



MONARCH MAGAZINE

Autumn 2024



Dear Monarch Alumni Member,

Welcome to the inaugural edition of the Monarch Magazine!

The Monarch Magazine will be published quarterly, with each issue coming out in the first month of every quarter. Each edition will feature insightful interviews, alumni success stories, Monarch news and updates, as well as other interesting information. Thank you for being a part of the Monarch community. We are excited to have you with us on this journey and can't wait to share what we have been working on. Happy reading!

NEWS & UPDATES

Alumni Website & Membership Sign-Up

The new alumni website is being finalized and will soon be made available to everyone. Sign-up emails will be automatically sent to all alumni members past and present.

The Monarch Alumni Association plays a pivotal role in fostering a lifelong connection between Monarch and its Doctoral, Master, and Bachelor students & graduates. It supports alumni through various initiatives designed to strengthen professional and personal ties within the global Monarch community. Key benefits include access to ****country-specific alumni groups**** and facilitating networking and collaboration across borders. The Alumni Directory offers an easy way to stay connected with peers and professionals in their field.



Regular Alumni Newsletters, like this one, keep members informed about Monarch's developments, alumni achievements, and upcoming events. The association also organizes donation drives that support scholarships for current students, ensuring future generations have access to quality education. Additionally, it showcases alumni success stories, highlighting achievements and promoting the wider community's talents. Through these efforts, the Monarch Alumni Association fosters a robust network that supports lifelong learning, career advancement, and personal growth. [You can see the site here!](#)

BBA Program and CIM Accreditation



Monarch is happy to announce that more than 700 students are currently enrolled in the Bachelor of Business Administration (BBA) program now accredited by the Canadian Institute of Management (CIM). Additionally, students enrolled in the BBA program can take advantage of the free student associate membership offered by CIM. The CIM accreditation provides a great additional value to the program for all students. CIM accredits business programs at many of the largest universities in Canada and abroad, including: McGill University, McMaster's University, University of Toronto, Western University, University of Manitoba and The Australian Institute of Business and The University of London, UK. Monarch is proud to be included in the same group as these well established institutions.

Doctoral Workshop Held In Stansstad, Switzerland in October 2024

Monarch held its latest Doctoral Workshop from Saturday, September 28th through Thursday, October 3rd, 2024. The event was held at the beautiful Hotel Winkelried in Stansstad, Switzerland on the lake. The village is beautiful and surrounded by the lake and mountains. Candidates had the opportunity to present their research and network together solidifying their "Study Buddy" status. [You can see many photos of the event in the Gallery by clicking here!](#)



Doctoral Workshop Held In Malta In April 2024



Monarch held the spring Doctoral Workshop in April 2024 in the beautiful southern European island country of Malta. The workshop took place at the Grand Hotel Excelsior in Valletta. In total there were 15 Doctoral students in attendance from many different countries. Participants enjoyed discussing each other's research, reinforcing friendships and exploring Malta. The food was fantastic and the people of Malta were exceptionally welcoming. [You can see the photos of the event in the Gallery by clicking here!](#)

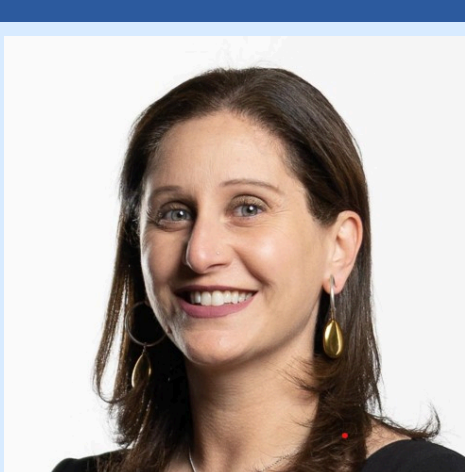
Monarch Country & Regional Chapters

The new Monarch Alumni Website will host Country & Regional Groups. These groups are a great way for Monarch students past and present to stay in close contact with one another.

Uganda Country Group

Recognition goes out to the alumni in Uganda, under the leadership of **Mr. Patrick Ocheng**, who established the first regional chapter named "The Monarch Uganda Student Association" (MUSA). The first association meeting of MUSA took place in October 2024, with over 29 students in attendance. Monarch strongly encourages all our students/alumni members to come together in their respective countries or regions and establish groups, such as MUSA. At present, country groups for South Africa and the USA/Canada have also been created. All alumni can join the country groups by contacting the country group coordinators. And all students or alumni are welcome to create new groups, simply reach out to the MAA Administration at: admin@umonarch-alumni.ch.

PhD Student Corner



Dr. Miray Barsoum began her Dual PhD/DBA program at Monarch in November 2019, after searching for the right doctoral program for several months. She found that Monarch's academic programs met all of her criteria for both her professional and personal needs. Monarch's quality education, reputable degree, online learning environment, and flexibility were all important factors that drew her to enroll as a student. This allowed her to pursue her PhD while still working full-time as the Director of Ecosystem Partnerships & International Collaborations for the Entrepreneurship & Innovation Center at Nile University in Cairo.

Miray is a prominent figure at Nile University, serving as both a Professor of Business Administration, Entrepreneurship & Marketing, and a leader within the institution. In addition to her work at Nile University, Miray is also affiliated with the American University Cairo (AUC) and Monarch. She founded Methodz Consulting, a boutique consulting firm in Cairo, and is a founding member of the Women Entrepreneurs Network (WEN) in Egypt. When not teaching, Miray dedicates herself to managing and developing Monarch's BBA and MBA programs as the Program Director and Dean of Educational Development.

Miray's extensive contribution in creating and implementing two academic programs at Monarch has significantly expanded Monarch's global impact by providing more avenues for students to pursue higher education. Currently, her focus is on designing development programs for present and future faculty members of Monarch, which is essential for upholding teaching excellence and meeting the needs of our student community.

It's truly amazing how Miray manages to balance her professional roles, raising her 12-year-old daughter, and being a teacher as well as a PhD candidate. She is conducting research on empowering women entrepreneurs in developing countries, with a specific focus on women business owners in Egypt. Miray has identified a need for further research on women's entrepreneurship, inspired by her own experience and the experiences of other women in her network. She hopes her research will have an impact on public policy and institutional behavior in Egypt.

Miray's research has already had a positive impact at local, regional, and international levels. Her model for empowering women entrepreneurs has been recognized by key players in Egypt's local ecosystem and is being implemented as the mainstream framework in several women's empowerment initiatives. With continued recognition and growing partnerships with international development organizations, Miray's research has the potential to make a significant impact on women entrepreneurs in developing countries worldwide.

Miray attributes her passion, drive, and ambition to her daughter, who has always been her biggest supporter, and her late father, who always pushed her to become a better version of herself. Through her relationships with the Monarch administration and fellow students, she has found purpose and gained a broader perspective on life. She is extremely grateful for her experience at Monarch and the impact she has made on the student body, who are also grateful for her presence and service in the Monarch family.

Alumni Focus



Dr. Charles Omagor, has recently been promoted to Associate Professor in the Marketing and Media Studies Department of the Makerere University Business School, Kampala, Uganda. Dr. Omagor is a Doctoral graduate in Spirituality In Management from Monarch Switzerland in 2019. With over 20 years of experience teaching in higher education institutions Dr. Omagor will continue to bring his knowledge forward to positively affect students and colleagues alike.

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Dr. Corrie Block is a graduate of the Monarch DBA program. He is an Independent Corporate Advisor in Dubai where he serves as a trusted voice in a number of UAE companies. Dr. Block also holds a PhD in Arab and Islamic Studies from Exeter University in the UK. Professionally, he has managed projects as diverse as tech start-ups, billion dollar equity investments, new product research and development and has led the corporate restructuring of several companies in the MENA region.

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Faculty Focus



Dr. Henderson
Dean of the School

We have chosen to dedicate the very first "Faculty Focus" profile to Dr. Henderson. This is not only to celebrate his remarkable achievements but also to acknowledge his relentless efforts in establishing Monarch as a global leader in online Doctoral, Master and Bachelor programs in management. His dedication to excellence, focus on innovation, and commitment to nurturing future leaders are the pillars that make Monarch an exceptional place for learning and gaining knowledge in the business world. In this Q&A session, we provide a glimpse into the passion and drive that have fueled his endeavors and the profound influence he has had on our academic institution and the broader academic community.

Could you share a memorable moment from your youth that have significantly influenced your career path?

When I was in high school, I was very happy-go-lucky. I enjoyed high school because all my friends were there. I did well in some courses but not well in others. After high school was finished, I stayed out of school for 1 year and worked in retail. I realized at the time that I needed to improve my education. I suppose, you could say, that I realized I had to grow up and become responsible for myself. I took night courses at the local college and this enabled me to apply the next year to full-time studies at college. During the next 2 years at college, I had to teach myself how to learn as my high school did not prepare me for real accelerated learning. I made a plan on not just learning the material but also on how I was learning the material, what techniques worked best for me and which study habits gave me the best return for the effort. After 2 years, I graduated the college with honours. This enabled me to attend McGill University the next year which was a dream of mine since I was young. Both the personal and study habits I developed at college enabled me to continue in a positive way throughout university and my working career.

How did you navigate the challenges of establishing Monarch as a leading online doctoral program?

Monarch was founded on the idea to bring high quality education to working professionals who wished to remain in the workforce while completing their studies. From my own experience, I realized that for working professionals who might hold a Bachelor or Master degree and who wished to return to their studies mid-career to complete a Doctoral program it was a difficult choice. Typically, one would have to leave their job and return full-time to university. This was not a practical option for anyone over the age of 35 years old who may also have other very important responsibilities on top of their professional careers such as children or dependents. There needed to be an alternative offered to these high achieving professionals that enabled them to remain in the workforce and study from their own location. With the advent of internet technologies this was made possible and Monarch became one of the first to offer such an alternative in 2010. This is why Monarch is known as a pioneer in online education.

What led to the idea of founding Monarch Business School , and what was your vision for the school?

The establishment of Monarch came at a time when the use of the internet for all types of transactions had become normalized. People were now used to transacting on Amazon and obtaining entertainment via the internet with such providers as Netflix. During my career in the late 1990s, I worked as a digital strategist at Cambridge Technology Partners in Boston located between MIT and Harvard. This was a great experience and many of the thought leaders of the time already had formulated how education could be transformed using web technologies. By the time Monarch was formed, the technology had matured enough that it was now possible to do so in a form that was equal to or better than on campus learning. Thus, my personal experience as a digital strategist gave me the strategic planning capability to form Monarch from a technological standpoint, while at the same time the marketplace had matured enough that individuals were ready and willing to accept the new mode of learning using web enhanced technologies to advance their careers. These two aspects came together and became Monarch.

What are some of the key milestones in Monarch's history that you are particularly proud of?

I believe the most important milestone was after the first year, by the end of 2011, Monarch had enrolled 25 professional doctoral students from around the world. This, essentially proved the business case for Monarch and we continued to grow from that point forward. After 3 years, we had over 100 doctoral students from over 50 different countries at Monarch. Since then, Monarch has continued to grow programs and the number of students. The second most important milestone was the introduction of the Bachelor (BBA) program in September 2022. The introduction of the Bachelor program grew Monarch from a Graduate Institute to a full business school offering Bachelor, Master and Doctoral programs. At present, we are on our 5th Bachelor cohort as of September 2024. We presently have 700 active Bachelor students and expect to be over 1,000 Bachelor students by January 2025. We look forward to growing the Bachelor program far beyond these numbers to establish Monarch as a leading provider of online BBA education. And of course, having the Bachelor program accredited by the Canadian Institute of Management is a great milestone that brings tremendous value to our Bachelor students and the school.

As a leader, what are the most important values you strive to instil in your students and faculty?

Monarch was founded on a belief that the very skills that managers learn and use are the same skills that are needed to improve the world in general. Coupled with the economic power of businesses managers are

In a key position to effect positive change. Thus, we can all be part of the driving force for positive change. That is, managers learn particular lessons and skills that enable them to logically solve difficult problems using data-based evidence. However, technique is not enough. Management skills must always be combined with social imperatives. Businesses operate within society, that is they get their mandate to operate from society, and thus, businesses must operate in a socially responsible manner.

Therefore, the driving values at Monarch have been from its founding and remain that of enlightened management. Otherwise said, no matter the domain of management, one must conduct one's personal and professional affairs, as well as the affairs of the business, in a way that enhances society and provide a just and equitable environment and future for all. Social justice, sustainability and corporate responsibility driven by personal responsibility is the core belief of Monarch. We truly believe that managers, and the younger generation who will train as managers, acting on behalf of all stakeholders have the opportunity and more importantly the responsibility to effect positive change.

Can you share a success story of a Monarch graduate that particularly stands out to you?

Two examples are that of Benjamin Rutimirwa and Jeremie Zougrana. During his doctoral dissertation Benjamin completed an analysis of Rwanda's electricity subsidy and tariff regulation for enhanced access and affordability by the poor. Before, his dissertation was defended, the government of Rwanda had already implemented his recommendations. His research ended up touching over 90% of the population of Rwanda. The second example is that of Jeremie Zougrana who researched Maternal Mortality Reduction in Low-Resource Settings in Sub-Saharan Africa. Jeremie's success in his research enabled him to assume the position as country Office Director for Nigeria with the Bill & Melinda Gates Foundation. Both examples illustrate how research at Monarch and how Professional Managers through advanced research can have a large positive impact on society.

Could you share a book that has profoundly impacted your life or thinking?

Many books have influenced me over the years. One that I read early on when I was 19 years old, which remains a powerful book, is "Small is Beautiful: Economics as if People Mattered" by E.F.Schumaker. I encourage all young people to read it. The reading of this book came at a time for me when I was maturing as an individual and realizing that we had to make active decisions in our own lives and not simply be a consumer. The book highlights that the adage "Bigger is Better" typified in the West and especially America should be questioned and that just because something is bigger, it is not necessarily better. It also, puts forth the idea that economic growth should be focused primarily on communities and not corporations. These ideas are very powerful and help to balance our thoughts so that we can have a more mature understanding of economics.

The second book is not actually a book but more of a domain of study. The study domain of Austrian Economics is very interesting, especially the work of Ludwig von Mises and Friedrich von Hayek. A great resource is the Mises Institute at www.mises.org, the world's leading supporter of the ideas of liberty and the Austrian School of Economics. Austrian Economics is a way of understanding economics that is very intuitive and accessible for all. It is premised on the idea of the Acting Man, that we are all uniquely responsible for our own actions. From this premise, the whole of economic thought can be logically deduced. Before reading on the Austrian School of Economics I found economic thought to be very difficult and opaque. The approach of the Austrian School brought clarity to my understanding of economics and the role of economic actors in our society. I strongly encourage all students to read the Austrian School of Economics as I believe it will help to clarify many economic concepts for them and provide a much stronger basis from which to move forward as responsible managers, businesspeople, and leaders.

What do you see in the future for Monarch as an Institution?

Monarch will continue to grow in the number of students and programs. We have already introduced a teaching program at Monarch to help train the teachers of tomorrow with a focus on online learning. This development has moved us beyond strictly business education. Also, in the new year we will be introducing the MMI-Monarch Management Institute. The MMI will provide short, open courses to management professionals between 2 and 8 weeks long. These courses will be very practical and enable working professionals to gain critical knowledge quickly within important topics and domains of management. The MMI will also provide a vehicle for practicing managers to become "Chartered" within the Institute. This will require managers to commit themselves to an ethical policy and a personal dedication to continuous learning. Thus, the MMI will be a home for managers for their entire careers with a dedication to continuous personal and professional improvement.

Meet The Alumni Newsletter Team

Meet the Alumni Team that bring this magazine and the alumni website to life. They dedicate their time and energy to making it a reality. Many thanks to them for their efforts in getting the wonderful news from Monarch out to all members. For all information related to the magazine or alumni Website, please email to: admin@umonarch-alumni.ch or administration@umonarch-alumni.ch



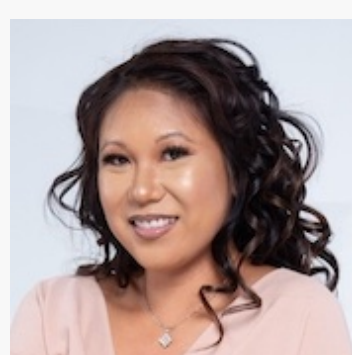
Dr. Panthallor

Dr. Panthallor is a doctoral graduate in Business Research from Monarch Business School Switzerland. She has experience developing and facilitating post-secondary business management and software engineering courses for higher educational institutions globally. Currently, she serves as a faculty member at the post-graduate level at York University, Algoma University, and Humber College in Toronto, Canada.



Dr. Jonker

Dr. Dirk Jonker holds a PhD in Entrepreneurship from Monarch Business School. He also stewards a fourth-generation family estate and is dedicated to youth entrepreneurship, representing Swiss eduGLOBE in Southern Africa and serving on the governance committee of Genesis South Africa NPC.



Ms. Shipman

Mel Shipman is a doctoral candidate in the Doctor of Professional Coaching program. She is a faculty member at a global leadership development organization where she partners with companies to create transformational change in their leaders. She also coaches private clients in her coaching practice, NextLevel Life, LLC, and fights hunger through her social impact organization, Life & Ladle.

About Monarch

Monarch Business School Switzerland was formed in 2010 to provide high-quality asynchronous graduate and doctoral programs in management for working professionals. Since 2010, thousands of high-calibre managers and executives have studied within the graduate faculty at Monarch in the [Professional PhD](#), [Doctor of Business Administration](#), [Doctor of Leadership](#), [Doctor of Social Science](#), [Executive MBA Program](#) and [Master of Arts in Business Research](#). The [Bachelor of Business Administration](#) program was created in 2019 and is presently on its fifth intake. Monarch Business School Switzerland is a proud member of EFMD, ACBSP, CEEMAN, CIM, ACUNS-Academic Council of the United Nations System and holds ISO certification.

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