

Research Conference 2020

# The Evolving post-Covid-19 Landscape

30th September 2020  
12:00 – 13:30 CET

**Online** event  
details at [onresearch.ch](https://onresearch.ch)



# Overview

The Research Conference, hosted by ONResearch, is an opportunity for deep-dive discussions into the findings of ongoing research within the EU Business School network. This virtual event explores the evolving post-Covid-19 landscape in the context of consumerism, business/individual continuity, and productivity. On consumerism and business continuity, we reflect on the death of content marketing and the impacts the pandemic will have on the fashion and luxury industries. On productivity and continuity, we reflect on the job market as well as the challenges and opportunities of doing business in special contexts.

The variety of concepts here serve as the basis for a rich and engaging discussion on how individuals/habits have been influenced by the sudden changes in society as well as how businesses have had to adapt to satisfy needs and keep up with habits. From fashion to the sports industry and from slums to Darwin, join us as we connect the dots to reveal new images of our society.

## Agenda

- 12:00      **Opening notes**  
by Suddha Chakravartti
- 12:05      **How Darwin and X-Men can help you find a Job in the Sport Industry?**  
by Vanessa Tribet
- 12:25      **The Death of Content Marketing**  
by Bill Morrison, Raphaele Cline and Margaryta Pugach
- 12:45      **Fashion and Luxury in a Pandemic**  
by Lesley Botez Lawson
- 13:05      **Business in Special Contexts – Underserved Communities**  
by Ugo Ikpeazu and Godwin Abaimun
- 13:25      **Closing notes**

# Speakers



## Vanessa Tribet

Vanessa Tribet is Professor of Sports Management and Career Counselor at EU Business School. She is a specialist in the Sports Industry with more than 8 years dedicated to understanding the Swiss and international market. Her areas of interest include Sports Management, Sporting Events, Personal & Corporate Branding.



## William Morrison

Bill Morrison is an Author, International Sales Consultant and Speaker. He is Managing Director Europe, Middle East and Africa for Sandler, the world's largest sales training company.



## Raphaele Cline

Raphaele Cline is a Vacation Rental Consultant. She is an Honors graduate from Ecole hôtelière de Lausanne. Highlights from her professional and academic career include becoming Executive Member of the largest student-run hospitality conference, and being announced as top three finalists for the most Creative Student Business Project.



## Margaryta Pugach

Margaryta is Doctoral Candidate at EU Business School, Switzerland, and Research and Design Associate at ONResearch. She is responsible for visual representation of all ONResearch activities. Margaryta has several years of work experience in web development, graphic design, and content management.



## Lesley Lawson Botez

Lesley Lawson Botez is the Professor of design and communications at EU Business School. Her communications experience spans copywriter at Saatchi, founder of LB Communications specialized in industrial design, director of communications at Republic National Bank and responsible for field publications at the International Committee of the Red Cross.



## Ugo Ikpeazu

Ugo Ikpeazu is the Partnership Coordinator and a Research Associate at ONResearch where he supports the design and implementation of strategic initiatives. Ugo is Business and Advisory Lead at Ark Hudson a company that provides integrated solutions and strategic advisory services across key industry sectors.



## Godwin Abaimun

Godwin Abaimun is an Entrepreneur and the Founder of PenPlay School in Ajegunle in Lagos State of Nigeria. He holds a BSc in Economics from the Ambroseli University in Edo State of Nigeria. He is also a Project Manager with Ark Hudson and is responsible for coordinating their field research activities in Western Nigeria.



## Suddha Chakravartti

Suddha Chakravartti is the Head of Research at EU Business School and Editor-in-Chief for ON RESEARCH journal. Suddha Chakravartti is passionate about international development issues, and previously, has worked as a researcher for the Commonwealth Secretariat.

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