

ABOUT THE AUTHOR

Andreas Kaplan has more than a decade of leadership experience in the higher education sector. He consecutively served as Rector and Dean of ESCP Business School in Berlin and Paris. Previously, he served as Provost and Dean of Academic Affairs overseeing approximately 6,000 students and supervising nearly 30 degree programs ranging from undergraduate, Master's, and (Executive) MBA, to the School's PhD programs.

Kaplan completed most of his studies and engaged in his professional career alternating between France and Germany. A European at heart, he moreover has resided and worked in Austria, Italy, Portugal, Spain, and the United Kingdom. He is board member of the German-French Economic Circle, part of the prestigious society of leadership fellows of St. George's House – Windsor Castle, as well as a founding member of the European Center for Digital Competitiveness.

Professor Kaplan's research focuses on analyzing the digital world, in particular the areas of artificial intelligence and social media. With several seminal articles and more than 30,000 citations on Google Scholar, Professor Kaplan has been ranked among the top 50 business and management authors worldwide by John Wiley & Sons. Furthermore, a widely covered Stanford study classified Kaplan among the world's most-cited and impactful scientists. Kaplan has teaching experience in top-tier institutions, among them Harvard, Sciences Po Paris, and Tsinghua University.

Regularly serving as keynote speaker and presenter at academic and nonacademic conferences and events, Kaplan's work has been featured in various national and international press and media outlets such as the *California Management Review*, the *Financial Times*, the *Harvard Business Review*, *France*, *La Tribune*, *La Repubblica*, *Süddeutsche Zeitung*, and *die Zeit*. His advisory and consultant activities for a variety of corporations and organizations surround the aforementioned topics.

Professor Kaplan earned his Habilitation at the Sorbonne and his Doctorate at the University of Cologne. He holds an MPA from the École Nationale d'Administration (ENA, Class of République), an MSc from ESCP Business School, and a BSc from Ludwig Maximilian University of Munich. Additionally, Kaplan was visiting PhD at INSEAD and participated in the International Teachers Programme (ITP) at Northwestern University's Kellogg School of Management.