



ASPIRE

BEYOND THE BUBBLE

FUTURE FORUM



BEYOND RECRUITMENT:

NEXT-LEVEL ACADEMIC PARTNERSHIPS

Philippe de Brouwer
HSBC



Joanna Jaworek-Korjakowska
AGH University of Kraków



Łukasz Mamica
Kraków University of Economics



Sławek Kumka
IBM



Max Dudhia
Kraków School of
Business MBA Alumni Club





Introductions

Your Host: Dr. Philippe J.S. De Brouwer



- **Philippe J.S. De Brouwer:** PhD, expertise in banking, asset management.
- **Current Role:** SVP at HSBC's European service centre, Krakow – Model Risk Management and Academic Partnerships
- **Academic Contributions:** Maslowian Portfolio Theory, investor preferences and advice.
- **Board Positions:** International School of Krakow, AGH (Rada Uczelni), and UEK (Rada Patronackie)
- **Honorary Positions:** Honorary Consul of Belgium in Krakow, guest lecturer at multiple universities.
- **Publications:** latest book "The Big R-Book: From Data Science to Learning Machines and Big Data."

A success story of collaboration: Prof. Dr. Joanna Jaworek-Korjakowski



- **Joanna Jaworek-Korjakowska:** PhD in Biocybernetics and Biomedical Engineering.
- **Current Role:** Director of the Center of Excellence in AI AGH.
- **Research Interests:** Image processing, artificial intelligence, deep learning, biomedical engineering.
- **Honors:** MNiSW Scholarships (2017-2020), Award from AGH-UST Rector (2017-2019), Honorable Mention Award at CVPR'19.
- **Publications:** Over 70 publications.
- **Affiliations:** IEEE, Polish Artificial Intelligence Society, International Dermoscopy Society.

A success story of collaboration: Prof. Lukasz Mamica



- **Prof. Łukasz Mamica:** PhD, Vice Rector for Cooperation and Projects at UEK.
- **Current Role:** Head, Department of Public Economics, UEK.
- **Research Interests:** Energy policy, economic competitiveness, innovation.
- **Honors:** Editor-in-Chief, Innovative Start journal (since 2005).
- **Publications:** Numerous publications on public governance and economic development.
- **Affiliations:** European Association for Evolutionary Political Economy (EAEPE), Editor, Journal of Public Governance.

Collaboration on High Tech: Sławomir Kumka



- **Sławomir Kumka:** Software Development Director & Managing Director of IBM Poland R&D Center.
- **Experience:** Over 30 years in IT, specializing in software development and project management.
- **Previous Roles:** Director at IGE+XAO, Director at Apriso Polska.
- **Education:** MSc in Computer Science from AGH, Executive MBA from University of Warwick.
- **Publications:** Contributions to software development and IT project management.
- **Honorary Position:** Quantum Computing Ambassador.

Adding the Leadership story: Max Dudhia, CPA, MBA



- **Max Dudhia:** University of Houston Honours graduate, CPA.
- **Career Start:** 1984 at Touche Ross, Arthur Young (audits, tax optimization).
- **Corporate Finance:** London (1995), private placements on OFEX, AIM.
- **Consultant:** 1999, global financial reporting system implementation.
- **Poland:** Since 2003, real estate investment, managing Krakow property portfolios.
- **Achievements:** Securing funds, tax optimization, financial strategies.
- **Honorary Title:** President, Alumni Association of MBA students of UEK.

The background of the slide is a detailed, monochromatic woodcut-style illustration. It depicts a figure, possibly a personification of the United States, holding a large American flag. The flag is shown with stars and stripes, and is draped over a landscape that includes a tree and a sun. The overall style is reminiscent of 19th-century political posters or historical illustrations.

Some Background

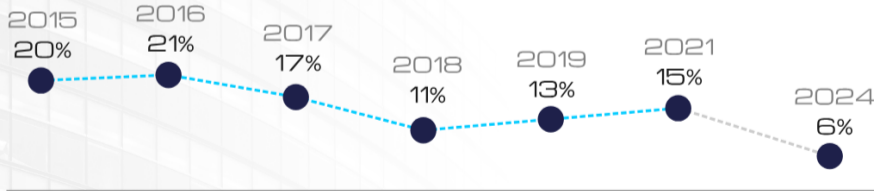
The Growth of Krakow as a GBS Location

- Motorola Research and Development Center in Krakow in 1998
- Around 2017 Krakow was in the top-10 of the Tholons Top-100
- Today: ca. 130 service centres 100–120,000 people direct employed in service centres. This is ca. 30% of the working population!

Slower growth



GROWTH FORECAST
ASPIRE HEADCOUNT TRACKER 2015-2024



Today

- Slower growth, first attrition to lower cost countries
- For procedural roles, Krakow is expensive
- For higher value added roles, Krakow is competitive both in quality and price

What makes Krakow so attractive?

City	Labor cst	Infl	Stability	Life Qual.	Stdnts p GBS employee
Bangalore	25	3.6%	-0.6	1.1	0.08
Mumbai	24	3.6%	-0.6	0.8	0.05
Delhi	28	3.6%	-0.6	0.6	0.02
Manilla	15	1.9%	-0.7	0.8	1.0
Krakow	20	4.9%	+0.5	0.6	1.1

Table: Data:

https://en.wikipedia.org/wiki/List_of_countries_by_average_wageWikipedia,
<https://databank.worldbank.org/SAARC-Country-Political-Stability-Index/id/6282cd19>worldbank.org, <https://www.ceicdata.com/en/india/consumer-price-index-industrial-workers-2016100-by-centrewise-weights/cpi-industrial-workers-weights-karnataka-bangalore-bangaluru>ceicdata.com,
<https://usource.me/philippines-bpo-employment-statistics-2022/>usource.me,
 Forbes Advisor, Time Doctor, and Statista + personal estimates

What to do?

Proposition

bring Krakow to the level of “nearshoring” (a second headquarter, with easier communication, lower barriers, vibrant R&D, close collaboration with universities).

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Need

- university collaborations that surpass recruitment and focus on R&D
- investing in employees to pursue further qualifications

Example HSBC: Academic Partnerships

What we do:

1. recruitment: graduate programs, job fairs
2. projects (hackathons, sponsoring, conferences, etc.)
3. teaching and workshops
4. support employees to do master thesis, PhD, MBA, CFA, data science, etc.

Example HSBC: Academic Partnerships

We have a team of volunteers that are central (over all business lines), with specialists for

1. legal, finance, etc.
2. communications
3. liaison for universities / faculties
4. liaison for team in HSBC
5. speakers

Example HSBC: Academic Partnerships

Result

1. smoother, more effective and cheaper recruitment
2. personal development and growth (not only teaching, also MBA, PhD, etc.)
3. teamwork, networking for employees and students
4. common R&D via PhDs, researchers, teachers, etc.

Discussion

DR. PHILIPPE DE BROUWER

SVP AT HSBC, HONORARY CONSUL, AGH AND UEK

PROF. JOANNA JAWOREK-KORJAKOWSKA

DIRECTOR OF THE CENTER OF EXCELLENCE IN AI AGH

PROF. ŁUKASZ MAMICA

VICE RECTOR FOR COOPERATION AND PROJECTS AT UEK

SŁAWOMIR KUMKA

SOFTWARE DEVELOPMENT DIRECTOR &
MANAGING DIRECTOR OF IBM POLAND R&D CENTER

MAX DUDHIA, CPA, MBA

HONORARY PRESIDENT OF MBA ALUMNI UEK





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THANK YOU
