

ANNUAL REPORT

Fundación Privada Universitaria EADA



Barcelona

District 4.0

Where we anticipate
what.

Where we reinvent
how.



A place for technological innovation where more than 300 companies develop industry 4.0 and generate opportunities by promoting talent and progress in the metropolitan area of Barcelona.

ZF | CONSORCI
barcelona
ZONA FRANCA

DFACTORY
BARCELONA

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Connecting People, Advancing Purpose



LETTER FROM THE PRESIDENT

Koke Pursals, President of the EADA Board of Trustees

Welcome to 2026, a year marked by positive impact and constant change.

This annual report presents a summary of the main milestones that have defined EADA Business School during the 2025 academic year. It looks back at the work carried out by the institution which reflects an approach based on consistency, mission continuity and commitment to management training aligned with the reality of the business world and society.

2025 was a year in which we put our focus on listening to our community—alumni, participants, entrepreneurs, business leaders and collaborators—and integrated their concerns into the institution's academic, research and community activities. By actively listening, we have been able to strengthen our role as a business school that responds to changes in the environment and connects to the people within it.

Throughout the year, contributions from alumni and professionals with diverse profiles led to new initiatives, programmes and areas of support, which have a special focus on employability, professional development, well-being and creating a positive impact in organisations. Their involvement and commitment have been vital for the school to continue moving forward in a positive direction.

This report also includes indicators that reflect the school's dynamism and activity. Based on our mission — what we have been doing for almost 70 years — they reinforce our purpose to

accompany, train and update managers in the business world so that, through training and research, they can generate a multiplier effect in their organisations, in the economy and in society.

In 2025, our classrooms continued to reflect EADA's global reach with participants from 90 countries and the school received further international recognition by achieving up to ten top positions in worldwide rankings such as the *Financial Times*, *Positive Impact Rating* and *Poets & Quants*. More than 7,000 professionals signed up for 150 organised events and our online community reached almost 140,000 followers, consolidating the school as a generator of knowledge and relevant content.

EADA also launched the first **Chief Sustainability Officer (CSO)** award in Spain, in collaboration with leading organisations which create business impact. Our international reach has also been boosted with an EADA presence in 16 countries and meetups with over 400 alumni. To this we should add the launch of nine new programmes that fall under the scope of lifelong learning, the development of *ad hoc* training courses in 70 companies in five countries, as well as personalised career guidance and support for 700 participants and collaborations with 300 companies in talent recruitment processes.

During the 2025 academic year, EADA also built up its presence in media and

communication and channels with over 1,300 mentions and recognized six national and international alumni as **Distinguished Alumni 2025** for their careers and contribution to the business world.

In the field of applied knowledge, five reports were published and disseminated on key issues for the business and social agenda, such as the wage gap, the presence of women in senior management, the impact of the menopause on business (which was presented to members of the Catalan Parliament) and the level of digital competence among managers in Spain. It also presented the first exploratory report on sustainability skills among young people aged 16 to 24 in Barcelona, carried out in collaboration with Barcelona +B as part of the **Eduquem+B** initiative, which involved participation from over 2,000 students and 20 educational centres.

I would like to thank you for accompanying us throughout the past year. This report is an invitation to review what we have experienced, to value the work we have shared and to continue moving forward, with criteria and commitment, in the areas which truly matter for people, organisations and society today.

Koke Pursals

President of the EADA Board of Trustees



What matters to you, matters to us



Leading what matters

Global crises such as climate change, inequality and technological advances need business leaders who can adapt and commit to sustainability. It is up to business schools to train professionals to drive economic development, reduce inequalities and promote responsible practices. Adapting to technological and environmental changes is key to future employability and the revitalisation of society. EADA is leading the way, by transforming people and generating impact with research into sustainability and its multiplier effect through its students and partnerships, to promote a sustainable and resilient economy and ensure a prosperous and balanced future between business and the environment.



SCAN THIS QR CODE TO READ ABOUT THE CAMPAIGN



The importance of listening to create real impact

The past academic year was characterised by the firm commitment by **EADA Business School** to put active listening at the centre of its activities. Within the context of an environment of uncertainty, rapid change and continuous redefinition of career paths, EADA launched the initiative '**What matters to you, matters to us**', which engaged the school in a profound and honest dialogue with **100 alumni** from different cohorts, sectors and career stages to ask them the simple but profound question: What really matters to you? The opinions collected were authentic, spontaneous responses and helped the school understand how the community thinks and how best to support it.

Their responses revealed clear priorities: 52% indicated that **employability and professional growth** were their main concerns followed by **building interpersonal relationships and meaningful connections** (38%), **creating positive impact** (19%), **balance and wellbeing** (18%) and **purpose and professional fulfilment** (14%) (see page 7 for full data "What matters to you most on a professional

level?) As a result of these insights, EADA has strengthened its value proposition in order to promote new support initiatives and guide strategic decisions aligned with what really matters. At the same time, our alumni have established themselves as **change agents** and natural ambassadors of EADA by adding credibility and consistency, as well as a narrative based on personal experience.

The initiative took place across different channels to create a combined physical and digital impact and strengthen EADA's positioning as an open, committed and purpose-led institution. The act of truly listening implies acting responsibly and transforming opinions into real impact. We would like to extend our most sincere thanks to all the professionals who took part in this initiative for their generosity and the enormous value of their contributions, which will continue to guide EADA on its path as an agent of positive change.



Some inspiring words from our participants and alumni

Participants and members of our alumni community reflect on the importance of employability, making connections, working together, positive impact, individual purpose, professional fulfilment, balance and personal well-being.



THEO BERGGREN

MASTER IN FINANCE
CONSULTANT AT MARSTRAND

"What matters to me most in my profession is being able to face new challenges, discover that I can do things I never thought possible and keep learning and enjoy the process."



JAVIER VAZ

LEADERSHIP PROGRAMME
STRATEGIC ACCOUNT DIRECTOR AT NIKE

"What matters to me most are the interpersonal relationships I build with my team, clients and suppliers. With an increasingly automated future on the horizon, the key will be to see what we can create and build between people."



JEREMY DE MAILLARD

INTERNATIONAL MBA
CEO OF MARSHALL GROUP

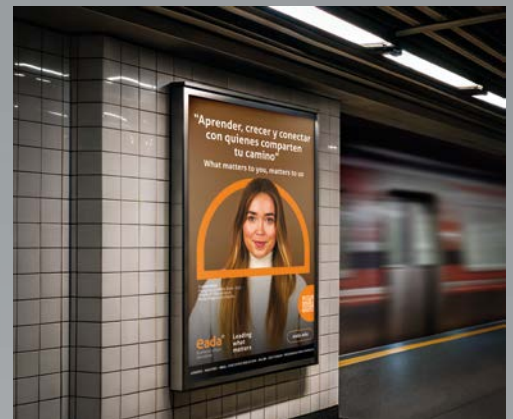
"What really matters is to keep evolving. This is the key. Learn from everything around us and maintain a clear and fresh perspective."



LAURA PRADOS

ONLINE MBA EADA-UOC
DELEGATE FOR THE SOUTHERN
REGION - CATALAN HEALTH
SERVICE

"What matters to me most is leadership, training and supporting our teams, by promoting their personal and professional development."



What matters to you most on a professional level?

52%

Employability and professional growth

38%

Connections and interpersonal relationships

19%

Creating a positive impact

18%

Balance and personal wellbeing

14%

Individual purpose and professional fulfilment

**Source: Qualitative interviews conducted with 85 EADA alumni and current participants (multiple responses)*

EADA solutions for what matters: what drives you, guides what we do at EADA

Because what matters must go beyond words and be transformed into real experiences and solutions that accompany every professional throughout their career.



1. Update your skills to keep growing
Continuous learning is the key to reinventing yourself, by adapting and being open to new opportunities.



2. Future employability
An ecosystem designed to boost your career and open doors in a constantly evolving job market.



3. Barrier-free access to training
Flexible financing options and scholarships to make quality education truly accessible.

4. Scholarships for diverse talent
Support for people with disabilities, people over 50, female leaders, entrepreneurs, and those from lower income backgrounds.



5. The role of knowledge in learning (KIC)

An academic resource and support centre that connects the latest research with your training programme.



6. An alumni community that lasts
An active, global network of alumni, always open to networking, collaboration and providing mutual support.



7. Lead with purpose
Training managers to integrate sustainability, ethics and positive impact into every decision.

8. International prestige
Backed by rankings and accreditations that open doors around the world.



What matters to you, matters to us

Lines of action



Companies, leaders, employees and the entire organisational ecosystem must accept their responsibility with regards to their activity and the impact it generates. It is time to train leaders and teams in ethics, responsibility, and action towards change and an alternative way of carrying out their activity to create sustainable impact.



Awaken, develop and empower solid leaders who are capable of generating change, developing soft skills (additional competencies and abilities) and an awareness of upskilling and reskilling for themselves and their teams so that they are prepared for a world in constant change.



We understand innovation as the capacity, not only to innovate but also to adapt our organisations and teams to face new and unexpected circumstances. A focus on innovation must be stimulated, supported and informed. Our programmes foster innovation and adaptation in order to generate or manage change.

MULTIPLIER EFFECT

Pillars of our brand



Our mission and role **What do we do?**

We offer training to business professionals to provide them with the hard and soft skills they need to generate a positive impact in the world and in society through their companies and organisations.



What do we aspire to be? **Our immediate and future goal**

To be a leading educational institution in the field of sustainable business development and generate a positive impact.



Why EADA? **Why do we exist?**

To accompany, prepare and provide up-to-date training to leaders from the business world who, through our programmes and research, can generate a multiplier effect in their organisations to create a positive impact in the economy, the planet and society.

Our values



EADA has been based on the following values since its foundation:



Independence:

We are an independent and non-profit foundation that defends the freedom of thought and expression of its participants, faculty members and other stakeholders.



Quality:

Our training is based on nationally and internationally accredited excellence and on research focused on the business world.



Proximity:

We work hand-in-hand with organisations and companies, and we train professionals to perform with efficacy and progress in their work environment.



Integrity:

We instil integrity in our participants to ensure the sustainable future of their companies as well as society.



Collaboration:

The EADA team carries out its mission by sharing, communicating and developing the values of the institution..



Sustainability:

The transversal axis that unites EADA's values with its purpose and the strategic plan of the institution.



Diversity:

In our programmes and activities, we incorporate, develop and promote the best of the people and cultures around us. We also reflect the cosmopolitan nature of Barcelona: its diversity and creativity, as well as its long-standing tradition of entrepreneurship, commercial activity and hospitality.



Respect:

We believe in people, in equity, and in the plurality of perspectives as the central pillar of organisations.



Innovation:

We continue to create innovative content and formats in our activities to provide sustainable ways of addressing the changes in our environment.

Governing body



The Board of Trustees of the EADA Foundation



FIND OUT
MORE: EADA
BOARD OF
TRUSTEES



MEET OUR NEW
BOARD MEMBER:
ALEXANDRA
MITJANS



KOKE PURSALS (2)

President of the Board of Trustees of the EADA Foundation
Independent board member

IMMACULADA AMAT (4)

President of Amat Immobiliaris
Member of the Executive Committee, EADA Foundation

PILAR CONESA (5)

CEO, Anteverti
Member of the Academic Committee, the EADA Foundation

MARC GÓMEZ (8)

CEO del Grupo Salto Wecosystem
President of the Alumni & Fundraising Committee, EADA Foundation

AINHOA GRANDES (16)

President of the MACBA Foundation
President of the Committee for Impact, EADA Foundation

CARLES GRAU (11)

CEO & Founder of Grau Innovation Consulting
Member of the Committee for Impact, EADA Foundation

TOBÍAS MARTÍNEZ (15)

CEO / Board member / Leadership / Telecommunications
Member of the Executive Committee, EADA Foundation

JOSEP MARIA MARTORELL (13)

Partner at InvivoAI
Member of the Academic Committee, EADA Foundation

ALEXANDRA MITJANS (14)

NEW BOARD MEMBER
Director of Planet & Climate at Ashoka
Member of the Committee for Impact, EADA Foundation

CÉSAR MOLINS (1)

CEO, Ames Group Sintering
Member of the Alumni & Fundraising Committee, EADA Foundation

CARME MUR (6)

Founder, Mur & Partners
Member of the Alumni & Fundraising Committee, EADA Foundation

ALBERTO OJINAGA (7)

General director, Desigual
Member of the Executive Committee, EADA Foundation

LUIS PARDO CÉSPEDES (3)

CEO / Board member / NED * Leadership / Digitalization / ESG Sustainability
Member of the Academic Committee, EADA Foundation

MARTA REYNAL-QUEROL (9)

Research professor, ICREA Professor of Economics, UPF
Member of the Academic Committee, EADA Foundation

JOHN RIGAU (19)

Vice president and General Counsel of PepsiCo Western Europe
Member of the Executive Committee, EADA Foundation

MARIO ROVIROSA (17)

Member of the Committee for Impact, EADA Foundation

GUAYENTE SANMARTÍN (10)

Senior vice president and Division Head for Commercial Systems and Display Solutions at HP
Member of the Committee for Impact, EADA Foundation

PERE VALLÈS (18)

CEO, Exoticca
Member of the Executive Committee, EADA Foundation

SUSANA BLEIER (12)

Lawyer
Secretary of the Board of Trustees, EADA Foundation



EADA Committees

EXECUTIVE COMMITTEE

The Executive Committee of the Board of Trustees of the EADA Foundation comprises the President of the Board, the Dean (director general) and other board members who propose and supervise strategic projects for the institution which are later approved by the Board.

This committee fulfils a strategic role by taking key executive decisions and ensuring the effective implementation of the vision and mission of the EADA Foundation.

Its responsibilities include strategic planning, supervision of projects and programmes, as well as the efficient management of financial and human resources. The Executive Committee works closely with general management and other leadership teams to ensure coherence between the strategic objectives and the daily activities of the Foundation.

ACADEMIC COMMITTEE.

The Academic Committee at EADA Business School comprises members of the Board of Trustees of the EADA Foundation, the Dean (director general) and some members of the Steering Committee.

This committee oversees the academic quality of the training programmes on offer and guarantees compliance with the established academic standards and criteria. It ensures that the training programmes meet the highest levels of excellence and are aligned with the demands and trends of the business world.

ALUMNI & FUNDRAISING COMMITTEE

The Alumni and Fundraising committee of the Board of Trustees of the EADA Foundation comprises members of the Board of Trustees of the EADA Foundation, the Dean (director

general) and some members of the Steering Committee. This committee plays a key role in strengthening ties within the EADA Alumni Community. It aims to maintain a solid and long-lasting connection with EADA graduates by promoting collaboration, networking and experience-sharing among former students.

In the area of fundraising, the committee works to design strategies to raise funds through donations, sponsorship or other forms of financial support, to support the institution's initiatives and to expand the scholarship programme: "The EADA Fund for Positive Impact".

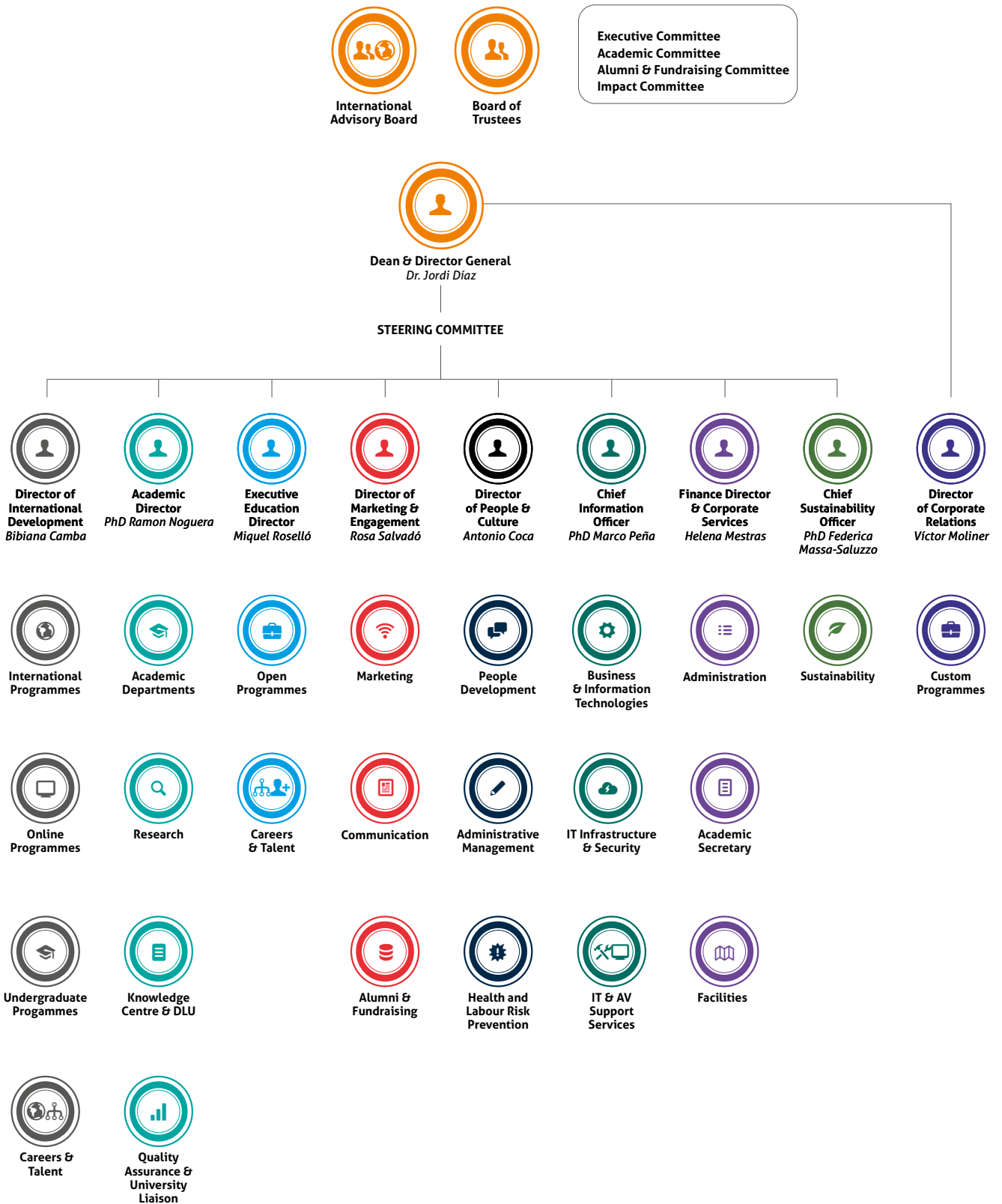
COMMITTEE FOR IMPACT

The Committee for Impact of the Board of Trustees of the EADA Foundation comprises members of the Board of Trustees of the EADA Foundation, the Dean (director general) and some members of the Steering Committee. It plays a crucial role in assessing and maximising the social and business impact of the institution's activities and programmes.

This committee focuses on measuring and improving the tangible and quantifiable results of the Foundation's initiatives, ensuring that they contribute effectively to sustainable development, social responsibility and societal progress. It also works to identify opportunities to generate a positive impact in the local community, in the business environment and in society in general, through strategic alliances, corporate social responsibility programmes, and initiatives that promote ethical and sustainable business practices.



The EADA team





STAFF

The EADA team comprises **174 professionals**, who represent the main asset of the institution. **Academic staff** make up **23.5% (41 people)** while the remaining **76.5% are general staff (133 people)**; a combination which guarantees academic excellence as well as efficient and people-oriented management.

There is a **balanced gender distribution** at the business school, with **55% women and 45% men** represented across both the academic and support service areas. With regards to age, the team reflects its **generational diversity**, with a large number of professionals between the ages of **30-45**, as well as a high number of people over the age of 46, which results in a combination of experience, knowledge and long-term vision.

The team also consists of **37 international members of staff**, which highlights the **global nature of the school**, as well as **137 national staff** members. Job stability is another notable feature of the EADA team, with **172 people on permanent contracts**, reflecting the institution's commitment to the development and continuity of its team.

The school's activity mainly takes place on the **two campuses in Barcelona**: **Campus 1, EADA's main campus on C/ Aragó** and **Campus 2 on C/Provença**, where the majority of our staff and faculty work. The third EADA campus is located in Collbató, which strengthens the school's operational reach in the region.

DISTRIBUTION OF STAFF & FACULTY

GENERAL STAFF	76.5%
FACULTY	23.5%
FACULTY STAFF	41
MEN	25
WOMEN	16
GENERAL STAFF	133
MEN	52
WOMEN	81
NATIONAL EMPLOYEES	137
INTERNATIONAL EMPLOYEES	37
CAMPUS EMPLOYEES BARCELONA	170
CAMPUS EMPLOYEES COLLBATÓ	4
EMPLOYEES WITH A PERMANENT CONTRACT	172
EMPLOYEES WITH A TEMPORARY CONTRACT	2
ABSENCE RATE	0.46%

3
NEW
PROFESSORS

34
PROFESSORS
HOLD A PHD

22
INTERNATIONAL
PROFESSORS

16
FEMALE
PROFESSORS

14
NATIONALITIES

226
ASSOCIATE
PROFESSORS

5
VISITING
PROFESSORS

4,46/5
OVERALL RATING OF
ALL DEPARTMENTS

TOTAL STAFF

174**55%**
WOMEN**45%**
MEN

AGE GROUP	WOMEN	MEN
21-29	5	15
30-45	39	22
46+	52	41

FULL-TIME FACULTY MEMBERS

18FACULTY MEMBERS
IN THE ACADEMIC
DEPARTMENT OF
STRATEGY, LEADERSHIP
AND PEOPLE**9**FACULTY MEMBERS
IN THE ACADEMIC
DEPARTMENT OF
FINANCE AND
MANAGEMENT
CONTROL**14**FACULTY MEMBERS
IN THE ACADEMIC
DEPARTMENT
OF MARKETING,
OPERATIONS AND
SUPPLY**41**TOTAL NUMBER OF
FACULTY MEMBERS

Commitment

OUR MODEL OF SUSTAINABLE LEADERSHIP

PEOPLE

- ▶ Cognitive complexity
- ▶ Developing relationships
- ▶ Mobilising diversity
- ▶ Managing complexity



IMPACT

- ▶ Generating transparency
- ▶ Creating value through innovation and sustainability
- ▶ Generating better jobs with more motivated employees
- ▶ Governance and responsible management

We understand sustainable leadership as the combination of professional skills development with a real commitment to human, social, environmental, economic and ethical sustainability, while at the same time promoting equal opportunities. This approach conceives leadership as a driver of positive impact which is capable of generating value beyond economic results.

Our model is based on an in-depth individual process that enables our participants to reflect on their individual purpose and align it with their organisation's strategy. Through the development of self-awareness, professionals can identify what motivates them and how they wish to contribute, moving towards more conscious, consistent and responsible styles of leadership. This process facilitates new ways of relating to stakeholders and making decisions that integrate both the long term and the common good.

At EADA, we firmly believe in the multiplier effect of this type of leadership. Professionals who receive their leadership training at EADA help to transform existing organisations and drive new business projects that are founded on purpose and sustainability. Sustainable leadership therefore becomes a key lever in the response to the current and future challenges facing society.

This model is aligned with the following Sustainable Development Goals: quality education (SDG 4), decent work and inclusive economic growth (SDG 8), gender equality (SDG 5), reduced inequalities (SDG 10), responsible innovation (SDG 9), sustainable cities and communities (SDG 11), responsible consumption and production (SDG 12) and partnerships to achieve the goals (SDG 17).

PRME
Principles for Responsible
Management Education

 **United Nations**
Global Compact

EADA's commitment to Corporate Responsibility initiatives are reflected in two main areas: the training it provides and the role it plays in society as an institution which promotes the six Principles for Responsible Management Education. As a measure of its compliance with these principles, EADA commits to communicating its progress with its stakeholders and exchange best practices with other academic institutions.

As a signatory to the Global Compact network in Spain, EADA also wishes to express its continuous support for the Global Compact and renews its commitment to the initiative and its principles for the next two years. This is demonstrated through the publication of its biannual commitment report.

OUR ENVIRONMENTAL COMMITMENT



ENERGY EFFICIENCY RATING
CAMPUS 1 **A**



WATER CONSUMPTION CAMPUS 1
2,513M³



ELECTRICITY CONSUMPTION
IN 20W LED LIGHTBULB
HOURS **22,003,450H**

CAMPUS 1
440,069KWH

CAMPUS 2
5,291KWH



TOTAL NUMBER OF PRINTED
PAGES **139,226**



SHEETS PRINTED IN B/W
80,945

SHEETS PRINTED IN COLOUR
58,281



TOTAL NO. OF SHEETS
110,142



CO₂ PRODUCED FROM
PRINTING **1,399KG**

Sustainability and transparency

EADA focuses its commitment to sustainability from a strategic, transversal and long-term perspective, which is integrated into the management, governance and mission of the institution. As a business school, EADA understands that its responsibility is not only limited to minimising its direct environmental footprint, but also extends to its influence on decision-making in companies, senior management teams and organisations, thereby multiplying its capacity to create positive impact in the economy and society.

From an operational perspective, the school maintains a responsible and rigorous control over its resources, using systematic monitoring of energy, water, materials and waste consumption, as well as measuring its carbon footprint. This approach to sustainability through monitoring and continual improvement means the school can gradually reduce its environmental impact on campus and integrate efficiency criteria into daily operations by establishing management practice based on data, evidence and transparency.

This rigorous approach is supported by a double materiality analysis which was carried out in accordance with the CSRD and European Sustainability Reporting Standards. This structured methodology focused on a context analysis, sector benchmarking, a review of international standards and active stakeholder participation. As a result, EADA has identified and prioritised those ESG issues which are most relevant to the school in order to provide a more accurate focus for its policies, objectives and action plans. This approach, which is still relatively uncommon in the education sector, improves the quality of decision-making and positions EADA at the forefront of ESG governance.

Sustainability is also articulated through its transversal organisational structure. EADA has set up a sustainability team, with representatives from different areas of the school, to act as a framework for coordinating and monitoring different initiatives and ensure that environmental and social objectives are integrated consistently across the organisation. In addition to facilitating a practical implementation of the school's strategy, the sustainability team promotes an internal culture of shared responsibility.

In the academic sphere, sustainability has been fully integrated into the curriculum and training activities. A large number of EADA programmes, subjects and applied projects include content on sustainable strategy, social impact, climate transition and responsible business models, which train participants to lead real transformation in their organisations. This integration is further reinforced by strategic partnerships with actors from the impact ecosystem, such as B Lab Spain, which connects the school with business networks focused on purpose and long-term value creation.

EADA has also set up the Sustainability Hub whose team of faculty experts in sustainability, strategy and impact foster applied research, innovation in teaching and collaborations with companies. The Hub not only generates knowledge but also actively contributes to guiding the strategic management of the institution. At the highest level of governance at EADA, the Impact Committee, which includes members of the board of trustees, also ensures an alignment between the school's ESG performance and long-term institutional decisions. This combined framework of operations, faculty and governance places sustainability at the very centre of decision-making at EADA.

In addition to internal operations, EADA has expanded its contribution to sustainability by working with actors of **systemic impact** such as **Barcelona +B**. This pioneering city-wide initiative creates partnerships between businesses, academic institutions, government bodies and civil society to accelerate the transition towards more sustainable economic models. In this project, EADA moves beyond its sphere of action to play a facilitating role to bring together actors from different sectors and promote collaboration, helping to transform the city's business and urban environment. This ability to generate collective change positions the school as an active agent of transformation in the region.

Our campuses also have a role in sustainability as real-life laboratories for learning, where students, faculty members and collaborating organisations can experiment with real solutions in energy efficiency, circular economy and responsible management. One example of this is *Bosque EADA*, a long-term tree-planting project which has been developed in collaboration with ReTree. This initiative focuses on more than just offsetting, but also regeneration by planting and maintaining native tree species and monitoring their social and environmental impact.

The project uses advanced technology such as AI, satellite monitoring and blockchain which guarantee traceability and transparency of the results, including indicators such as captured CO₂, soil restoration, rural employment and water efficiency. In this way, **Bosque EADA has become a space for applied learning and a tangible example of responsible leadership promoted by the institution within its academic community.**

EADA has achieved a sustainability model that combines operational efficiency, solid governance, curricular integration and the capacity to create external influence. This enables the business school to go beyond reducing its own impact and move towards actively contributing to transforming companies, regions and markets. An approach which is based on rigorous measurement, transparency and collective action to position the school among the educational institutions that address sustainability from a strategic, systemic and transformative perspective.

As founding partners of Bcn+B we have achieved the following in Barcelona and for Barcelona:

- › **167 organisations have collaborated** in the initiative to build a multi-sector ecosystem for the impact economy.
- › **More than 600 companies have participated** in activities which contribute to the transformation of businesses towards more sustainable models.
- › **Over 1,200 students have undergone training** or evaluation in sustainability competences via the "Be Ready for Now" test in collaboration with 25 education centres.
- › **More than 470 people have taken** part in training and awareness in impact measurement and management to boost real-life skills within organisations.
- › **More than 3,000 people have attended** different events and activities to expand awareness and widen the commitment to sustainability in the community.

EL BOSQUE EADA, IN NUMBERS



100

trees planted during the academic year 2024-5 in Tarragona (Santa Coloma de Queralt)



300

new trees to be planted during the current academic year in Teruel (Vértice del Frío), for students studying sustainability programmes at EADA



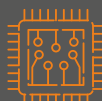
12

native species such as holm oaks, pomegranate, wild cherry and walnut trees



50

years of planned maintenance



03

types of technology used (AI + satellites + blockchain)



04

ESG indicators: soil restoration, captured CO₂, rural employment, water efficiency



Accreditations, Rankings & Ratings

EADA Business School has consolidated its international prestige in the latest international rankings of 2024 and 2025. According to the Financial Times, the school is ranked as one of the **30 best business schools in Europe (#30)** and stands out in the category of Executive Education for **Open programmes (#19 worldwide)** and **Custom programmes (#39)**. EADA's commitment to sustainability is also reflected in the Corporate Knights ranking where its MBA has moved up to **#22 worldwide** and occupies the **top position in Spain. (#1)**

In the category of Masters' programmes, the **International Master in Management** has reached #36 worldwide (with a 97% employability rate), while the **Master in Finance** has reached #35. The MBA programmes have also strengthened their competitiveness, with the **International MBA** in the Poets & Quants Top 50 and the Executive MBA at #99 worldwide. These achievements, backed by the **EQUIS, AMBA** and **AQU** accreditations, attest to the academic excellence of EADA and its capacity to train leaders who can generate a positive impact.

RANKINGS



FINANCIAL
TIMES

EUROPEAN BUSINESS SCHOOLS RANKING - DECEMBER 2025

#30 Best European Business Schools

MASTERS IN MANAGEMENT SEPTEMBER 2025

#36 in the world for Best Masters in
Management
97% employability after 3 months

MASTERS IN FINANCE PRE-EXPERIENCE JUNE 2025

#35 worldwide
95% international students

EXECUTIVE EDUCATION - OPEN AND CUSTOM PROGRAMMES MAY 2025

#19 worldwide for Open programmes
#39 worldwide for Custom programmes

MBA - FEBRUARY 2025

#100 worldwide
#3 in Spain for ESG & Net Zero
#8 worldwide for ESG & Net Zero

EXECUTIVE MBA OCTOBER 2024

#99 worldwide



POETS & QUANTS - TOP 50 INTERNATIONAL MBA - 2025

#36 worldwide (not including USA)



CORPORATE KNIGHTS - Better World MBA Ranking MBA - NOVEMBER 2025

#22 worldwide
#1 in Spain

EADA ranked among the best MBA
programmes for sustainability and the
gender and ethnic diversity of its faculty.



18th Edition EDUNIVERSAL Ranking 2025 Business School

#5 Palms of Excellence league



LINKEDIN - BEST MBA PROGRAMMES FOR CAREER GROWTH

#69 worldwide

Bloomberg Businessweek

EUROPEAN B-SCHOOLS RANKING SEPTEMBER 2024

#16 best Full-Time MBA in Europe
#7 for Learning

RATINGS



POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS - JUNIO 2024

EADA is ranked among the Best Business
Schools FOR the world in the category of
Transforming Schools (level 4).

ACCREDITATIONS



The European Foundation for
Management Development (EFMD)
awards the EQUIS accreditation. It
is a recognized accreditation body
which aims to raise the standards
in executive education around the
world.



The Association of MBAs (AMBA)
is the impartial authority on
postgraduate management education
worldwide. It aims to raise the quality
standards of executive education
and accredit MBA programmes in the
United Kingdom and Europe.



The Agency for the Quality of the
University System in Catalonia
(AQU Catalunya) is the main body
that promotes and evaluates the
quality of Catalan universities. AQU
Catalunya evaluates, accredits and
certifies the quality of universities
and higher education centres in
Catalonia (programmes, faculty,
centres and services).

EADA campuses

CAMPUS 1 ARAGÓ



Located in Barcelona, Campus Aragó - Campus 1 is the main centre of EADA operations in the city. Academic programmes, training activities, events and meetups take place in this modern and dynamic space which enriches the participants' EADA experience.

Fully refurbished in 2019, this state-of-the-art building covers 4,500 m² and 8 floors to combine advanced technology and sustainability. Its smart infrastructure includes classrooms, meeting rooms and an auditorium equipped with the latest digital tools to ensure a learning experience that adapts to in-person, online and hybrid formats.

CAMPUS 2 PROVENÇA



Campus 2 – Provença, located only a 5-minute walk from Campus 1, increases EADA's campus presence in Barcelona. Its privileged location in the heart of the city is easily accessible by public transport and close to all services which gives participants a fully immersive experience of urban life.

The new campus building shares architectural similarities with the building on calle Aragó. Its eight floors have recently been refurbished and the building has been awarded the LEED certification, which recognizes the school's commitment to sustainability. The building has efficient lighting and air conditioning systems, terraces with automatic irrigation and electric chargers in all parking spaces to promote environmentally friendly modes of transport.

CAMPUS 3 COLLBATÓ



Our Collbató campus is a residential training centre located 40km from Barcelona in the town of Collbató. Located in a natural landscape with views of the impressive Montserrat mountain, this unique setting offers the perfect environment for intensive learning and management training surrounded by nature and away from the stress of urban life.

The hotel complex has 113 rooms, a restaurant, meeting rooms, relaxation areas, and 15-hectares of woodland which includes an outdoor swimming pool and gym facilities. It is the perfect place for company meetings, conventions, team building and residential training programmes.

EADA VIRTUAL CAMPUS



The Virtual Campus offers participants access to a digital environment designed to complement their training. Participants can use this platform to access a wide range of specialised resources such as videos, articles, e-books, technical notes and interactive activities that help participants to prepare for the in-person sessions.

The Virtual Campus promotes collaborative learning via debate forums in asynchronous format which stimulate critical thinking and the sharing of experiences. In addition, the use of tools in collaborative activities helps participants to develop essential digital skills to help them respond to the current business environment.



**HOST YOUR NEXT
CORPORATE EVENT
ON ONE OF OUR
CAMPUSES**

Course offer 2025-2026

BACHELOR DEGREES

- > Bachelor in Business Administration | BBA | Global BBA - EADA-SKEMA
- > Double Degree Global BBA and Bachelor in Artificial Intelligence for Business
- > Double Degree: Global BBA and Business for Sustainability

INTERNATIONAL MASTERS & MBA

- > International MBA
- > Global Executive MBA Leadtech | EADA - École des Ponts
- > Master in Management
- > Master in Finance
- > Master in Sustainable Business & Innovation
- > Master in Marketing
- > Master in Pharmaceutical & Biotechnology Management
- > Master in Tourism & Hospitality Management
- > Master in Fintech & Business Analytics
- > Master in Artificial Intelligence for Business

EXECUTIVE EDUCATION

General Management and Leadership

- > Executive MBA
- > Senior Management Programme – PDG
- > Executive Leadership
- > Senior Management Programme in Sustainability
- > Postgraduate in Data Analytics
- > Senior Management Programme in Organisational Transformation **N**

Human Resources

- > Master in Human Resources Management
- > Postgraduate in Human Resources
- > Postgraduate in Human Resources Management **R**
- > Programme in HR Business Partner
- > People Experience, Projects and Agility for Human Resources **R**
- > HR Analytics **R**
- > AI and Digital Transformation in Human Resources **R**

Marketing

- > Master in Marketing and Commercial Management
- > Master in Pharmaceutical Marketing **R**
- > Postgraduate in Marketing - Product Manager
- > Postgraduate in Digital Marketing Management **R**
- > Programme in Commercial Management and Sales **R**
- > Market Access **R**
- > AI applied to Marketing
- > Master in Product Management and Digital Marketing **I**
- > Postgraduate in Retail Management Excellence **N**
- > Sales Coaching programme **N**

Finance

- > Master in Financial Management
- > Postgraduate in Finance: Financial Markets and Business Controller
- > Management Control & Reporting
- > Finance for Non-Finance Executives

Operations

- > Master in Operations and Supply Chain Management
- > Postgraduate in Project Management
- > Master in Project Management, Change management and Innovation **N**

DOCTORAL PROGRAM

- > Executive DBA

ONLINE PROGRAMMES

- > Online MBA EADA-UOC
- > Online Master in Management (in English)
- > Online Master in Sustainability and Business Innovation (in English)
- > Online Master in Artificial Intelligence for Digital Marketing (in English) **N**
- > Master in Innovation and Business Sustainability **N**
- > Online Master in Management **N**
- > Online Master in Marketing and Commercial Management

- > Online Master in Logistics, Operations and Supply Chain Management
- > Online Master in Financial Management
- > Online Master in Human Resources Management
- > Online Master in Business Analytics and Artificial Intelligence
- > Online Master in Project and Change Management
- > Online Master in Management and Digital Transformation in business
- > Online Master in FinTech and Financial Innovation
- > Online Postgraduate in Innovation and Business Sustainability
- > Online Postgraduate in Fintech
- > Online Postgraduate in Digital Transformation in business

EADAX

- > Portfolio Management
- > Purchasing and Procurement Management
- > PNL: 3 Letters to Achieve Magic in Communication
- > Agile Methodologies for Projects, Teams and Businesses
- > People Analytics
- > Circular Economy
- > Leadership for Project Teams
- > Artificial Intelligence as a Strategic Tool
- > Brand Building and Growing your Business in the Digital Era
- > High Impact Leadership
- > Generative AI in the business world

Summer School

- > Entrepreneurship & Design **N**
- > Sports Management **N**

Custom Programmes

- > Our custom training programmes strengthen the processes of development, transformation and improvement. They also promote processes of creativity and innovation in organisations.

New programmes

DURING THE ACADEMIC YEAR, EADA HAS LAUNCHED NEW PROGRAMMES WHICH FOCUS ON THE MOST RELEVANT AREAS FOR THE CURRENT BUSINESS WORLD.

SENIOR MANAGEMENT AND OPERATIONS RECEIVE A BOOST WITH NEW PROGRAMMES

EADA has expanded its Executive Education offer with four new programmes designed to train participants to lead change in complex business environments: for experienced professionals, the **Senior Management Programme in Organisational Transformation** and the **Master in Project Management, Change management and Innovation** address strategic agility while the **Sales Coaching** programme and the **Postgraduate in Retail Management Excellence** focus on critical business areas such as boosting sales performance and excellence in retail management.

These new programmes integrate EADA's practical learning methodology which focuses on 'learning by doing' and develops management skills in small groups. This pedagogical approach combines strategic vision with personal growth to ensure immediate knowledge transfer to their business environment. It also reaffirms EADA's commitment to train leaders to respond to challenges in the areas of sustainability and digital transformation from a humanistic perspective.



Senior Management Programme in Organisational Transformation



Master in Project Management, Change Management and Innovation



Sales Coaching programme



Postgraduate in Retail Management Excellence



ONLINE DIGITAL AND SUSTAINABLE LEADERSHIP PROGRAMMES

As a result of EADA's commitment to offering flexible and varied formats, the school has added three new programmes to its online portfolio which respond to global market trends. These include the **Online Master in Artificial Intelligence for Digital Marketing** which integrates disruptive technology into business strategy, the **International Master in Management** which offers participants a global perspective of leadership, and the **Master in Innovation and Business Sustainability** which trains professionals to create a positive and long-lasting impact in their organisations.



Online Master in Artificial Intelligence for Digital Marketing



International Master in Management



Master in Innovation and Business Sustainability



SUMMER SCHOOL: ENTREPRENEURSHIP & DESIGN AND SPORTS MANAGEMENT

For the July 2026 edition, EADA's **Summer Programmes** will focus on two specialisations: **Entrepreneurship & Design** and **Sports Management**, designed for young international students seeking an immersive experience in Barcelona's entrepreneurial ecosystem and sports industry. These intensive one-week programmes, taught entirely in English, provide participants with a user-centred mindset to create meaningful products and services, addressing key areas such as market analysis, segmentation and strategic positioning.

The methodology combines academic excellence with hands-on learning through company visits, expert talks and team-based activities. The programmes culminate in the development and presentation of an applied project, allowing students to obtain an academic transcript with recognition of 2 credits, which can be transferred to their home institutions. This initiative reaffirms EADA's commitment to developing young talent capable of transforming creative ideas into business growth strategies.



Summer Programmes



ENROLMENT NOW OPEN
FOR SUMMER 2026

New faculty members at EADA Business School

KNOWLEDGE WITH PURPOSE AND AN INTERNATIONAL FOCUS

At EADA Business School, we understand leadership as a combination of rigorous knowledge, global vision and commitment to society. This conviction has been strengthened with the addition of new academic faculty members with areas of expertise which are aligned with the main business challenges of today.



DOMENICO MECCA (PHD)

Domenico Mecca holds a PhD in Sustainability and Innovation Management from the Sant'Anna School of Advanced Studies (Italy) and an MSc in Environmental Engineering from the Polytechnic University of Turin. His research focuses on circular economy, sustainable innovation and measuring impact in supply chains.



WOJCIECH PRZYCHODZEN (PHD)

Wojciech Przychodzen holds a PhD in Economics from Kozminski University (Poland) and was a research fellow at Yale University. His solid academic background and international experience are the basis of his specialisation in corporate finance, corporate governance and financial sustainability.



ALICE MASCENA BARBOSA (PHD)

Alice Mascena Barbosa holds a PhD in Management from IESE Business School (Spain). She has a background in anthropology, marketing and management and her interdisciplinary approach is reflected in her research on sustainability, systemic change, social entrepreneurship and major global challenges.

GODOFREDO RAMIZO JR. (PHD)

Godofredo Ramizo Jr. holds a PhD from the University of Oxford, where he specialised in the socioeconomic impact of digital platforms and AI. His background in digital transformation and management of emerging technologies is backed by his international experience and studies in governance and development.



GIORGIA MIOTTO (PHD)

Giorgia Miotto holds a PhD in Advanced Communication from the Universitat Ramon Llull (Spain) and an Executive MBA from EADA Business School. Her academic research is focused on business ethics, organisational legitimacy and strategic communication.



YAGHOUB ABDI (PHD)

Yaghoub Abdi holds a PhD with an international distinction in Business Economics from the Universitat Rovira i Virgili (Spain). He has previous training in business economics and specialises in finance, accounting and advanced analysis for responsible decision-making.



**FIND OUT
MORE**



The diversity of backgrounds and experience represented by these new faculty members enriches the academic ecosystem at EADA and strengthens a learning experience based on critical thinking, global vision, and leadership with values.

The Sustainability HUB

The **Sustainability Hub** was set up in 2022 and has strengthened EADA's commitment to creating real impact in sustainability in the business environment. The Hub is made up of **13 PhD holders, researchers and professors** who specialise in areas such as circular economy, corporate social responsibility and climate change and has become a space for research, applied reflection and knowledge transfer to organisations.

To maximise its impact, EADA believes in the **multiplier effect of its community** which includes its faculty, staff, alumni, strategic partners and systems-change organisations. Within this ecosystem, EADA has set up collaborations with organisations including **Ashoka, B Lab Spain, AMEC, Higher Education for Good Foundation** and **Barcelona+B** and actively participates in initiatives such as **Treballem +B** and **Eduquem +B**, which was launched by Barcelona +B to make Barcelona a leading city in sustainability through education.

Sustainability is integrated transversally across all of EADA's programmes. During the 2024-25 academic year the school has organised **four open programmes with a specific focus on sustainability**: *Master in Sustainability and Business Innovation, Online Master in Sustainability and Business Innovation, the Online Master in Innovation and Sustainable Business and the Senior Management programme in Sustainability.* Our **MBA programmes** and **Executive Education** programmes also include specialisation tracks in social and environmental sustainability which will be rolled out to other programmes in the near future. This academic focus is also reflected in the **34 final master's projects** based on sustainability and the training courses EADA has organised for **seven In-Company clients**.

In the field of **research**, the Sustainability Hub has published 13 scientific papers on sustainability as well as a monograph specifically on this topic, which has contributed to academic debate and the generation of applied knowledge.

EADA students are involved in the **Sustainability Club**, which currently has **five champions** and has mobilised **170 participants** over **three events** organised throughout the year, such as the **1st Sustainability Summit**, which was designed as a meeting point between students, alumni and professionals from the area of sustainability and impact.

The Sustainability Hub has also promoted spaces for dialogue and community for managers, such as the **CSO Breakfast Club**, which is focused on creating an active network of leaders in sustainability. It has also developed key initiatives related to **governance and responsible management** such as conducting a **double materiality analysis**, improving **carbon footprint** calculations and setting up a **transversal team** trained in sustainability.

The Sustainability Hub has **integrated sustainability across the organisation** by providing training to faculty members in sustainable strategy and developing a **model of sustainable leadership** which aligns academic, institutional and partnership activity with current social and environmental challenges.



DISCOVER EADA'S
SUSTAINABILITY
HUB



34

FINAL MASTER'S PROJECTS
BASED ON ENVIRONMENTAL
AND SOCIAL SUSTAINABILITY

7

IN-COMPANY CLIENTS HAVE
RECEIVED TRAINING IN
SUSTAINABILITY

13

ARTICLES PUBLISHED ON
SUSTAINABILITY

1

MONOGRAPH FOCUSED ON
SUSTAINABILITY

ORGANISED EVENTS ON
SUSTAINABILITY

3

EVENTS

5

CHAMPIONS

170

ATTENDEES



Research

We firmly believe in rigorous and high-quality **academic research** which must also generate a positive and tangible impact in society. We are therefore committed to developing research applied to the business world, with the aim of transforming the knowledge generated by our faculty into a valuable and accessible resource for the whole community.

Research is a fundamental pillar of EADA's mission. It not only fosters innovation between our participants and main stakeholders, but also strengthens our positioning in a highly competitive global market. All academic departments play an active role in intellectual production at EADA by contributing ideas, studies and approaches that enrich our academic and practical activities.

Our commitment to the corporate world is a constant source of inspiration for our research centres. Working closely with companies enables us to identify the latest major challenges facing business leaders, and our researchers take on the challenge of addressing these issues with academic rigour to offer practical solutions which are aligned with the real needs of the market.

In this way, EADA reinforces its role as a bridge between academic knowledge and the business world by consolidating a value proposition which transforms our participants and contributes to the sustainable progress of society as a whole.

Here are some of the articles that have generated the greatest impact in 2024-5. They are published in international journals and indexed in the Academic Journal Guide:

TSVETKOV, N., PIERRAKIS, Y., ABDI, Y. (2025)

EXPLORING MANAGEMENT BUY-INS AND OPEN INNOVATION DYNAMICS: CURRENT TRENDS AND FUTURE DIRECTIONS. To appear in Management Decision.

<https://www.emerald.com/insight/content/doi/10.1108/md-06-2024-1397/full/html>

ABDI, Y., MOHAMMADI, M. (2025)

MODERATING ROLE OF STRATEGIC OWNERSHIP ON BOARD COMPOSITION AND ESG (ENVIRONMENTAL, SOCIAL, AND GOVERNANCE) PERFORMANCE IN GLOBAL AIRLINES: INSIGHTS FROM FULL-SERVICE AND LOW-COST CARRIERS. Strategic Change, 34: 277-303.

<https://doi.org/10.1002/jsc.2615>

GHAHEMIJALAL, R., SERRANO-FERNANDEZ, M. J., BOADA-CUERVA, M., SORA, B., ASSENS-SERRA, J., & BOADA-GRAU, J. (2024)

RELATIONSHIPS AMONG WORKAHOLISM, PERSONALITY, OBSESSIVE BELIEFS, AND ENTREPRENEURIAL MOTIVATION. Frontiers in Psychology, 15, 1503580.

<https://doi.org/10.3389/fpsyg.2024.1503580>

MACIP-SIMÓ, S., SERRANO-FERNÁNDEZ, M. J., BOADA-CUERVA, M., ASSENS-SERRA, J., & BOADA-GRAU, J. (2025)

PROFESSIONAL SKILLS IN PUBLIC EMPLOYEES. Revista Internacional De Organizaciones, (34).

https://www.revista-rio.org/index.php/revista_rio/article/view/464

CARENYS FUSTER, J. (2025)

LA EDUCACIÓN BASADA EN JUEGOS. UNA VISIÓN MULTIDISCIPLINAR. Encuentros Multidisciplinares/ Fundación Universidad Autónoma de Madrid, 79 (Enero-Abril).

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CARENYS FUSTER, J. (2025)

COMPETING TO LEARN: THE ROLE OF COMPETITION IN STUDENTS' FLOW, COGNITIVE LOAD, AND LEARNING GAINS IN GAME-BASED LEARNING. *International Journal of Learning, Teaching and Educational Research*, 24(5), 174-197.
<https://doi.org/10.26803/ijlter.24.5.9>

GABIRI, P., CARENYS FUSTER, J., BONET, J. (2025)

PRICING ESG INTO FIRM'S VALUE: EXOTIC BEVERAGES UNDER INVESTORS SCRUTINY. To appear in *Journal of the International Academy for Case Studies*, 31(2), 25.
<https://www.journal-of-the-international-academy-for-case-studies-home.html>

CARENYS FUSTER, J., SALES, X. (2025)

A CROSS-CULTURAL EVALUATION OF DIGITAL GAME-BASED LEARNING IN ACCOUNTING: THE EFFECT OF HOFSTEDÉ'S CULTURAL DIMENSIONS ON STUDENT'S MOTIVATION. To appear in *Journal of International Business Education*.

BAKER, C. R., COHANIER, B. (2025)

THE EMERGENCE OF BILLS OF EXCHANGE IN THE LATE MEDIEVAL AND EARLY MODERN PERIODS IN EUROPE. *Accounting History*, 30 (1).
<https://doi.org/10.1177/10323732251331978>

CUESTA, I., JACQUET, D., DIAZ MARTIN, J. (2025)

WHEN THE BOARD OF DIRECTORS IS CONFRONTED BY ACTIVIST SHAREHOLDERS: THE CASE OF DANONE GROUP. *International Journal of Teaching and Case Studies*, 15(2), 134-156.
<https://doi.org/10.1504/IJTCS.2025.145346>

DIAZ MARTIN, J; HARKIOLAKIS, T. (2025)

LARKAI HEALTHCARE: ENABLING AI IN DIAGNOSTICS AND MAKING HEALTHCARE ACCESSIBLE AND AFFORDABLE WITH DISRUPTIVE TECHNOLOGY. *International Journal of Teaching and Case Studies* 15(2).
<https://doi.org/10.1504/IJTCS.2025.10066627>

ESPOSITO, M., HALKIAS, D., DIAZ MARTIN, J., HARKIOLAKIS, T. (2025)

THE TRANSFORMATIVE IMPACT OF THE METAVERSE ON SUSTAINABILITY AND INNOVATIVE BUSINESS MODELS. To appear in *Thunderbird International Business Review* (special issue).

KALANGWA, A; KNOPPEN, D.E.F; BAK, O (2025)

THE PATH TO PERFORMANCE OF PUBLIC VERSUS PRIVATE HEALTHCARE SUPPLY CHAINS: CASE STUDY OF UGANDA. To appear in *Journal of Humanitarian Logistics and Supply Chain Management*.

SCHAËFER, K., KÄHKÖNEN, A.-K., LUZZINI, D. (2025)

TRACEABILITY IN MULTI-TIER SUPPLY CHAINS: INSIGHTS FROM FIVE CASE STUDIES. To appear in *Supply Chain Management: an International Journal*.

LUZZINI, D., PAGELL, M., DEVENIN VERA, V., MIEMCZYK, J., LONGONI, A., BANERJEE, B. (2024)

RETHINKING SUPPLY CHAIN MANAGEMENT IN A POST-GROWTH ERA. *Journal of Supply Chain Management*, 60(4).
<https://doi.org/10.1111/jscm.12332>

BANSAL, P., LEE, J. Y., MASCENA BARBOSA, A., RUEGGER, S., MILLER, E. M. (2025)

SUSTAINABLE DEVELOPMENT AT A TEMPORAL CROSSROADS: LEARNING FROM THE PAST WHILE FOCUSING ON THE FUTURE. *Journal of Business Research*, 190.
<https://doi.org/10.1016/j.jbusres.2025.115232>

HOLTSCHLAG, C., MORALES, C., MASUDA, A. D., REICHE, S. B. (2025)

THE DIVERSITY PARADOX: THE UNINTENDED CONSEQUENCES OF GENDER DIVERSITY ON GENDER PAY EQUITY. *Human Resource Management*.
<https://doi.org/10.1002/hrm.22308>

HERNÁNDEZ-PERLINES, F., BLANCO-GONZÁLEZ, A., MIOTTO, G. (2024)

INNOVATION IN FAMILY BUSINESSES: EXPLORING THE INFLUENCE OF ENTREPRENEURIAL ORIENTATION AND ABSORPTIVE CAPACITY ON INNOVATIVE CAPACITY. *Journal of Innovation and Knowledge*, 9(4), 100600.
<https://doi.org/10.1016/j.jik.2024.100600>

DÍAZ IGLESIAS, S; CACHÓN-RODRÍGUEZ, G; MIOTTO, G. (2025)

EFFECT OF SOCIAL PRESSURE AND TRUST ON ORGANIZATIONAL LEGITIMACY: A RETAILING SECTOR PERSPECTIVE, *Journal of Economy, Culture and Society*, 71, 57-72. <https://doi.org/10.26650/jecs2024-1553125>

BLANCO-GONZÁLEZ, A., CACHÓN-RODRÍGUEZ, G., DÍEZ-MARTÍN, F., MIOTTO, G. (2025)

ANTECEDENTS AND CONSEQUENCES OF ANXIETY: THE RELEVANCE OF PERCEIVED LEGITIMACY. *International Journal of Innovation and Sustainable Development*. 19(4), 389-408.
<https://doi.org/10.1504/IJISD.2023.10058367>

FRANCO, D., PERÁN, J., SEGURA SALINAS, J. (2024)

NEW INSIGHTS INTO THE COMBINED EFFECT OF DISPERSAL AND LOCAL DYNAMICS IN A TWO-PATCH POPULATION MODEL. *Journal of Theoretical Biology*, 595, 111972.
<https://doi.org/10.1016/j.jtbi.2024.111942>

REURIK, F. N., SEGURA SALINAS, J., HILKER, F. M. (2025)

CONNECTIVITY, CONSERVATION AND CATCH: UNDERSTANDING THE EFFECTS OF DISPERSAL BETWEEN HARVESTED AND PROTECTED PATCHES. *Theoretical Population Biology*, 163, 91-105.
<https://doi.org/10.1016/j.tpb.2025.03.005>

Reports & Studies

WAGE REPORT 2007-2024



This study, produced by ICSA Grupo® in collaboration with EADA Business School, analysed salary data of over 80,000 employees from the beginning of the financial crisis in 2007 to August 2024. It charts the evolution of average salaries in the three main categories of senior management, middle management and employees in relation to the cost of living and GDP and compares them according to sector, autonomous community and company size.



DOWNLOAD
THE FULL
REPORT



FROM VALUES-BASED LEADERSHIP TO HOLISTIC IMPACT



The shift in the business paradigm boosts models such as conscious capitalism, B-Corp and sustainability. These approaches promote ethical and sustainable companies that value human and environmental development over profits, positioning them as agents of positive change in society.



DOWNLOAD
THE FULL
REPORT

Data 2024-2025

GENDER PAY GAP AND THE QUOTA OF FEMALE PRESENCE IN MANAGEMENT IN SPAIN 2025



This annual study analyses the evolution of the gender pay gap and the percentage of women in management positions. With up-to-date figures from February 2025 and salary data from over 80,000 employees, the report analyses and compares female salaries across the three categories (senior managers, middle managers and employees) with those of their male counterparts and highlights the gender pay gap.



DOWNLOAD
THE FULL
REPORT



REPORT ON THE DIGITAL COMPETENCE OF MANAGERS IN SPAIN 2025



The 4th edition of this study analyses the evolution of digital maturity and skills of managers in Spain following a decade of digital transformation. It assesses management skills in digital leadership and the integration of technology such as AI or Blockchain into organisational strategy. The report also identifies strengths and weaknesses in the adoption of technology and measures the real impact of digitalisation on service efficiency and innovation in the post-pandemic environment.



DOWNLOAD
THE FULL
REPORT



THE IMPACT OF THE MENOPAUSE IN THE SPANISH WORKPLACE 2025

This study investigates the impact of menopause in the workplace and finds that, although 93.5% of women experience symptoms, only 5% of companies offer specific support. In spite of this, 71% of women continue to maintain a high level of professional commitment. It also reveals that 53% of women have never discussed this issue at work and that the most highly valued measures are flexible working hours, information workshops and teleworking, as well as a positive correlation between female leadership and organisational resilience.

PRESENTATION OF THE STUDY ON THE IMPACT OF THE MENOPAUSE IN THE PARLIAMENT OF CATALONIA

EADA appeared before the Committee of Equality and Feminism in the Parliament of Catalonia to present the findings from its study on "The Impact of the Menopause in the Spanish Workplace 2025". The report was presented by its author Aline Masuda, PhD, who is a professor and researcher at EADA.

This presentation is a clear sign of EADA's commitment to applied research and knowledge generation to promote more equitable and sustainable workplaces.



International Partners

EADA continues to set up partnerships with major universities around the world:

ARGENTINA

- > Universidad del CEMA (UCEMA). Buenos Aires

BRAZIL

- > ESPM Escola Superior de Propagando e Marketing. Sao Paulo

CHINA

- > Tongji University School of Economics and Management. Shanghai
- > SKEMA Business School. Suzhou
- > National Chengchi University College of Commerce. Taipei

EGYPT

- > The American University in Cairo (AUC). Cairo

FRANCE

- > Audencia Nantes School of Management. Nantes
- > EDHEC Business School. Nice & Lille
- > IAE Aix-Marseille Graduate School of Management. Aix-en-Provence
- > SKEMA Business School. Sophia, Paris, Lille

GERMANY

- > European Business School (EBS). Östrich-Winkel
- > Handelshochschule Leipzig Graduate School of Management (HHL). Leipzig
- > Mannheim Business School. Mannheim

INDIA

- > Indian Institute of Management Bangalore (IIMB). Bangalore
- > Indian School of Management (ISB)

ITALY

- > MIP Politecnico di Milano - School of Management. Milan

JAPAN

- > Graduate School of Management, Kyoto University
- > The NUCB Graduate School (NGS). Nagoya

MEXICO

- > Instituto Tecnológico y de Estudios Superiores de Monterrey -ITESM-EGADE. Mexico city
- > Universidad Anáhuac México Norte. Mexico D.F.
- > Instituto Tecnológico Autónomo de México (ITAM). Mexico City

NETHERLANDS

- > Rotterdam School of Management Erasmus University. Rotterdam

NORWAY

- > BI Norwegian Business School. Oslo

PERU

- > CENTRUM Católica, Pontificia Universidad Católica del Perú. Lima

SOUTH AFRICA

- > University of Stellenbosch Business School. Cape Town

SWEDEN

- > Linköping Universitet. Linköping

THAILAND

- > Asian Institute of Technology School of Management (AIT). Pathumthan

UNITED KINGDOM

- > Aston Business School. Birmingham

UNITED STATES

- > Warrington College of Business University of Florida (UF). Florida
- > SKEMA Business School. Raleigh,
- > The Graziadio School of Business & Management at Pepperdine University. Malibu
- > The International Business School of Brandeis University. Boston

EXCHANGE PROGRAMMES

16

PARTNER INSTITUTIONS FOR EXCHANGE PROGRAMMES

17

EADA GRADUATES CHOSE AN EXCHANGE PROGRAMME AT PARTNER INSTITUTIONS

14

EXCHANGE PARTICIPANTS AT EADA DURING THE ACADEMIC YEAR

13

PARTNER INSTITUTIONS WHICH SENT THEIR PARTICIPANTS TO EADA DURING THE ACADEMIC YEAR

% PERCENTAGE OF EXCHANGE STUDENTS

64.30%

EUROPE

21.40%

USA

14.30%

ASIA



EADA Corporate training programmes

At EADA, we strive to integrate our training programmes and applied research into the strategic development of our partner companies. We offer them comprehensive solutions to strengthen change and improvement processes by fostering creativity and innovation within their organisations.

EADA Corporate offers more than just ready-made solutions to its in-company clients. Instead, we actively listen to our clients' needs and use this information to work with them to develop the most effective solution. This problem-solving approach drives us to seek imaginative and innovative solutions to offer maximum satisfaction to our clients.

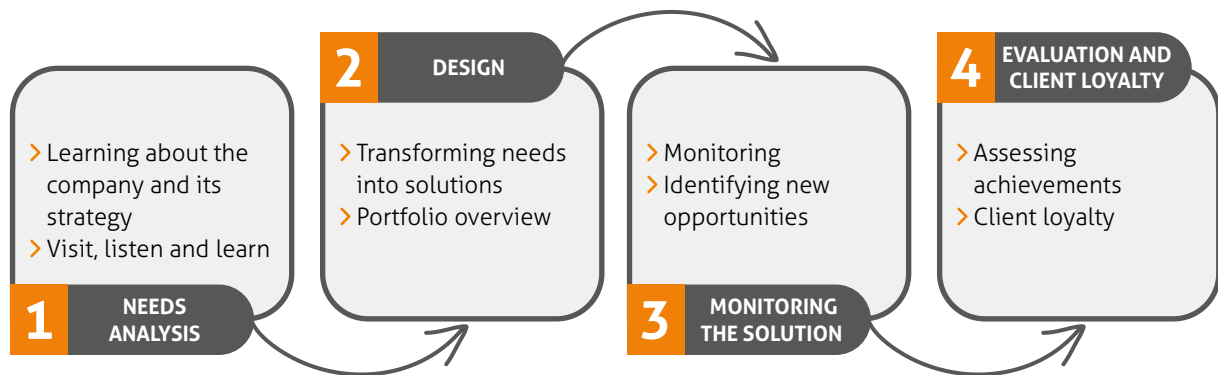
EADA's strategic approach to business, which moves beyond the simple concept of service provider towards a relationship based on partnership, generates a multiplier effect, both in terms of its geographical scope and the size and range of projects.

The corporate strategy at EADA is therefore designed to be integrated into the client's core business and meet their strategic needs for professional development at national and international level.

Over the last year, EADA has worked to attract two main types of clients as it continues to widen its international scope:

These include large Spanish companies and multinationals based in Spain, the majority of which have a high international profile: **Alcampo-Auchan, Bonpreu, Bunzl, CaixaBank, ICS, Idiada, Tous and Volkswagen**

Domestic and foreign multinationals with international projects involving employees from different countries: **Bayer, Cellnex, Cuzco, GFT, Sanoma, Sura and UPL**



THESE COMPANIES HAVE ENTRUSTED EADA WITH THEIR TRAINING NEEDS





2,865

HOURS OF TRAINING
COMPLETED

2,378

PARTICIPANTS



71

PARTICIPATING COMPANIES

32

PARTICIPATING COMPANIES
(PREVIOUS CONTACT)

39

PARTICIPATING COMPANIES
(NEW CONTACT)

4.57/5

OVERALL SATISFACTION
RATING

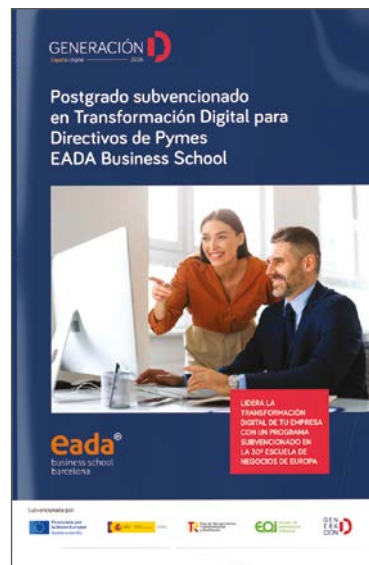
**Corporate
Relations
Strategy:
'From service
providers to
partners and
companies'**

DIGITAL TRANSFORMATION PROGRAMME FOR SME MANAGERS

Launched by the Secretary of State for Digitisation and Artificial Intelligence (SEDIA), from the **Ministry for Digital Transformation** and Civil Service, and financed by the EU's Next Generation fund, this programme forms part of the National Plan for Digital Skills and Spain's Recovery and Resilience Plan.

After winning the public tender, EADA was awarded a contract to train **1,000 managers** from small and medium enterprises (SMEs) of between 10-250 employees.

More than 50 professors and 30 tutors have been involved in this programme, which includes **136 hours of training** and **10 hours of personalised tutoring** so that participants can develop a Digital Transformation Plan for their company.



Since the programme was launched in 2023-24, EADA has organised **42 editions** of the course (5,712 hours of training), which have mainly taken place on its Barcelona campus. However, editions of this programme have also been held in **11 locations** around Catalonia, with the involvement of local business associations and chambers of commerce.

More than **650 companies** have taken part in the initiative, 40% of which have over 50 employees and an average turnover of more than 10 million euros.

The programme, which concludes in May 2026, has generated a turnover of **€2,340,000** and a **4.29/5** satisfaction rating from participants.



8

EDITIONS OF THIS
COURSE INITIATED

20

EDITIONS
COMPLETED

203

ENROLLED
PARTICIPANTS

944

HOURS OF IN PERSON
TRAINING

1,190

HOURS OF ONLINE
TRAINING

84

BUSINESS PLANS
CREATED



EADA Alumni Circular Community

A GLOBAL COMUNIDAD THAT CONNECTS, SUPPORTS AND CREATES IMPACT

The EADA Alumni community was set up in 1987 with a clear purpose: keep the connection alive between the school and those who have been part of it. Since that time, more than **120,000 professionals from around 90 countries** have passed through our doors. Today, **more than 20,000 alumni** are still actively connected with the school and **1,700 are already connected via our alumni community app**, which generates networking, knowledge and opportunities.

In 2024, EADA Alumni went a step further to create the **EADA Alumni Circular Community**: a new concept which reflects the profound belief that **EADA continues beyond your graduation**. Learning, personal connections and impact are consolidated and amplified over time as a result of the commitment of this vibrant and diverse community.

It is a community designed for today's world

The EADA Alumni Circular Community is based on a **survey of 600 alumni from around the world**, which enabled us to redefine priorities and expectations. The result is an **inclusive, decentralised, dynamic, adaptable community that gives back**. It also strengthens EADA's role as a business school committed to talent development, responsible leadership and creating positive impact.

Stay connected: a multichannel community

Engage with the EADA Alumni community through a variety of communication channels:

- > **Website:** <https://www.eada.edu/es/alumni>
- > **Email:** remember to activate your eada.net account or update your details here (update form)
- > **Alumni app**, the place to find direct links to alumni (with over 1,700 active profiles)
- > **Online and in-person meetups:** afterworks, meetups and special events, with up to **120 annual activities** (in-person, hybrid or online) in Barcelona and other locations.

Why should you join the EADA Alumni Circular Community?

Joining the EADA Alumni Circular Community means you can:

- > Stay informed and actively participate in all initiatives.
- > Connect directly with other alumni through the app's directory.
- > Access quality business content and up-to-date knowledge.
- > Consult databases and key information for professional development.
- > Take on an active role within the community: become a country ambassador, sector facilitator, event speaker or a collaborator in new initiatives.

ALUMNI AMBASSADORS: BREAKING DOWN BORDERS

Our alumni ambassadors are key to strengthening the global nature of the community. EADA currently has 6 ambassadors around the world and the network continues to grow, promoting local initiatives and connecting the business school with its global community of alumni.



Andrés Rubiano. Colombia
International MBA 2006-2007
CEO of eki



Inês Marques. Portugal
Master in Management 2014-2015
Founder & CEO of Pointer5



Christoph Stamm Germany
Master in Management 2014-2015
Deputy director Video Business
Development at BILD



Stephanie Hoyle. Peru
International MBA 2017-2018
Marketing director at Laboratoria



Remigio Allegrozzi. Italy
Master in Management 2005-2006
Commercial director at Puig



Juliana Ospina. Chile
International MBA 2014-2015
Senior director at COMPITE

AN ACADEMIC YEAR 2024-2025 FULL OF ACTIVITY

It has been an especially busy year for our alumni community:

- > **International meetups in 11 countries**, which brought together over **300** alumni to consolidate a dynamic and connected global network.



EADA Alumni Meetup Berlin 2025



EADA Alumni Meetup Costa Rica 2025



EADA Alumni Meetup Panama 2025



EADA Alumni Meetup Paris 2025

- > **More than 900 alumni signed up for our 7 in-person and hybrid afterworks**, in Spanish and English, focused on knowledge and professional growth.



Alumni Afterwork - The art of influence



Alumni Afterwork - Psychological Safety



Alumni Afterwork - The new EADA

- > **2 editions of the Online Advanced Project**, an exclusive programme for our alumni, taught by professor **Olga Moreno**, in which **20 professionals** strengthen their competences through project management simulations.

- > **Cohort anniversary meetups in Barcelona**, attended by **65** alumni from different cohorts, which included academic sessions, reunions and visits to the renovated Campus 2 in an especially memorable atmosphere.



20th Anniversary International MBA - Cohort 2005



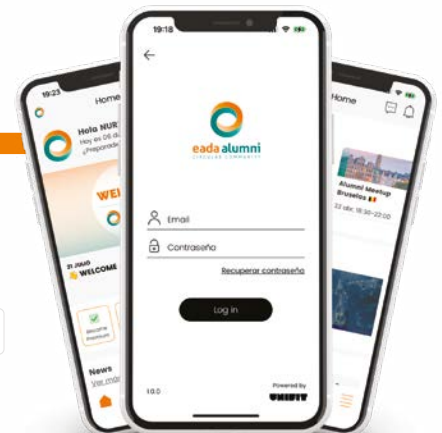
10th Anniversary - Cohort 2014-2015

- > On the **Alumni app**, **196 news items** were published, **200 notifications** were sent, and **20 topic-based and/or location-based groups** were created, which promoted networking and participation.

The **EADA Alumni Circular Community continues to grow** as a space for networking, continuous learning and shared impact, where connections are transformed into an experience that evolves throughout your professional life.

SIGN UP AND CONNECT WITH OVER 1,700 ALUMNI!

Download the APP and enjoy a wide range of membership benefits when you join the **EADA Alumni Circular Community**



The EADA Fund for Positive Impact



INVESTING IN TALENT TO CREATE A POSITIVE IMPACT

For over a decade, the **EADA Business School Foundation** has promoted an ambitious scholarship programme with a clear objective: **facilitate access to world-class business training to talented professionals on a national and international level**, regardless of their financial situation. This is a firm commitment to the development of responsible leadership and the transformative power of education.

This commitment is articulated through The EADA Fund for Positive Impact, a fund which directs support from private donors, collaborative entities and the EADA Foundation to support future leaders with a vocation for impact.

EADA FULL SCHOLARSHIPS: BARRIER-FREE ACCESS TO EDUCATION

The **EADA Full Scholarship** programme was officially launched in 2018 with the aim of raising funds to enable professionals from around the world to access programmes focused on entrepreneurship, leadership, and business management so they can generate a positive impact from within their organisations and communities.

As a result of the continued support from private donors and the direct commitment of the EADA Foundation, every year talented individuals with a strong potential for transformational success gain access to high-quality training programmes.

For the programmes which take place in Barcelona, this support is widened to include residential scholarships which cover the recipient's accommodation costs, thanks to the generous support of EADA's residential partners.

PARTNERS WITH IMPACT



Livensa Living

Every year EADA's residential partner, Livensa Living, hosts the recipients of the **Larson-Torras and Dr. Martin Rahe scholarships**. Its commitment to international talent and inclusive access to education is a key pillar of the scholarship programme.



The Social Hub Foundation

The Social Hub Foundation collaborates with EADA to facilitate access to accommodation for the recipients of the **Sustainability Changemaker scholarship**, which is aimed at professionals with a vocation for social transformation in disadvantaged communities.

Other collaborating entities

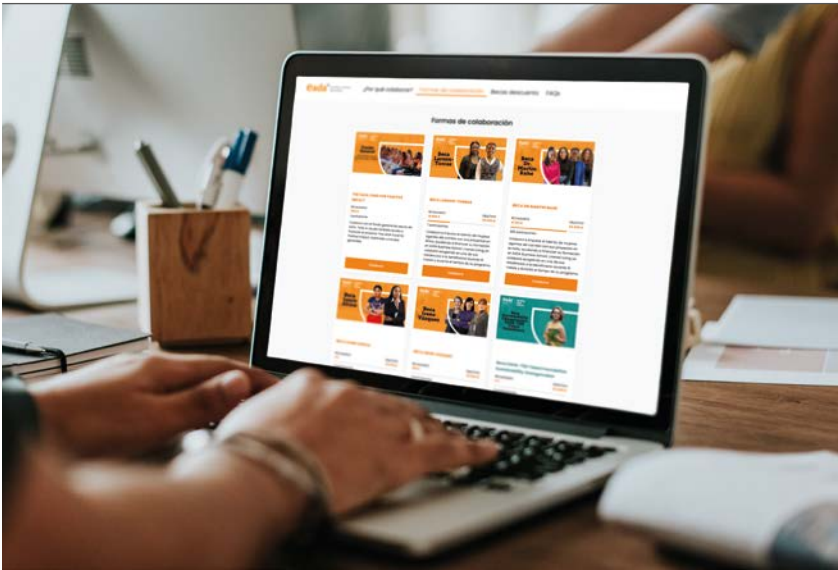
Women for Africa

This organisation collaborates in specific calls for scholarships for talented women in Africa.



Fundació Catalunya Cultura





EADA'S SOLIDARITY WITH THOSE AFFECTED BY THE FLOODS IN VALENCIA

In 2024, EADA Business School and the EADA Foundation joined forces with the Spanish Red Cross to launch an initiative to raise funds for the communities affected by the devastating floods in Valencia.

This move of solidarity mobilised the entire EADA community including **alumni, participants, collaborating entities, faculty and staff** with the aim of providing **immediate and direct support** to the affected communities. In the days immediately following the disaster, the EADA Foundation worked with NGOs and experts in Valencia to identify urgent needs and guarantee an efficient response.

As a result of this collaboration with the **Spanish Red Cross**, the Regional Red Cross Committee was able to allocate these funds exclusively to **emergency assistance**, which maximised their reach and impact.

Full scholarships awarded in 2024-2025

- > Larson-Torras scholarship
- > Dr. Martin-Rahe scholarship
- > Learn Africa scholarship
- > Irene Vázquez scholarship
- > EADA – TSH Talent Foundation Sustainability Changemaker

Partial scholarships awarded in 24-25

- > Scholarship for women
- > Senior scholarship
- > Entrepreneurship scholarship
- > Scholarship for persons with disabilities
- > Third sector scholarship
- > EADA Foundation scholarship
- > Talent scholarship
- > Travel scholarships
- > Elite sports person scholarship



WOULD YOU LIKE TO SUPPORT US? BECOME A DONOR HERE: [GIVING.EADA.EDU/](https://giving.eada.edu/)



FIND OUT MORE ABOUT OUR PARTIAL SCHOLARSHIPS

ECONOMIC IMPACT OF THE SCHOLARSHIP PROGRAMME

€95,000

DIRECT CONTRIBUTION FROM THE EADA FOUNDATION SCHOLARSHIP FUND

€25,000

AVERAGE ANNUAL CONTRIBUTION BY RESIDENTIAL PARTNERS



Cruz Roja Española





Careers & Talent

EADA has strengthened its commitment to its participants in the area of professional development and career growth with its **Careers & Talent team**, who offer ongoing and personalised support focused on improving employability and facilitating entry to domestic and international job markets.

CAREER GUIDANCE SESSIONS

During the 2024-2025 academic year, the Careers & Talent team held **236 career coaching sessions** with EADA participants from the Executive Education programmes, which were focused on defining career goals, making career decisions and preparing for recruitment processes. The team also held **429 international one-on-one sessions** which were tailored to each profile and professional context to provide individualised support.

TRAINING ACTIVITIES AND EVENTS

During the same period, there has been an intensive rollout of activities aimed at developing key skills for employability. The **workshops and organised activities** received an **average satisfaction rating of 9.6/10**

from participants, which shows how they valued the quality of the content and speakers.

JOBSITE AND PROFESSIONAL OPPORTUNITIES

EADA Careers has also published **44,632 jobs** from a wide range of companies and sectors, consolidating its role as a key gateway between talent and companies. **Sixty-three of these job offers were exclusively published for the EADA community** which highlights the differential value of the EADA network.

Thanks to ongoing collaboration with companies, recruiters and professionals from the business world, EADA continues to position itself as a **leading partner in talent development**, supporting its participants throughout their professional career and aligning training, employability and impact



236

CAREER COACHING SESSIONS FOR EXECUTIVE EDUCATION



429

ONE-ON-ONE CAREER COACHING SESSIONS FOR INTERNATIONAL PROGRAMMES



63

EXCLUSIVE EVENTS FOR EADA



44,632

NUMBER OF JOBS ADVERTISED



9.6/10

AVERAGE SATISFACTION RATING FOR WORKSHOPS

Knowledge & Information Centre

THE KNOWLEDGE & INFORMATION CENTRE (KIC) CONTINUES TO BE A KEY PROVIDER OF SPECIALIST KNOWLEDGE AND SUPPORT BY ADAPTING TO THE TRAINING NEEDS OF THE EADA COMMUNITY AND THE DIGITAL ENVIRONMENT.

During the **2024-2025 academic year**, **361 hours** were dedicated to the resolution of 610 queries. This **personalised service** was mainly aimed at **participants (77%)**, **faculty members (12%)** and **alumni (5%)**. It is supported by **35 areas for reading and consulting documentation**, which facilitate access to physical and digital resources.

In the area of training, the KIC has carried out **288 hours of training with participants** to help them improve their resource search skills for academic and business information. The centre also organised **48 one-to-one training sessions with faculty members** to help them achieve maximum efficiency from resources and improve their impact in the classrooms.

Access to digital content continues to be one of the central pillars of the KIC. Throughout the academic year, the **most downloaded eBooks** have focused on key areas such as accounting, economics, history, artificial intelligence and systemic thinking, including titles such as *Intermediate Accounting* and *Principles of Economics*, which reflects the alignment of

resources with the academic and research needs of the school.

The KIC also managed **1,689 new sets of training materials**, in addition to the **19,997** sets currently available in the **1,601 Virtual Classrooms** at EADA. These actions help to consolidate a digital ecosystem which facilitates learning and continuous access to content.

The **satisfaction** ratings also maintain a positive trend with the KIC services achieving an **average score of 8.88**, **rising to 9.04 upon programme completion**. However, the area in which the KIC performed most highly was for **helping users to search for information** with an **average rating of 9.72**, which reflects the quality, usefulness and personalised nature of the service.

Overall, the Knowledge & Information Centre has reaffirmed its role as a **leader in knowledge management and academic support** and an important factor in the EADA training experience, aligning itself with the demands of an increasingly global and digital environment focused on excellence.



DISCOVER OUR
**Knowledge & Information
Centre (KIC) at EADA**

<https://youtu.be/mYqOz0iSmKc>



+ de 3,000

HOURS DEDICATED TO OFFERING USERS A 100% PERSONALISED SERVICE

625

QUERIES RESOLVED RELATED TO INDUSTRIES, COMPANIES AND OTHER BUSINESS RELATED TOPICS

84

ONE-TO-ONE TRAINING SESSIONS FOR NEW FACULTY MEMBERS REGARDING TEACHING RESOURCES AT EADA

245

HOURS OF SPECIALISED TRAINING IN INFORMATION RESOURCES FOR PARTICIPANTS OF DIFFERENT PROGRAMMES

75%

OF QUERIES FROM PARTICIPANTS; 20% FROM FACULTY AND 5% FROM ALUMNI

7,760

EBOOKS DOWNLOADED FROM THE KIC DIGITAL LIBRARY

24,268

TOTAL AMOUNT OF SUBJECT MATERIAL AVAILABLE TO PARTICIPANTS VIA THE VIRTUAL CLASSROOM

2,173

TOTAL AMOUNT OF UPDATED TRAINING MATERIALS UPLOADED TO VIRTUAL CLASSROOMS

1,598

VIRTUAL CLASSROOMS CREATED WHERE PARTICIPANTS CAN FIND SUBJECT MATERIAL AND ACTIVITIES

9.59

AVERAGE SATISFACTION RATING: QUERY SEARCHES

8.94

AVERAGE SATISFACTION RATING: END OF PROGRAMME (KIC)

8.98

OVERALL SATISFACTION RATING OF KIC SERVICES AND RESOURCES (SOURCE: KIC SATISFACTION SURVEY)

Top 2025 at EADA



MOST VIEWED VIDEOS

- **Paris International Immersion Week - Skema | EADA Business School**

<https://youtu.be/6hWHYJW-G1A>



- **International Masters Closing Ceremony 2025 | Highlights from Four Programmes – EADA Business School**

<https://youtu.be/yJyjnXNYTCg>

- **Best Master's in Finance Worldwide - 100% Employability | EADA Business School**

<https://youtu.be/xOVHBcphy8M>



MOST LISTENED TO PODCASTS

- **The importance of connections in the professional world**

https://www.ivoox.com/the-importance-of-connections-in-the-professional-world-audios-mp3_rf_161193705_1.html

- **La importancia de empleabilidad**

https://www.ivoox.com/importancia-empleabilidad-parte-2-audios-mp3_rf_159313561_amp_1.html

- **Why people-centred leadership matters in times of change?**

https://open.spotify.com/episode/6WAAJ9g4g5d-J3Abc6Cm4SG?si=dEtayZGtS_qHd7mdAxYfeg



MOST READ ARTICLES

- **La Vanguardia. Franc Ponti, "Leadership and business management"**

<https://www.lavanguardia.com/economia/20250909/11035362/taylor-business-swift.html>

- **Oneconomía. Jordi Díaz, "Innovation and disruption"**

https://www.elnacional.cat/oneconomia/es/opinion/agentes-inteligencia-artificial-tecnosiedad-dilemas_1340407_102.html

- **Via Empresa. Aline Masuda, "Gender equality in the workplace"**

https://www.viaempresa.cat/es/opinion/elexperto/paradoja-diversidad-mujeres-equidad_2215772_102.html



POSTS WITH MOST INTERACTIONS

- **Closing Ceremony | International Masters 2025**

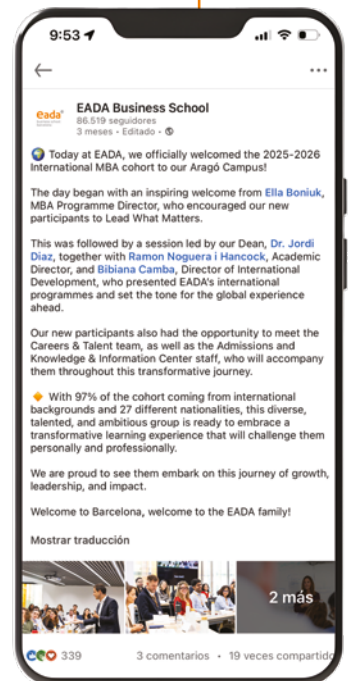
<https://www.linkedin.com/feed/update/urn:li:ug-cPost:7351326884607029248/>
Interactions: 361 | Impressions: 11.840 | Shares: 19

- **Today at EADA, we officially welcomed the 2025-2026 International MBA cohort to our Aragón Campus!**

<https://www.linkedin.com/feed/update/urn:li:ug-cPost:7376947380996161536/>
Interactions: 341 | Impressions: 15.332 | Shares: 19

- **EADA Annual Meeting 2025**

<https://www.linkedin.com/feed/update/urn:li:ug-cPost:7321618124452036608/>
Interactions: 283 | Impressions: 11.735 | Shares: 11



Visibility



EMAIL CAMPAIGNS
290



NO. OF REQUESTS FOR PROGRAMME INFORMATION
20,508



WEBSITE VISITS
603,429



WEBSITE USERS
484,040



VIDEOS CREATED
167



QUIZ DOWNLOADS
2



YOUTUBE VIEWS
171,434



AULA 22 PODCASTS
16



POSTS ON NATIONAL BLOG
10



POSTS ON INTERNATIONAL BLOG
30



POSTS ON SOCIAL NETWORKS
1,350



WEBSITE NEWS ARTICLES
22



FOLLOWERS ON SOCIAL NETWORKS
139,705



GROWTH MAGAZINE
2



DOWNLOADS OF GROWTH MAGAZINE
157



EVENTS ORGANISED
152



WEBINARS
44



REGISTRATIONS FOR EVENTS (webinars, information sessions, among others)
7,000



EMAIL IMPACTS
1,137,691



REPORTS DOWNLOADED
596

FOLLOWERS ON EADA SOCIAL NETWORKS



2 Profiles
21,216 Followers



2 Profiles
1,700 Followers



1 Profile
87,000 Members



Alumni
7,000 Members



1 Chanel
6,421 Members



3 Profiles
15,611 Members



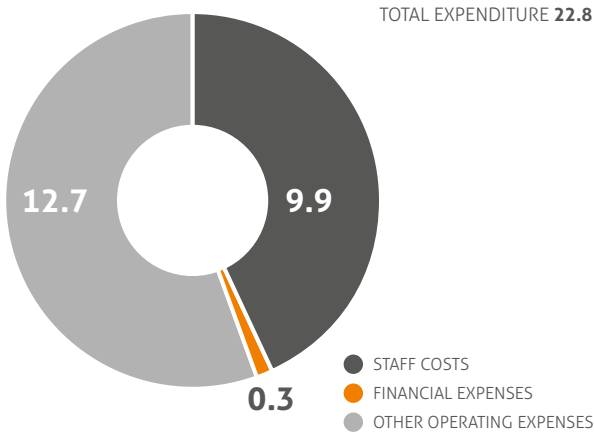
1 Profile
757 Members

UNIVERSE
139,705 Followers

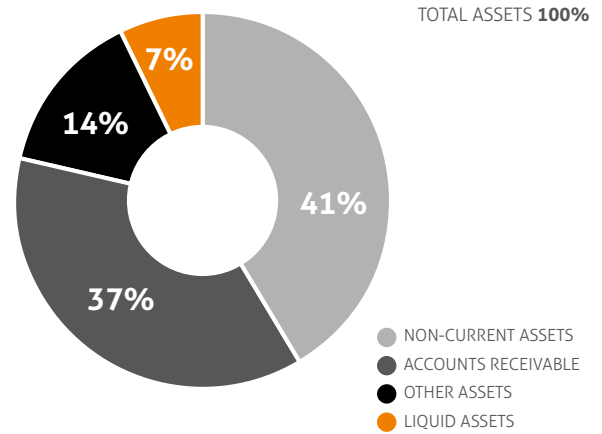


Financial data

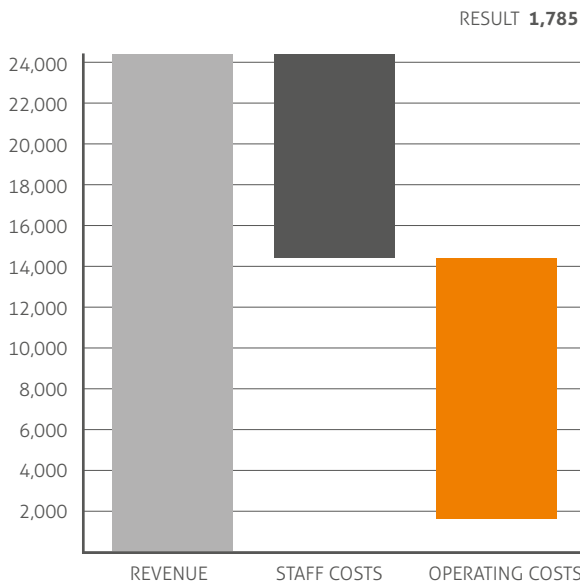
BREAKDOWN OF EXPENDITURE (€ MILLIONS)



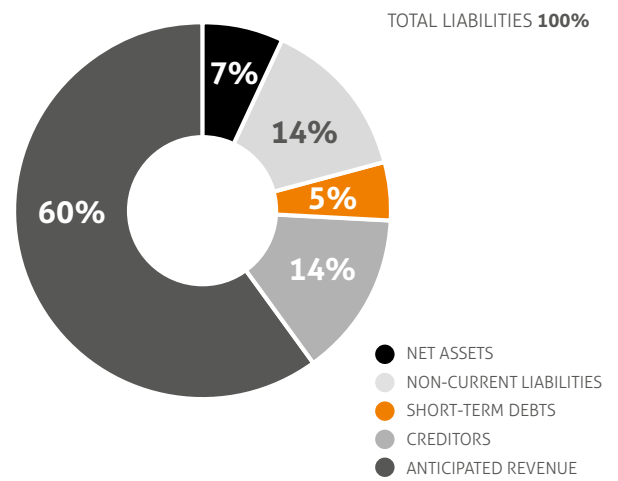
ASSETS



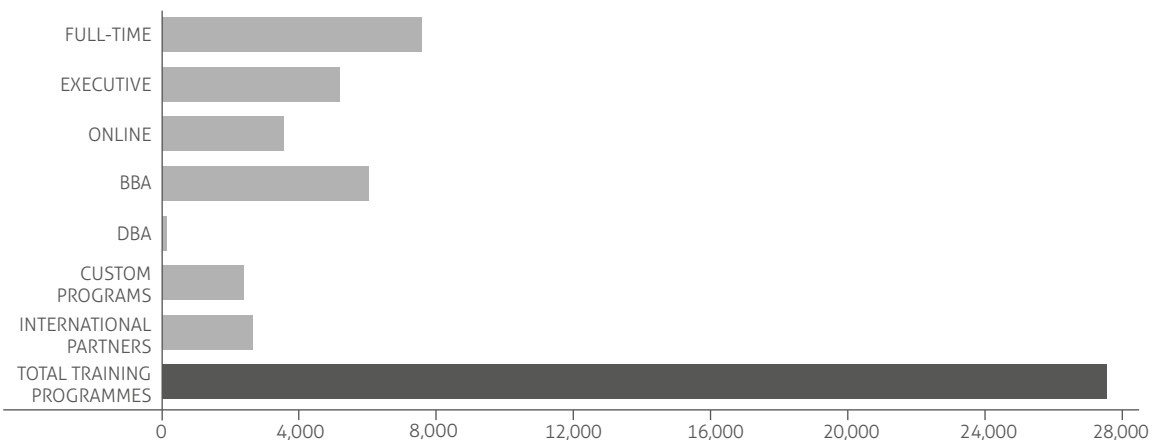
OPERATING RESULT (€ THOUSANDS)



LIABILITIES



BREAKDOWN OF GROSS SALES REVENUE: TRAINING PROGRAMMES (€ THOUSANDS)



Thank you to all the companies, organisations and media outlets for your support during 2024-2025

CSO DAY
2025

Chief Sustainability Officers

eam | eada
2025 | annual meeting

ZF | CONSORCI
barcelona
ZONA FRANCA

P el Periódico

DIRSE



SKILLS4IMPACT

roman reputation
matters

VIAempresa

europastry
We are baker



PEPSICO

cram
**** l'hotel



las muns
THE HEART-MADE EMPANADA

Smybox

The EADA Fund for
Positive Impact



LIVENSALIVING



f (FUNDACIÓ
CATALUNYA
CULTURA)



**TSH
TALENT
FOUNDATION**

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+ Cruz Roja Española

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