



# Banking on the Future

CBS Students Rethinking the Financial Sector

5,000 DKK PRIZE WINNING ESSAY COMPETITION

Here is your  
chance to influence  
the agenda on the  
future of the  
banking!

# CBS

CELEBRATING  
100 YEARS

COPENHAGEN  
BUSINESS SCHOOL

IN COLLABORATION WITH PRME, CCG, MSC, DIGI AND FI

# Introduction

To celebrate CBS' 100th anniversary, a special event around Responsible Banking and Finance in the coming decades, will take place on October 30th, 2017. The purpose of this event is to develop an engaged dialogue with stakeholders from the banking and financial industry and to challenge the current attitude towards banking and its future. The hope is that this dialogue will ignite new ideas and develop an agenda for future research and teaching in business schools.

Despite the lessons learned by the Nordic countries in the late 1980s and early 1990s, and nine years after the global financial crisis, the need for rethinking business practices in the banking and financial industry is still visible. Furthermore, it is a sector where business models are shifting significantly, digital disruption through FinTech is coming with a gale force, EU and national regulation is re-defining the competitive landscape, and many of the incumbent players are gradually forced to move outside their national boundaries.

Business school students are the potential future employees within the banking and financial sector, and therefore it is important to understand what they believe a responsible banking sector means and how they see the near future. We therefore encourage interested students to answer the following research question and share their view on the future of this sector.

We expect bold and thought-provoking ideas. Now is the time to share your thoughts!

## Research theme

The research theme revolves around the meaning of responsible banking for society, business, and/or individuals and how can the banking sector fulfill this in the coming future.

**The following three pillars have been identified as important aspects in the dialogue of responsible banking and finance:**

- Banking and society
- Responsible banking as a business models
- Responsible banking at an individual level

**Essays may address, but are not limited to, the following questions:**

- Responsible banking in the future, what are the political and shareholder demands?
- What are responsible interactions between banking and society?
- What is the role of FinTech for the development of a responsible finance sector?
- Business models for responsible banking?
- Why should you pursue a career in the financial sector and how do you connect personal aspirations with common good creation?
- The personal liability – what norms should bankers have in the future and should there be a Socrates oath?

# Criteria for participation

**The following criteria must be met in order for your paper to be qualified:**

1. You are a current student at Copenhagen Business School, either on a bachelor or a master's program. A letter from your study line administrator will be accepted as a proof of enrollment.
2. Length of the essay: Max 5 pages.
3. The essay must be written in English.
4. The essay is an individual project. Group written essays will not be accepted.
5. Citations: All sources must be properly referenced.

## Process

- A panel of judges will read over the accepted essays and select the best three.
- On 21st of October, the authors of the best three essays will be contacted and asked to attend the conference on October 30, to present and discuss their papers.
- After the conference, the authors of the best three papers will be invited for dinner along with few other conference participants.

<b>Deadline</b>	<ul style="list-style-type: none"><li>• 9th October, 2017</li><li>• 12:00, GMT time</li></ul>
<b>Prize</b>	<ul style="list-style-type: none"><li>• 5,000 DKK for the best three essays</li></ul>
<b>Registration</b>	<ul style="list-style-type: none"><li>• Send the essay to <a href="mailto:ccg.int@cbs.dk">ccg.int@cbs.dk</a></li></ul>