the people who make it up. Which is why we take care of them through different services and actions designed for their professional development and personal well-being.

### PACS (PSYCHOLOGICAL AND COUNSELLING SERVICE)

PACS is a cross-cutting service for students of all our Business School and Law School programs, with the aim of promoting their well-being, with strategies for promotion, prevention and intervention in psychological, physical and social health through various initiatives:



→ **Counselling sessions:** this free individualized psychological counselling service has dealt with 132 students.

→ **Curricular adaptations:** this year, 44 adjustments were made to the standard educational offering to respond to the special or specific educational needs of certain students.

→ **Mental Health Matters:** internal preventive health program. In the 2023-2024 academic year, work was carried out in two areas:

- Suicide and self-harm prevention, with 12 sessions to present the internal protocol, 2 training sessions for faculty and administrative and service staff, and an awareness day for the entire community.
- Digital Detox, the prevention and intervention program addressing the intensive use of mobile devices. It held an educational talk and a challenge in which 18 people participated.

→ **Esade Wellbeing Days**, the health and wellness promotion program, which this year organized 10 activities (hybrid and face-to-face) with 304 attendees.

→ **Academics**, the program to accompany students during the exam period. In addition to the Esade Library, it offers **two immersive rooms**, which use innovative technology to promote a multisensory experience, and the [resource repository on the PACS Intranet](#), with materials to help prepare for exams.



**Resource  
repository on the  
PACS Intranet**

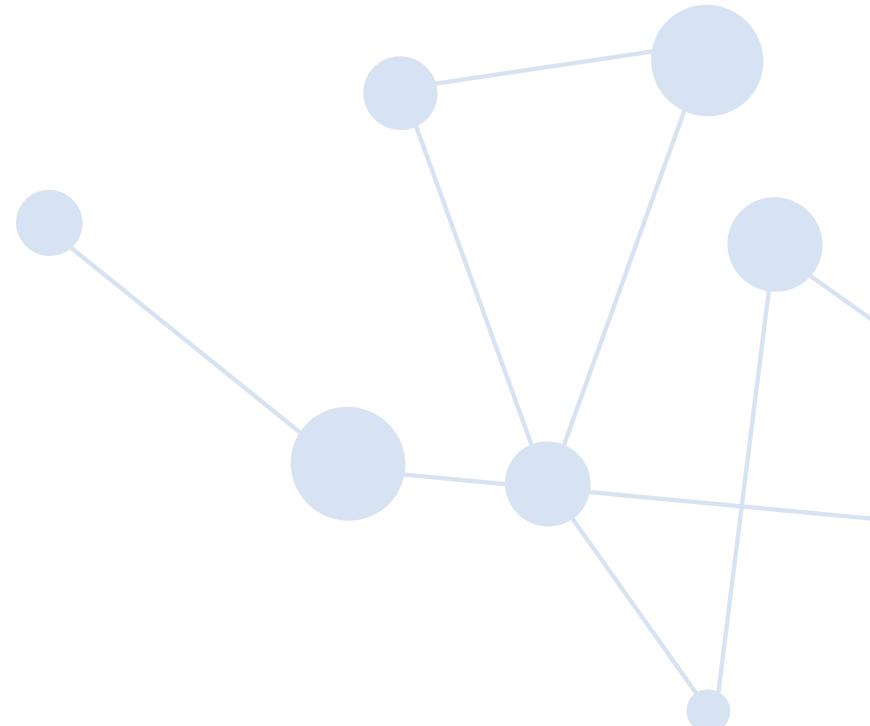
→ **First Year Experience:** welcome program for first-year students.

### INTERNAL COMMUNITY MEETINGS

During the 2023-2024 academic year, we held several meetings with all the people who make up our institution: the **Christmas drinks parties** in Barcelona and Madrid; the **Annual Meeting** held in July to review the academic year and introduce Daniel Traça, Esade's new Director General as of September 2024; and the **town halls** open to the entire staff, at which management share relevant information.

## 5.4

# Our commitment to sustainability

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Ethics, social responsibility and sustainability are essential pillars of our institution, which is why during the 2023-2024 academic year we carried out various initiatives in these areas.

### SUSTAINABILITY WEEK 2024

Held from 19 to 25 February under the title "Inner growth for sustainable impact", this year's edition offered a variety of sustainability content taught by 35 professors from 48 different subjects. The week also included 14 activities (a film forum, several thematic sessions and a "regenerative retreat") attended by 573 members of our community.

### SUPPORT TO GENERATE TEAM SPIRIT

During the year, we held 14 editions of the values workshops, in which 266 professors and PAS members participated, and 1 edition of the "4C's Leadership Model" training, in which 36 managers and the 15 members of our Executive Committee participated.

### DIVERSITY, EQUALITY AND INCLUSION (DEI) TRAINING

During the academic year we offered 22.5 hours of training in DEI topics to 579 professors and PAS members, representing 48.9% of our staff.

### COMMITTED TO CLIMATE ACTION

We continue to make progress toward achieving our decarbonization goal and reaching carbon neutrality by 2024. To achieve this, we have implemented various actions such as the purchase of green energy from 2020, the installation of solar panels on our campus buildings, the elimination of the use of plastics, the reduction of food waste ("Boomerang" or "Last Minute Initiative") and the achievement of LEED certification (the most important worldwide for sustainable construction) at our Sant Cugat building.

All these efforts have enabled us to reduce scope 1 and 2 emissions by 84% compared to the 2019 base period (data verified by TÜV Rheinland and registered with MITECO).

### ADVANCING TRANSPARENCY AND ACCOUNTABILITY

Based on our Sustainability Plan, we have been able to implement a monitoring and analysis system of 50 indicators, allowing us to make decisions and define actions based on data. To facilitate implementation, during the academic year we drew up a manual of indicators together with those responsible for it.

All of this has allowed us, for the first time, to account for all of our progress in the Sustainability and Impact Report 2022-2023, which includes indicators for each of the objectives of the six pillars of our Sustainability Plan.



# 6. Research with impact



At Esade, we are constantly researching to advance knowledge in management, economics, law and other areas of education that we teach. With the ultimate purpose of helping to improve organizations and society.

Our research community focuses its work on the social, economic and environmental challenges of our world. As well as helping to better understand the nature and consequences of these challenges, their research aims to develop tools and guidance for decision-making that will benefit society as a whole. To do so, our researchers use state-of-the-art methods and expertise and collaborate closely with different stakeholders: companies, non-profit organizations, governments and individuals.

## 16 knowledge generation centers

- Business Network Dynamics
- Càtedra LiderazgoS y Sostenibilidad
- Center for Corporate Governance
- Leadership Development Research Centre
- Conflict Management Research Group
- Entrepreneurship Institute
- Esade Center for Social Impact
- EsadeEcPol
- EsadeGeo
- EsadeGov
- Property Law Group
- Economic and Financial Research Group

- Institute for Data-Driven Decisions
- Institute for Labor Studies
- Social Innovation Institute
- Institute for Innovation and Knowledge Management

**78 competitive projects under way**  
**4.6 M€ in research grants**

## Publications

- 133 articles in peer-reviewed journals
- 95 articles in IF journals
- 9 doctoral theses defended

## OUR RESEARCH PROGRAMS

Every year, professionals from all over the world enroll on one of our three research programs: **MRes in Management Sciences**, **PhD in Management Sciences** and **PhD in Law**. These programs provide a deep understanding of management methodologies for both basic research and application.

In the 2023-2024 academic year, the student body of these programs was very diverse, with 30% of students coming from Asia, 20% from Europe and 16% from Latin America, among other regions of the world.

## RECOGNITION OF OUR RESEARCHERS

We would like to acknowledge the effort and dedication of some of our researchers who have achieved significant milestones during the past academic year:

- **Rita Mota** who received the 2023 *Outstanding Article Award* for her impactful article entitled "Relationships, Authority, and Reasons: A Second-Personal Account of Corporate Moral Agency" (*Business Ethics Quarterly*, 32(2), 322-347).
- **Joren Gijsbrechts** published two first-author articles in the journal *Production and Operations Management* focusing on dual-source supply chain strategies.
- **Philip Rogiers** published an inspiring article in the journal *Academy of Management Perspectives*, in which he explores the challenges and paradoxes of deconstructing work, where traditional roles are divided into tasks to match workers' skills.
- **Daniel Blaseg** published an article in the journal *Entrepreneurship: Theory and Practice* on how affiliation with well-known business angels impacts company performance.
- We would also like to congratulate **Anna Ocampo** and **Guillermo Casasnovas** for taking leading roles as principal investigators in two competitive research projects.



## 6.1

# Some outstanding research projects

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## ADVANCE KNOWLEDGE OF HUMAN BEHAVIOR

Since 2017, Esade's **DecisionLab** has supported cutting-edge research on human behavior in different fields, such as marketing, economic and financial behaviors, public policy and social initiatives, among others. Over the years, the laboratory has completed **129 studies**, involving **40 researchers and nearly 20,000 students**, which have contributed to the advancement of academic research.

## UNCOVERING FRAUDULENT PRACTICES IN ACADEMIC RESEARCH

**Uri Simonsohn**, from our Operations, Innovation and Data Sciences Department, has been recognized for his outstanding contribution to upholding ethical standards and safeguarding the integrity of academic research. Through their work on Data Colada, a blog dedicated to examining the integrity of scientific research, Simonsohn and his colleagues have uncovered several academic frauds, in which data were manipulated to produce results favorable to the studies.

## GENDER EQUALITY AND THE REFORM OF EU POLICIES

Two projects financed with European funds, both coordinated by Esade, were successfully concluded during the 2023-2024 academic year:

→ **EQUAL4EUROPE**, led by Associate Professor **Anna Ginès**, aims to develop and implement gender equality plans for research organizations and universities. This project seeks to create a positive impact by increasing women's participation in research and innovation, improving their career prospects and promoting gender balance in decision-making bodies within research institutions.

→ **ENGAGE**, led by Professor **Angel Saz**, has brought together a consortium of nine academic institutions and four think tanks from across Europe. The focus has been on the global presence of the European Union (EU) and how to strengthen it. ENGAGE culminated in a White Paper on 10 recommendations to make the EU a stronger global player, which was presented in June 2024 in Brussels.

## THE LEGACY OF DR. LAIA PUJOL

The article "From Bits to Atoms: Open-source Hardware at CERN" (MIS Quarterly 47(2), 639-66) has received four prestigious awards, which recognize its important contribution to the field and honour the memory of its first author, Assistant Professor **Laia Pujol**, who passed away in 2023.



## PLATFORM ECONOMY AND DECENT WORKING CONDITIONS: UNRAVELLING A COMPLEX INTERPLAY

- **UBERWORLD.** This **Esade Entrepreneurship Institute** project has made significant advances in understanding how strategies based on digital platforms such as Uber shape markets, labor dynamics and competitive behaviors at different levels of analysis.
- **CROWDWORK.** This project of our **Business Network Dynamics** group has investigated precarious work in relation to working conditions and its impact on corporate sustainability and socio-economic rewards of digital platform companies and workers' well-being.

## MIGRATION: THE ROLE OF SOCIAL MEDIA EXPOSURE AND DISCOURSES

- **PREJUDICE.** This project of our **Research Centre for Leadership Development (GLEAD)** has analyzed the background, correlations and consequences of prejudice and discrimination towards immigrants in Spain based on an innovative design, bridging the fields of psychology, political science, sociology and behavioural economics.
- **REMISS.** This project of the **Institute for Data-Driven Decisions (EsadeD3)** has developed a comprehensive methodology to study the dissemination of information via social media, focusing on vulnerable groups, and above all on discourses related to migration in electoral periods and migration crises. Its approach has combined methodologies from technology partners to address the spread of disinformation and hate speech.

## A CHANGING ECONOMY: DISRUPTION, REGENERATIVE BUSINESS AND FAMILY BUSINESS GROUPS

- **Regenerate!** This project of our **Institute for Social Innovation (IIS-GRRSE)** has explored the current practices and challenges of regenerative agriculture enterprises, an emerging area of economic development with a socio-ecological approach. In addition, the project has explored the role of governance in supporting regenerative enterprises, focusing on supply chain management.
- **Labtechno.** This project of our **Group for Research in Economics and Finance (GREF)** has investigated how labor markets have been disrupted by a number of macroeconomic factors, and especially by rapid technological changes. The project focused on three major issues with labor markets: labor supply, the shift to a service model, and the implications of the reorganization of the labor market due to technological and structural changes.
- **SustFBGs.** This **Esade Entrepreneurship Institute** project advances the understanding of Family Business Groups (FBGs), providing essential information on how these complex organizations operate, innovate and sustain themselves across generations. Key findings include frameworks for understanding the complexity of FBGs, showing how family structure and multiple business configurations shape decision-making and adaptive strategies. It also developed an innovation framework that maps the incentives and challenges faced by FBGs in adopting new technologies, providing strategic information to strengthen innovation within family businesses.

These are just some of the research projects we completed during the 2023-24 academic year. This [link](#) offers more information about them.



# 7. Our external profile and its impact on the social debate



At Esade we generate a wealth of knowledge and high-value content for the business world, the public sector, the legal sphere and civil society. Our commitment is to share this knowledge through conventional and social media, blogs, the corporate newsletter and our digital platform.

## 7.1

### Esade in the media

During the 2023-2024 academic year we generated over 9,300 media impacts worldwide, in connection with our institution's key topics:

#### Key topics for Esade

Geopolitics and energy	Technology and innovation	Sustainability
Education	Talent and diversity	Management and leadership
Economy and employment	Entrepreneurship and enterprise	Responsibility and social impact

In addition, we have disseminated key content via different blogs and platforms, in collaboration with such media flagships as *Cinco Días* (<https://cincodias.elpais.com/agr/idearium/a>) and *Forbes US* (<https://www.forbes.com/sites/esade/?sh=5c47a7163833>).

## 7.1. 1. Main media outreach initiatives

### Infojobs-Esade Report: State of the job market in Spain.

This annual report analyses the results of the employment data that the platform extracts from the activity of companies and candidates. This edition addressed the gaps and inequalities in the market, the emergence of artificial intelligence and the evolution of temporary employment since the entry into force of the labor reform.

### Esade Target

The 15th edition of the Esade Target - a measurement tool for the media and the general public- analyzes the deviation of relevant institutions in Spain in their forecasts in terms of economic growth and the unemployment rate. In the 2023-2024 academic year, it found that the degree of success of the institutions analysed for the 2023 financial year was higher in the economic area.

### Economic and financial report

This biannual report, published with the support of Banco Sabadell and coordinated by EsadeEcPol, provides a snapshot of the global and Spanish economic outlook, and in each edition, focuses on an issue of particular relevance to current economic affairs.

### Career Impact for Media Professionals program

The 5th edition of the Career Impact program continues to promote the talent and career development of media professionals by offering 4 places with a 100% subsidy on Esade Executive Education programs.

## 7.1. 2. Strategic alliances with the media

### Generation of Opportunities, with Europa Press

This Europa Press and McKinsey platform contributes to the understanding of new opportunities for sustainable growth. At Esade Executive Education, we encourage debate with companies and institutions as to the four topics identified as vectors of change in the new global scenario: the future of work, purpose and sustainability, innovation and growth, technology and digitalization.

### Women's leadership from Esade, with ELLE

We have joined the ELLE Lidera project to show how Esade promotes female leadership by giving a voice to outstanding women in their professional and personal fields: our professor Irene Unceta, our scholarship student María Sánchez or our former student and entrepreneur Ariadna Masó.

#### Articles published in this project:

- [«From vocation to training or business: this is how female leadership is built from Esade»](#)
- [«Building Female Leadership From The Ground Up»](#)



## 7.2

## Greater social media presence

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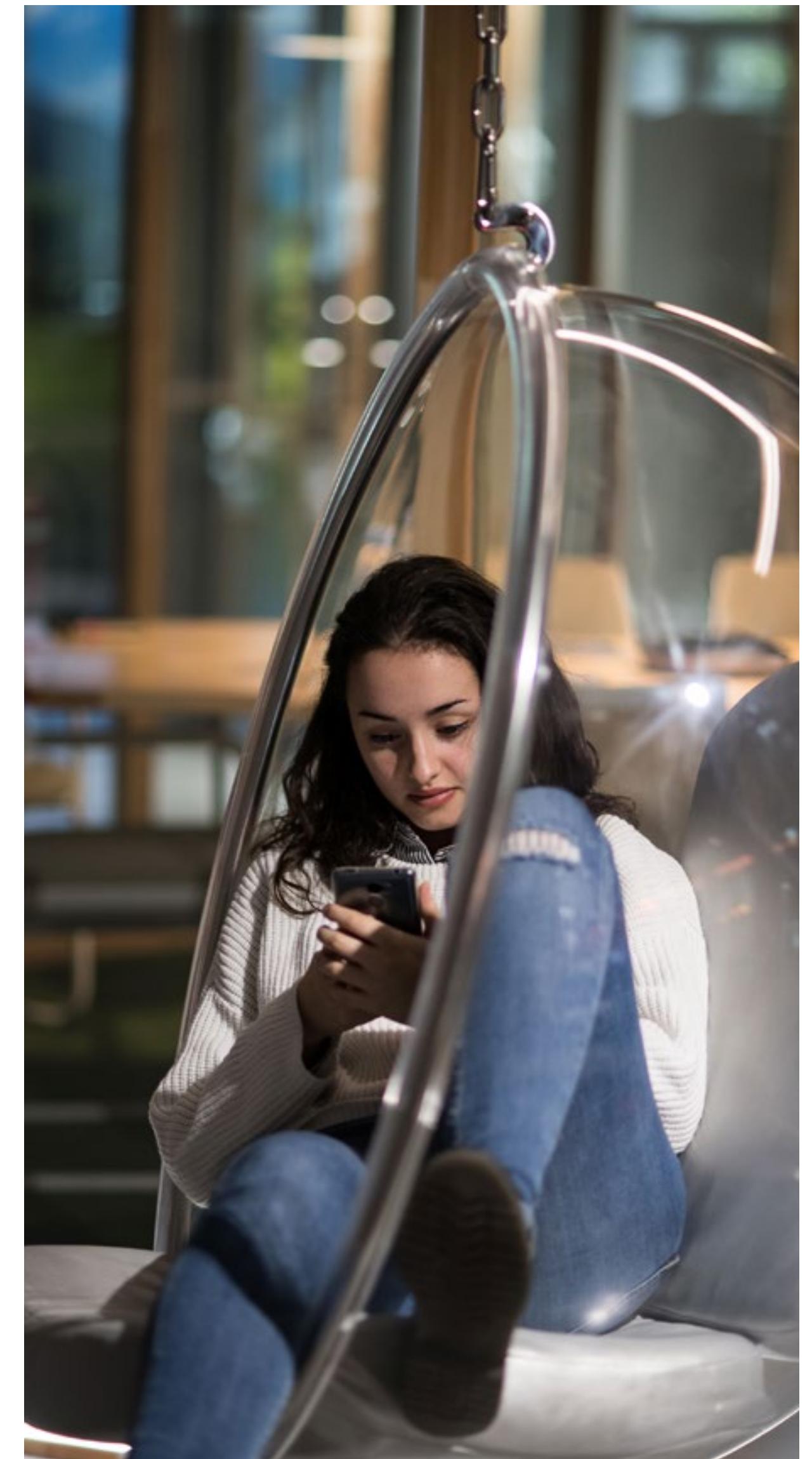
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Esade's social media profiles are fundamental in showcasing our academic and research initiatives, while at the same time driving social debate among our community, which already exceeds 494,400 followers on the LinkedIn, Instagram, X, Facebook and TikTok platforms.

During the 2023-2024 academic year, we achieved more than 16 million plays on TikTok (which we opened the previous academic year) and 2.5 million impressions on LinkedIn, consolidating our digital impact and strengthening our positioning in key areas such as social impact, technology, talent and academic innovation.



## 7.3

# Events and institutional relations

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In the 2023-2024 academic year, we organized events in classroom, hybrid and online formats, which brought together seven thousand attendees to continue strengthening the scope of our impact on the generation of debate and the dissemination of knowledge.

92 events

7,000 attendees

### Opening of the 2023-2024 academic year | October 2023

We opened the 2023-2024 academic year with 1,700 new students, 67% of them international. **Xavier Mendoza**, our director general, was accompanied by **Óscar García Maceiras**, CEO of Inditex; **Jaume Guardiola**, president of the Board of Trustees of the Esade Foundation, and **Josep Antoni Rom**, vice-chancellor of Ramon Llull University (URL).

### Gender Equality Standards for Ahmssbl Research Institutions Throughout Europe | November 2023

**EQUAL4EUROPE**, a four-year research project led by Esade, has presented a practical guide for the design and implementation of equality plans at European research and higher education institutions.

### Javier Solana reflects on recent history | November 2023

**Javier Solana** —president of the Esade Centre for Geopolitics and Global Economy (EsadeGeo), former Secretary General of NATO, member of the Scientific Committee of the "la Caixa" Foundation, president of the Royal Board of Trustees of the Prado Museum, president of the Aspen Institute Spain and distinguished fellow of the Brookings Institution- talks to journalist **Lluís Bassets** about some crucial issues for the international future based on his work "Witness of Uncertain Times" (Espasa Essay Award 2023), where he reviews the most relevant historical events of recent decades, from the fall of the Berlin Wall in 1989 to the Russian invasion of Ukraine in February 2022.

### 2023-2024 Talent Scholarship Award Ceremony | December 2023

For this edition we allocated 5 million euros to our Talent Scholarship Program, benefiting 295 students who stood out for their academic excellence. The award ceremony was a reflection of our commitment to equal opportunity, inclusion, diversity and support for talented young people.

### Esade Foundation Board of Trustees Assembly | February 2024

Within the framework of the annual meeting of the Esade Foundation's Assembly of Members, we held a colloquium lunch at the Pedralbes campus under the title "Global geopolitics in 2024. The global election year". The meeting was attended by **Javier Solana**, president of EsadeGeo, who offered a space for reflection on the current challenges facing the European continent.

### Presentation of the seventh annual report of the Observatory of the SDGs | April 2024

The Esade Chair in Leadership and Sustainability, in collaboration with the Social Observatory of the "la Caixa" Foundation, presented "Companies facing the challenge of systemic change", the seventh Report on the Contribution of Spanish Companies to the SDGs.

### Esade Entrepreneurship Summit 2024 | May 2024

We held the 2024 edition of our Entrepreneurship Summit from May 16-18 in Barcelona, where leading founders and experts gathered to discuss the keys to the creation and growth of high-growth and high-impact start-ups. The event fostered open conversations, valuable learning experiences and genuine connections between entrepreneurs, investors and the entrepreneurial ecosystem.

### 12th edition of the EsadeGeo Annual Energy Conference | May 2024

The twelfth edition of this conference, organized by EsadeGeo, the Representation of the European Commission in Spain and **EIT InnoEnergy**, once again brought together dozens of business and public sector leaders under the theme "Green transition and the reindustrialization of Europe". The conference was inaugurated by **Javier Solana**, President of EsadeGeo; **Lucas González Ojeda**, Acting Director of the European Commission Representation in Spain; and **Diego Pavía**, CEO of EIT InnoEnergy. It was attended by Wopke Hoekstra, Commissioner for Climate Action of the European Commission, and **Jordi Hereu**, Minister of Industry and Tourism of Spain, among others.



**10th anniversary of the Esade Law School - Aranzadi LA LEY Foundation Professional Gatherings | September 2024**

**Miguel Klingenberg**, lawyer and former general manager of Legal Affairs at Repsol, and **Juan de Rueda**, vice president of Legal for the Iberia Business Unit at Coca-Cola Europacific Partners, analyze the present and future of the legal profession at the event celebrating the tenth anniversary of the Professional Gatherings, which began in 2013 and have been attended by more than 200 experts and more than 4,000 people.

**25th NGO/Non-Profit Management and Administration Program**

This year we celebrated the 25th anniversary of these training programs for third-sector leaders, organized by the Esade Institute for Social Innovation and the **"la Caixa" Foundation**, which have trained 1,732 leaders of 852 organizations over the years, driving significant change in the management and progress of NGOs and other non-profit organizations.



**Lecture series «The return of geopolitics to the agenda of the Board of Directors»**

The Centre for Corporate Governance and EsadeGeo organized a three-day cycle with the aim of providing boards of directors with the necessary tools to reconsider and adapt their agendas, enabling them to analyze, design and implement effective responses in the current geopolitical environment. An environment marked by instability, conflicts and multiple crises that feed off each other.

**Esade - SERES Foundation Cycle**

In the latest edition of this annual initiative, organized with the **SERES Foundation**, we discussed topics as diverse as ESG criteria and how to build trust with stakeholders; leadership and strategies of leading companies in social impact; the role and practices of companies in contributing to the reduction of inequalities; and the impact of artificial intelligence on responsible business.

**«Conversations on the Board»**

Through this initiative of our Corporate Governance Centre, we heard the account given by **José Manuel Inchausti**, vice-president of MAPFRE, who shared his experience and lessons learned from the cyber-attack episode experienced by the insurer in August 2020. We also spoke with **Santiago Martínez**, Iberdrola's General Secretary and Secretary of the Board of Directors, about its governance model and its commitment to sustainability.

**Impact Talks Series**

Our Social Impact Centre, in collaboration with **Esade Careers**, organized four sessions of talks with leading figures in the social and environmental impact landscape. This series provided our students with a comprehensive overview, helping them to explore career opportunities and assess their suitability within this field.

## 7.3

# Do Better, Our platform for social debate

At Esade we have our own digital platform to promote the dissemination of knowledge and social debate. **Do Better** addresses current affairs, social and business issues, offering quality content in a variety of formats: from analysis and academic research articles to opinion pieces, podcasts and videos.



**406,577** *Do Better website users*



**180** *published content items*

## 8. We are economically sustainable



Turnover for the 2023-2024 academic year was 1% higher than in the previous year, enabling us to surpass the figure of 140 million euros in net income, and with an outstanding increase of almost 30% in our net profit.





## 8.1

# Financial close of the 2023-2024 academic year

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Esade earned 140 million euros in net income, slightly higher than the previous fiscal year (+1%). Worth highlighting is the consolidation of the Business School's new undergraduate programs, as well as the hybrid Executive MBA's good acceptance.

The final balance for the 2023-2024 fiscal year totaled **8.9 million euros in net profit**, a notable increase compared to the previous year. This stems from our ability to maintain our net income stable and our efforts to keep general expenditures under control to counter the increase in personnel expenses, as well as the upsurge in our financial income. All of these factors helped improve our institution's economic sustainability and led to an almost 35% improvement in the final balance compared to the previous fiscal year.

Thanks to this economic robustness, Esade will be able to fulfill its **commitment to reinvest the profit in its endowment**, concretely, to the Scholarship Program and to support research.

As a result of the investment projects undertaken in previous years, both in terms of our buildings as well as technology and the hybridization of our spaces and programs, our amortization costs have increased by 7%.

Lastly, it is also worth noting that, at the end of the 2023-2024 fiscal year, we launched the project to move to our new campus in Madrid, a strategic initiative that will have a significant impact the following academic year with the official inauguration of our new facilities.

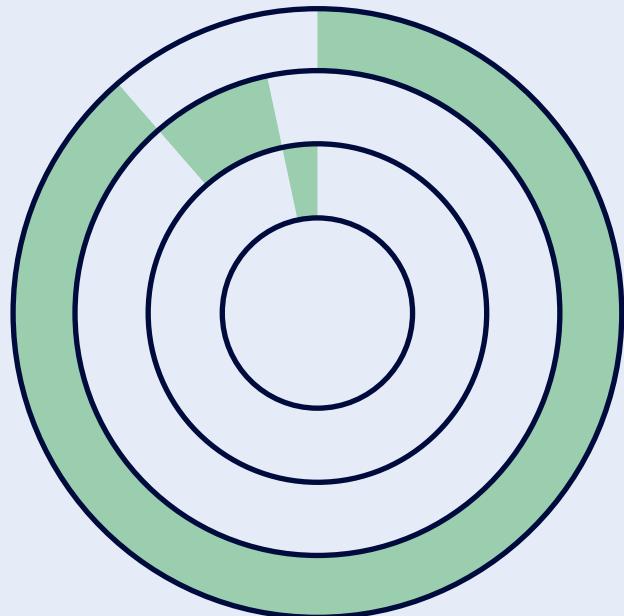
Income statement (M€)	Academic year 2023-2024	%variation compared to the 2022-2023 financial year
Net income	155,58 M€	+2%
Bonuses and discounts	-15,13 M€	+17%
Net income	140,44 M€	+1%
Personnel costs	-69,52 M€	+7%
General costs	-54,41 M€	-8%
EBITDA	16,52 M€	+6,9%
Amortizations	-8,85 M€	+7%
Operating result	7,67 M€	+7%
Financial result	1,25 M€	+330%
Final result	8,92 M€	+34,82 %

## 8.2

## Private contributions

At Esade we have the support of numerous companies, foundations and individual donors -former students, employees and faculty- which allows us to carry out such significant initiatives as our Scholarship Program, different research and social debate projects and investment in our *endowment*.

**5.2 M€**



### Allocation of contributions

- 2.6 M€ research
- 1.6 M€ Scholarship Program
- 1 M€ foundational purpose and other uses

### Source of contributions

- 564** individual donors
- 92** partner organisations

*in private contributions  
during the 2023-2024  
academic year*

**87%** organizations

**8%** individual  
donors

**3%** *endowment*  
yield



## 9. Annexes



# 9.1. International network of academic partners

## 9.1.1. Law School

132 academic partners in 38 countries

### Latin America

#### Argentina

- Universidad de Buenos Aires, Facultad de Derecho
- Universidad Torcuato di Tella

#### Chile

- Pontificia Universidad Católica de Chile (UC), Facultad de Derecho (Santiago de Chile)
- Pontificia Universidad Católica de Chile (UC), Facultad de Historia, Geografía y Ciencia Política (Santiago de Chile)

#### Mexico

- Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Facultad de Ciencia Política (Multicampus: Mexico City, Guadalajara, Querétaro and Monterrey)
- ITESM, Facultad de Derecho (Multicampus: Mexico City, Guadalajara, Querétaro and Monterrey)

#### Colombia

- Pontificia Universidad de Javeriana, Facultad de Ciencias Económicas y Administrativas (Bogotá)
- Pontificia Universidad Javeriana, Facultad de Ciencias Jurídicas (Bogotá)
- Pontificia Universidad Javeriana, Facultad de Ciencias Políticas y Relaciones Internacionales (Bogotá)
- Pontificia Universidad Javeriana, Facultad de Humanidades y Ciencias Sociales (Cali)
- Universidad de los Andes, Facultad de Ciencias Sociales / Escuela de Gobierno (Bogotá)
- Universidad de los Andes, Facultad de Derecho (Bogotá)
- Universidad de los Andes, Facultad de Economía (Bogotá)

#### Brazil

- Fundação Getulio Vargas, Escola de Direito de Rio de Janeiro
- Fundação Getulio Vargas, Escola de Direito de São Paulo
- Fundação Getulio Vargas, EPGE Brazilian School of Economics and Finance (Rio)
- Universidade de São Paulo, Faculdade de Direito
- Universidade de São Paulo, Faculdade de Filosofia, Letras e Ciências Humanas (FFLCH-USP)
- Universidade de São Paulo, School of Economics, Business and Accounting (FEAUSP)

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## North America

### Canada

- McGill University, Faculty of Arts (Montreal)\*\*
- Queen's University, Faculty of Law (Kingston)
- University of British Columbia, Faculty of Arts (Vancouver)
- University of Western Ontario, Faculty of Law (London)

### United States

- American University, Washington College of Law
- Benjamin N. Cardozo, Law School (New York)
- Boston College, Law School
- Columbia University, Law School (New York)
- Cornell University, Law School (Ithaca)
- Fordham University, School of Law (New York)
- George Washington University, Columbian College of Arts & Sciences (CCAS, New York)
- George Washington University, The Elliott School of International Affairs (ESIA, Washington DC)
- Georgetown University, Law Center (Washington DC)
- Georgetown University, O'Neill Institute for National and Global Health Law (Washington DC)
- Indiana University, Hamilton Lugar School of Global and International Studies (Bloomington)
- Indiana University, Maurer School of Law (Bloomington)
- Stanford University, Stanford Law School
- The University of Texas at Austin, College of Liberal Arts\*
- The University of Texas at Austin, School of Law
- Tulane University, Law School (New Orleans)

## Europe

### Germany

- Bucerius Law School, Law School (Hamburg)
- Universität Freie Berlin, Department of Law
- Universität Freie Berlin, School of Business and Economics
- Universität Greifswald, Faculty of Law and Economics
- Universität Mannheim, School of Social Sciences

### Oceania

### Australia

- The University of Melbourne, Melbourne Law School
- University of New South Wales (UNSW), Arts and Social Sciences School (Sydney)
- University of New South Wales (UNSW), Law School (Sydney)

### Nova Zelanda

- The University of Auckland, Auckland Law School
- University of Otago, Faculty of Social Sciences (Dunedin)
- University of Otago, Faculty of Law (Dunedin)\*
- Victoria University of Wellington, Faculty of Law

### Austria

- University at Buffalo, School of Law
- University of Illinois at Urbana Champaign, College of Liberal Arts and Sciences
- University of Miami, School of Law
- University of Minnesota, Law School
- University of San Diego, School of Law
- University of Seattle, School of Arts\*\*
- University of Seattle, School of Law\*\*

### Belgium

- Université Catholique de Louvain, Faculty of Law and Criminology
- Université Libre de Bruxelles, Faculty of Philosophy and Social Sciences

### Denmark

- University of Copenhagen, Faculty of Law

### Spain

- DEUSTO, Facultad de Derecho (Bilbao)
- Universidad Pontificia Comillas ICADE, Facultad de Derecho (Madrid)

### Finland

- University of Helsinki, Faculty of Law
- University of Helsinki, Faculty of Social Sciences

### France

- SciencesPo, Institut d'Etudes Politiques de Paris (Multicampus: Le Havre, Menton, Paris, Reims)
- Université de Montpellier, Faculté de Droit et Science Politique
- Université de Strasbourg, Faculté de Droit
- Université de Strasbourg, Faculté de Sciences Po Strasbourg
- Université Paris Est Cretéil, Faculté de Droit

### Ireland

- Trinity College Dublin, School of Law
- Trinity College Dublin, School of Social Sciences and Philosophy

### Italy

- Luiss Università, Department of Political Science (Rome)
- Luiss Università, School of Law (Rome)

- Università C. L. Bocconi, School of International Politics & Government Studies (Milan)
- Università C. L. Bocconi, School of Law (Milan)
- Università degli Studi di Bologna, Department of Political and Social Sciences

- Università degli Studi di Bologna, Faculty of Law
- Università degli Studi di Roma Tre, Economics Department
- Università degli Studi di Roma Tre, Faculty of Law
- Università degli Studi di Roma Tre, Political Sciences Department

### Norway

- University of Bergen, Faculty of Law
- University of Oslo, Faculty of Law
- University of Oslo, Faculty of Social Sciences

### Netherlands

- Erasmus University Rotterdam, Erasmus School of Economics
- Maastricht University, Faculty of Law
- University of Amsterdam, Faculty of Law

### Portugal

- Católica Global School of Law, Lisbon Law School
- Universidade de Coimbra, Faculdade de Direito
- Universidade de Coimbra, Faculdade de Economia
- Universidade Nova de Lisboa, NOVA School of Law

### Poland

- SGH Warsaw School of Economics

### United Kingdom

- Center for Transnational Legal Studies (CTLs, London)
- The University of Edinburgh, Edinburgh Law School
- University of Warwick, Faculty of Social Sciences

### Czech Republic

- Charles University, Faculty of Social Sciences (Praga)

### Sweden

- University of Gothenburg, School of Business, Economics and Law

### Switzerland

- Universität Bern, Faculty of Law
- Universität Fribourg, Faculty of Law
- University of Saint Gallen, Faculty of Law

\* New additions for the 2023-2024 academic year.  
\*\* New additions for the 2024-2025 academic year.

**Asia****China**

- China University of Political Science and Law (Beijing)
- Fudan University, Law School (Shanghai)
- Peking University, School of Transnational Law
- Peking University, Law School
- Shanghai Jiao Tong University, KoGuan School of Law
- Shanghai Jiao Tong University, School of International and Public Affairs
- Shanghai University of Finance and Economics (Sufe)

**Korea**

- Sogang University, School of Social Sciences (Seoul)
- Yonsei University, Law School (Seoul)

**Hong Kong**

- City University of Hong Kong, School of Law
- Renmin University of China, School of Law
- Renmin University of China, School of International Studies\*\*

**India**

- Jindal Global University, School of Government and Public Policy (Sonipat)
- Jindal Global University, School of International Affairs (Sonipat)
- Jindal Global University, Law School (Sonipat)

**Japan**

- Hitotsubashi University, Faculty of Economics (Tokyo)
- Hitotsubashi University, Faculty of Law (Tokyo)

- Hitotsubashi University, Faculty of Social Sciences (Tokyo)
- Keio University, Faculty of Economics (Tokyo)

**Malaysia**

- University of Malaya, Faculty of Economics and Administration (Kuala Lumpur)
- University of Malaya, Faculty of Law (Kuala Lumpur)

**Singapore**

- Singapore Management University, School of Law
- Singapore Management University, School of Social Sciences

**Taiwan**

- National Taiwan University, College of Law (Taipei)

**Middle East****Israel**

- The Hebrew University of Jerusalem, Faculty of Law
- The Hebrew University of Jerusalem, Faculty of Social Sciences

**Lebanon**

- American University of Beirut, Faculty of Arts and Sciences

**Turkey**

- Koç University, College of Administrative Sciences and Economics (Istanbul)
- Koç University, College of Social Sciences and Humanity (Istanbul)
- Koç University, Law School (Istanbul)

## 9.1.2. Business School

139 academic partners in 46 countries

**Europe****Germany**

- University of Mannheim, Business School
- University of Mannheim, School of Business Informatics and Mathematics
- Frankfurt School of Finance & Management
- Technical University of Munich, TUM School of Management
- Universität zu Köln, WiSo-Fakultät
- WHU–Koblenz, Otto-Beisheim Graduate School (Vallendar)

**Austria**

- Wirtschaftsuniversität Wien, Vienna University of Economics and Business (WU)

**Belgium**

- Université Catholique de Louvain, Louvain School of Management

**Denmark**

- Copenhagen Business School

**Finland**

- Aalto University, School of Business (Helsinki)
- Hanken School of Economics (Helsinki)\*

**France**

- HEC School of Management (Paris)
- SciencesPo (Paris)
- Institut Français de la Mode (Paris)

**Poland**

- SGH Warsaw School of Economics

**Hungary**

- Corvinus University of Budapest, Faculty of Business Administration

**Iceland**

- Reykjavik University, Department of Business

**Ireland**

- University College Dublin, Lochlann Quinn School of Business
- University College Dublin, Michael Smurfit Graduate School

**Italy**

- Politécnico di Milano, School of Management
- Università Commerciale Luigi Bocconi, SDA School (Milan)

**Norway**

- BI Norwegian Business School (Oslo)
- Norwegian School of Economics and Business Administration (NHH, Bergen)

**Netherlands**

- Erasmus Universiteit, Rotterdam School of Management

**Portugal**

- The Lisbon MBA Católica - Nova
- Universidade Católica Portuguesa, Católica Lisbon School of Business & Economics
- University Nova de Lisboa, Nova School of Business and Economics

**United Kingdom**

- City St George's - University of London, Bayes Business School
- Imperial College, Business School (London)
- London Business School
- London School of Economics and Political Science
- The University of Manchester, Alliance Manchester Business School
- The University of Warwick, Warwick Business School
- University of Edinburgh, Management School and Economics

**Czech Republic**

- Prague University of Economics & Business

**Sweden**

- Stockholm School of Economics

**Switzerland**

- University of Saint Gallen, Graduate School for Business Administration, Economics, Law and Social Sciences

## North America

## Canada

- École des Hautes Études Commerciales de Montréal
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- Fundação Getulio Vargas, Escola Brasileira de Administração Pública de Empresas (EBAPE, São Paulo)

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- Universidad Adolfo Ibáñez, Escuela de Negocios (Santiago de Chile)

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## Costa Rica

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## El Salvador

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## Guatemala

- Universidad Rafael Landívar de Guatemala

## Mexico

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## Nicaragua

- Universidad Centroamericana de Managua

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## South Africa

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- University of Pretoria, The GIBS Business School (Johannesburg)

## Asia

## China

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- Chinese University of Hong Kong at Shenzhen, School of Management and Economics
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- Chinese University of Hong Kong, Faculty of Business Administration
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- Chulalongkorn University, Business School (Bangkok)\*
- Thammasat University, Thammasat Business School (Bangkok)

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\* New additions for the 2023-2024 academic year.



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