

EXCELLENCE IN TEACHING

NTU professor wins Business Professor of the Year award

Prof Vijay Sethi won after beating three other professors in a live 'teach-off' in London

AMANDA LEE
leeguiping@mediacorp.com.sg

SINGAPORE – A business professor from the Nanyang Technological University (NTU) has been named Business Professor of the Year by the Economist Intelligence Unit, in the world's only global contest to recognise and reward excellence in business teaching.

For clinching the title, Professor Vijay Sethi won a US\$100,000 (S\$124,800) prize after beating three other professors — Associate Professor Johanne Brunet from HEC Montreal, Prof Darren Dahl from the University of British Columbia and Prof Kevin Kaiser from INSEAD — in a live “teach-off” in London on Thursday.

The finalists were picked by a judging panel helmed by The Economist's Business Education Editor William Ridgers.

Each finalist had 35 minutes to de-

liver their best lecture to a live classroom audience of undergraduate and graduate business students.

Prof Sethi's lecture was on the subject of digital networks and the dynamics of network-based industries.

“I want to acknowledge the contribution of my MBA (Master of Business Administration) students here, who were my listening post and coaches. They play a huge role in how the ideas were finally strung together in the presentation,” he said of his win.

Prof Sethi won based on votes cast by the classroom audience, who also took into account voting results of those watching online, in addition to their own opinions.

The 52-year-old teaches e-business and technological entrepreneurship classes for the Nanyang MBA programme and information technology management to undergraduates. He is also involved in preparing and coaching Nanyang MBA students for international business plan competitions.

Prof Sethi has won several teaching awards, including NTU's Nanyang Award for Excellence in Teaching last year and this year.


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Prof Vijay Sethi
ECONOMIST
INTELLIGENCE UNIT'S
BUSINESS PROFESSOR
OF THE YEAR WINNER