



Press Release: 1 December 2020

Geneva Business School Magazine inaugural issue launch

Please enjoy reading the first **Geneva Business School Magazine - The Women in Leadership issue**. This publication marks the first of its kind for the school and brings together our diverse cross-campus faculty and student body to share their perspectives, and research, on the business world.

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Five years ago, McKinsey published a major report on gender inequality. It found that if all countries across the world matched their regional leader's rate of improvement in terms of female economic and social equality, the added economic output would be worth 11% of annual global GDP in 2025—that is to say, \$12tn. The editorial team believes the business implications for diversity in the workplace, in leadership, and indeed in every field, warranted a deep dive into these issues for our first-ever editorial magazine.

And so it is with great pride that the Geneva Business School community are publishing a hopeful new magazine in 2020, with its first issue dedicated to exploring how businesses, and the societies they belong to, can turn this cataclysmic moment into an opportunity to remake our world into a fairer, more equal place for all genders.

Centered on the theme of **Women in Leadership**, this issue serves to flesh out contentious issues on the subject of gender (and other forms of) inequality, many that have come to the forefront as we navigate a post-COVID-19 landscape both culturally and economically.

The articles are written by our expert faculty members and postgraduate students, highlighting the school's practical approach to applied research. We have a collection of book reviews by staff and students, and a discussion from our 'global student voice' about what defines a 'female leader' as opined by women from six very different backgrounds and career paths.

To celebrate the launch of the magazine, the authors will be participating in a round table discussion of the topics in the articles, on Wednesday 9 December. Find more information [here](#).

We wish you happy reading and look forward to your feedback,

The Editorial Team

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