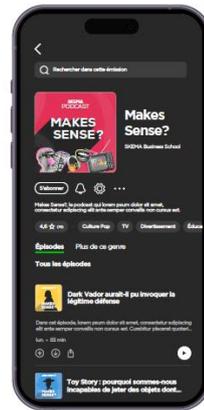


PRESS RELEASE

SKEMA launches its institutional podcast "Makes Sense?"



Paris, 15 May 2023. Unique, educational and in tune with the times... SKEMA Business School is launching its institutional podcast titled "Makes Sense?" – a leap into pop culture to explore social issues.

While the aim is to make the scientific knowledge and expertise produced by its communities even more accessible, SKEMA also intends, through this new podcast, to engage in direct and playful conversations between the academic world and the general public: students, business professionals, and those who are simply curious and have a thirst for knowledge.

The name "**Makes Sense?**" stands for "it makes sense", referring to SKEMA's primary mission: to share knowledge. It is also a contraction of the well-known sentence "Does it make sense? - with experts, particularly from the academic world, being the most qualified to provide reliable scientific insight.

Why did we choose pop culture? Because it makes illustrating a complex subject very easy. From management to law, from marketing to finance, professors and experts of the SKEMA community will shed light on societal issues in the light of an element of pop culture that brings us all together: a film, an event, a work of art, a trend, a superhero... or a supervillain.

Episode 1: Darth Vader and self-defence

The first episode of the podcast is already available on all audio streaming platforms such as Amazon Music, Apple Podcasts, Deezer, Spotify... It features the expertise of a SKEMA law professor in an offbeat way with pop culture references including sound effects, music and excerpts from the film.

This first episode asks the question **'Could Darth Vader have invoked self-defence?'**

This is THE question that nobody has EVER asked. To answer it, Kevin Erkeletyan plays the devil's advocate and interviews Olivier Lasmoles, professor of law at SKEMA, ESDHEM programme director and author of the book "Le Droit pénal fait son cinéma" (LexisNexis).

In just 15 minutes, through an iconic scene from Star Wars, they shed light on the concept of self-defence, which is often the subject of debate.

The second episode of "Makes Sense?" will be released next month, **titled "Toy Story and the objects we can't bear to part with"** with H  l  ne Cherrier, marketing professor at SKEMA.

Telling serious stories in an offbeat way

SKEMA's Marketing & Communications department and the Research Development department are leading the "Makes Sense?" project, along with the podcast design agency Calliop   and journalist Kevin Erkeletyan. An initiator of the podcast and in charge of the educational promotion of the faculty's work within SKEMA, he will be one of the presenters.

"By creating the Makes Sense? podcast, we are mobilising pop culture, which is a mirror of our society, to engage in conversation with SKEMA's academic experts and discuss social issues. Providing keys to reading, debating, and looking ahead invites us to rediscover the works that mark our era," explains Fabien Seraidarian, director of Research & Knowledge Transfer at SKEMA Business School.

"We designed Makes Sense? with two objectives in mind: to produce quality information and to forge links with audiences who do not necessarily know us. The podcast is thus a new lever for SKEMA's image and reputation," concludes C  dric B  dini, SKEMA's director of Marketing and Communications.

Access the podcast : <https://podcast.ausha.co/makes-sense>
Download the video shoot : <https://www.youtube.com/watch?v=5rRPgQTs5Hk>

About SKEMA Business School

With 10,000 students of 130+ nationalities and 54,000 graduates across 145 countries, SKEMA Business School is a global school which, through its research, its 70+ teaching programmes and its international multi-site structure, trains and educates the talents needed by 21st century companies. The school is now present in six countries: three campuses in France (Lille, Sophia Antipolis, Paris), three in China (Suzhou, Shanghai, Nanjing), one in the United States (Raleigh), one in Brazil (Belo Horizonte) and one in South Africa (Stellenbosch - Cape Town), as well as a resource and artificial intelligence research centre in Montreal, Canada. The faculty counts 190 professors divided into three academies (Globalisation, Innovation, and Digitalisation). The Research department has five centres that represent the main aspects of management. Please visit www.skema.edu for more information.

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