



## Responsible Management Education Research Conference

### *The Future of Responsible Management Education*

A Forum for On-going Research on the Manifold Initiatives Undertaken to  
Implement PRME in Business Teaching for the Future We Want

## *Welcome to the inaugural RMER conference*

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***Dear Conference Guests,***

On behalf of the PRME Chapter DACH, we are delighted to welcome you to the inaugural Responsible Management Education Research Conference entitled *The Future of Responsible Management Education*.

This conference is an extraordinary opportunity to exchange ideas and experiences about the manifold initiatives and measures undertaken to implement PRME in business teaching for the future we want. While giving you the chance to network in a global environment, the conference will also advance your personal and professional skills.

You will be part of an open dialogue on topics like poverty reduction and social business, anti-corruption and business integrity, sustainable economic growth, sustainability in food and agriculture, green economy and sustainable innovation as well as systems thinking, service-learning, and curriculum change.

The conference will be rounded off by a unique networking event, giving you the chance to experience the charming hospitality of Switzerland's oldest city, nestled in the Rhine valley and surrounded by magnificent scenery.

***We are pleased to welcome you in Chur and to this conference.***

***Sincerely,***



**Lutz E. Schlange**

Speaker, PRME chapter DACH  
Chair, RMER conference



## Conference Program

Wed 29 <sup>th</sup>	Event		Location
19:30	Welcome Reception		B12
Thu 30 <sup>th</sup>	Event	Speakers	Location
08:00	Registration and Coffee		Calvensaal 1+2
09:00	<b>Welcome &amp; Introduction</b>	<b>Jürg Kessler</b> Rector, University of Applied Sciences HTW Chur <b>Lutz E. Schlange</b> Speaker, PRME chapter DACH <b>Jonas Haertle</b> Head, PRME Secretariat	Calvensaal 1+2
09:20	Keynote <b>Business Education within Planetary Boundaries</b>	<b>Ernst Ulrich von Weizsäcker</b>	Calvensaal 1+2
09:50	Poster Session		Calvensaal 1+2
10:20	Networking Coffee break		Calvensaal Cafeteria
10:50	Keynote <b>Rationality, Responsibility, and Responsible Management Education</b>	<b>Gerhard Minnameier</b> Chair for Business Ethics and Business Education, Goethe- Universität, Frankfurt am Main	Calvensaal 1+2
11:15	Keynote <b>Management Education for Sustainability in Business Practice</b>	<b>Gabi Hildesheimer</b> former CEO, Swiss Sustainable Business Network	Calvensaal 1+2
11:40	Keynote <b>Educating Responsible Managers for the Financial Services Industry</b>	<b>Christian Kobler</b> President, Forma Futura Invest AG	Calvensaal 1+2
12:00	Keynote Panel		Calvensaal 1+2
12:30	Networking Lunch		B12

**13:45 Thematic Sessions I**

<b>IA. Research: Advancing the Discussion on Responsible Management, Sustainable Development, and Poverty Alleviation</b>	Chair: Milenko Gudić Co-Chairs: Al Rosenblom & Carol Parkes	Calvensaal
<b>IB. Research: Anti-corruption as a Challenge for Business Practice</b>	Chair: Christian Hauser	Calvensaal
<b>IC. Sustainable Innovation &amp; Cleantech</b>	Chair: Reinhard Altenburger	Calvensaal
<b>ID. Sustainability &amp; Responsibility in Food &amp; Agriculture</b>	Chair: Werner Hediger	Calvensaal
<b>IE. Systems Thinking and Responsible Management Education</b>	Chair: Tobias Luthe Co-Chairs: Michael von Kutzschenbach & Patty Kluytmans	Calvensaal
<b>IF. Extending Corporate Social Responsibility to Public Administration</b>	Chair: Paolo D'Anselmi	B12

**15:00 Parallel Workshops**

<b>A. Student Clubs as Practical Element of Responsible Management Education</b>	Chair: Alexander Bernhard	Calvensaal 1
<b>B. PRME Anti-Corruption Toolkit as a Practical Resource for Curriculum Change</b>	Chair: Ruth Nieffer	Calvensaal 2

**16:00 Networking Coffee Break**

**16:15 Thematic Sessions II**

<b>IIA. Teaching: Creating Student Experiences that Integrate Poverty with Responsible Management</b>	Chair: Milenko Gudić Co-Chairs: Al Rosenblom, Carol Parkes	Calvensaal
<b>IIB. Managerial Sense-making of Business Integrity</b>	Chair: Christian Hauser	Calvensaal
<b>IIC. Sustainable Development and Economic Growth</b>	Co-Chairs: Rudi Kurz & Fred Luks	Calvensaal
<b>IID. Innovation Ethics &amp; Responsible Innovation</b>	Chair: Ganesh Nathan	Calvensaal
<b>IIE. Curriculum Change for Responsible Management Education</b>	Chair: Ivan Nikitin	Calvensaal
<b>IIF. Towards a Human Centered Paradigm in Executive Education</b>	Chair: Ernst von Kimakowitz Co-Chair: Wolfgang Amann	B12

<b>17:30</b>	<b>Creating a Vision for Responsible Management Education</b>		<b>B12</b>
	<b>Responsible Leadership Education in Transition</b>	<b>Elke Fein</b> Director, Institute for Integral Studies	<b>B12</b>
	<b>The Future CSR-Strategy of the Swiss Government and the Role of Responsible Management Education</b>	<b>Alex Kunze</b> Senior CSR advisor, Federal Department of Economic Affairs	
	<b>Integrating Sustainability into Faculties of Management and Economics – An Outlook</b>	<b>Alexander Barkawi</b> Director, Council on Economic Policies; President, oikos Foundation	<b>B12</b>
<b>18:10</b>	Closing Panel <b>What have we Learned for the Future of Responsible Management Education?</b>		<b>B12</b>
<b>18:30</b>	Networking event		<b>B12</b>
<b>20:30</b>	Dinner		<b>Kleinwaldegg</b>

## Conference Chair



**Lutz E. Schlange**, professor of entrepreneurial marketing at the University of Applied Sciences HTW Chur, Switzerland, where he is initiator and academic head of PRME and co-initiated the regional chapter DACH, now serving as its speaker. Lectures and publications about corporate responsibility, futures studies, marketing and entrepreneurship, ecological management and energy economics. Current research interests include entrepreneurial behavior, sustainability entrepreneurship, CR and organizational learning, and energy transitions. Extensive consulting practice as member of the board of The Centre for Futures Research, St. Gallen. Graduated from University of Cologne, Germany, HEC Paris and ESADE Business School, he received his PhD in economics and business administration from the University of St. Gallen.

## Moderation



**Connie Voigt** is a founding director of the Interculturalcenter.com GmbH, Berlin-Potsdam, an ICF accredited executive coach, professional mediator (BMEV) and facilitator. She is a partner of Insideout Global Executive Coaching and lectures at University of Applied Sciences Northwestern Switzerland and HTW Chur as well as Freie Universität Berlin. Prior to that she was a TV news and documentary producer for major European channels, chief reporter for Moneycab, and head of global corporate communications for Gate Gourmet International. Connie is a book author and doctoral candidate at the Institute for Intercultural Business Communication at Friedrich Schiller Universität Jena.

## *About PRME and PRME chapter DACH*

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The PRME initiative is the first organized relationship between the United Nations and business schools. Launched at the 2007 UN Global Compact Leader's Summit in Geneva, the Principles of PRME provide an engagement framework based on universal values and the goal to inspire and champion responsible management education, research, and thought leadership globally.

The six principles were developed by an international task force of sixty deans, university presidents and official representatives of leading business schools and academic institutions under coordination of the UN Global Compact Office.

The PRME initiative serves as a framework for systemic change for business schools and management-related institutions, based on three distinctive characteristics of the initiative – engaging in a process of continuous improvement, reporting progress to stakeholders, and fostering a vibrant learning network.

The initiative currently counts over 560 active academic institutions from 80 countries, with 33% of participants based in Western Europe.

PRME Chapters are regional platforms within a particular geographic context, performing an important role in rooting PRME within different national, regional, cultural and linguistic contexts, and facilitating the growth and engagement of PRME with respect to implementing the Six Principles.

The following higher education institutions are part of the founding group of the PRME DACH Chapter:

- Pforzheim University, Germany
- MCI Management Center Innsbruck, Austria
- University of Applied Sciences HTW Chur, Switzerland
- Goethe University Frankfurt am Main, Germany
- GGS Heilbronn, German Graduate School of Management & Law, Germany
- WU Wien, Austria - Vienna University of Economics & Business
- Hochschule der Medien, Germany – Steinbeis University Berlin
- IUBH School of Business and Management, Germany
- TU Dresden – IHI Zittau, Germany
- Ostbayerische Technische Hochschule Amberg-Weiden (OTH), Germany
- Educatis Foundation /Educatis University Organisation, Germany
- IMC University of Applied Sciences Krems, Austria
- Reutlingen University, Germany
- Frankfurt School of Finance & Management, Germany
- University of Tuebingen – Global Ethics Institute, Germany

## *Morning Keynotes (09:00, Calvensaal)*

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- **Topic: *Business Education within Planetary Boundaries***



**Ernst Ulrich von Weizsäcker**, professor of environmental science and management. He served as the policy director at the United Nations Centre for Science and Technology for Development, director of the Institute for European Environmental Policy, and president of the Wuppertal Institute for Climate, Environment, and Energy. He is a member of the Club of Rome, a global think tank devoted to improving society, and he served on the World Commission on the Social Dimensions of Globalization. Author of influential books on environment, including *Earth Politics* and *Factor Four: Doubling Wealth, Halving Resource Use*.

- **Topic: *Rationality, Responsibility, and Responsible Management Education***



**Gerhard Minnameier**, professor of business ethics and business education at Goethe-University of Frankfurt/Main, is concerned with individual moral development, situation-specific moral judgment and responsibility in the domain of business and economics. His focus is also on behavioral economics, rational choice theory, and an inferential approach to learning and applying moral concepts as well as general knowledge, based on the inferences of abduction, deduction, and induction. He graduated at the University of Erlangen-Nuremberg and received his PhD and habilitation in business and economics education at the University of Mainz.

- **Topic: *Management Education for Sustainability in Business Practice***



**Gabi Hildesheimer**, graduated in biology from University of Zurich and worked as an assistant to the training class in visual design at the former School of Applied Arts Zurich. She has been in environmental consulting for more than ten years, where she advised Expo 02 and Zurich airport, among others. From 1997 to summer 2014, she was director of öbu Swiss Sustainable Business Network supporting Swiss companies on their way to implementing sustainable business management. Gabi Hildesheimer is a president of the board of EcoRenova AG, board member of Umweltarena, and a member of the Advisory Board of the EAWAG Swiss Aquatic Research Institute.

- **Topic: *Educating Responsible Managers for the Financial Services Industry***



**Christian Kobler**, Chairman of the Board, Chief Financial Officer, and founding partner of Forma Futura Invest AG, an independent asset management firm with a focus on sustainable investments. Forma Futura serves asset management mandates from private charitable foundations and pension funds who invest responsibly and in addition to the financial return pursue social and environmental goals. He has a degree in business administration from University of St. Gallen and has more than 25 years of professional experience in various technical and management positions in the finance, consulting, project management and IT industries.

## *Afternoon Sessions I (13:45, Calvensaal and B12)*

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- **Topic 1st session: *Advancing the Discussion on Responsible Management, Sustainable Development, and Poverty Alleviation***
- **Topic 2nd session: *Creating Student Experiences that Integrate Poverty with Responsible Management***



**Chair: Milenko Gudić**, Director of CEEMAN's IMTA (International Management Teachers Academy) since its establishment in 2000. He worked as a consultant, researcher, and lecturer at the Economics Institute, Belgrade, Serbia; visiting lecturer at Faculty of Economics, University of Montenegro, and a frequent guest speaker in over 30 countries. He has been engaged as a consultant to OECD, UNDP, UNIDO, etc, including on entrepreneurship, regional, rural and public management development projects. Involved in CEEMAN's international research and educational leadership capacity building projects.

He was Program Chair of EURAM 2008. Since 2008 he has been co-coordinating the UN Global Compact PRME Working Group on Fighting Poverty through Management Education. Co-edited the book "Socially Responsive Organization and the Challenge of Poverty" (Greenleaf Publishing, 2014).



**Co-Chair: Carol Parkes** is Director of Social Responsibility & Sustainability at Aston University Business School and leads the MSc in Social Responsibility & Sustainability. Her business and academic background is in human resource management, ethics and responsibility. Carole has been key driver for Aston's early and active involvement with the United Nations Principles of Responsible Management Education (PRME) and Aston is now a PRME Champion School. Carole is also Vice Chair of the UK & Ireland PRME Chapter. Locally, Carole works with business and community groups. Her research interests and publications relate to ethics, social responsibility and sustainability and in particular human

rights, poverty and the role of business. Recently Co-edited the book "Socially Responsive Organization and the Challenge of Poverty" (Greenleaf Publishing, 2014).



**Co-Chair: Al Rosenbloom**, PhD professor of marketing and international business at Dominican University, River Forest, Illinois. Al has 20 years of teaching experience in international marketing and international business. Al's research interests include marketing in subsistence market environments, how business combine poverty alleviation efforts with sound corporate practice and the challenge of integrating poverty issues into the management curriculum. In his teaching, he draws on his experiences both as the owner of his own marketing consulting practice and as a Fulbright Scholar, who has taught in Nepal and Bulgaria. Al has his PhD from Loyola University, Chicago. Recently Co-edited the book "Socially Responsive Organization and the Challenge of Poverty" (Greenleaf

Publishing, 2014).



- **Topic 1st session: *Anti-corruption as a Challenge for Business Practice***
- **Topic 2nd session: *Managerial Sense-making of Business Integrity***



**Chair: Christian Hauser** is a professor of business economics and international management at the University of Applied Sciences HTW Chur. During his Latin American studies at the Universities of Cologne/Germany, Lisbon/Portugal, and Fortaleza/Brazil he became co-founding member of the advisory board of the junior enterprise Connosco, Cologne, and co-founded the Cologne Latin America Symposium (CLAS). He earned his doctorate in economics on foreign trade promotion schemes from University of Cologne at its faculty of management, economics, and social studies, followed by a postdoctoral research at the Institute for SME Research (IfM) Bonn. At the Swiss Institute for Entrepreneurship at HTW

Chur his topics include international entrepreneurship, SME and private sector development, CR and business integrity. In 2013, he was awarded a scholarship by the BMW Foundation to participate in the social entrepreneurship program of Bookbridge. Memberships include the topical platform Ethics of the Swiss Academy of Engineering Sciences (SATW) and the PRME working group on Anti-Corruption.

- **Topic 1st session: *Sustainable Innovation & Cleantech***



**Chair: Reinhard Altenburger**, professor of strategic management, sustainable management and CSR at the Department of Business IMC University of Applied Sciences Krams. Core research field “CSR and Innovation” in large companies and SMEs. Special interest in the development of sustainable business models, open innovation processes and the connection of social responsibility and corporate strategy. Several years of experience as project manager and expert in the areas of strategy, business planning and innovation management in the banking industry and in consulting. Lectures and presentations at international conferences in Europe, USA, and Asia. Author/editor of six books and numerous articles.

- **Topic 1st session: *Sustainability & Responsibility in Food & Agriculture***



**Chair: Werner Hediger** is professor of economics and head of the Center for Economic Policy Research at the HTW Chur, as well as a university lecturer for resource and environmental economics at ETH Zurich. His main research is related to issues of sustainability and sustainable development, the management of natural resources and the environment, and CSR. He holds a doctoral degree in economics from the University of Zurich, was Visiting Fellow at the Australian National University in Canberra, Australia, and acted as a contributing author to the Second Assessment Report of the Intergovernmental Panel on Climate Change (IPCC). In his professional career, he worked in various fields of

energy, resource and environmental economics at the Paul-Scherrer-Institute in Würenlingen, Switzerland, the Institute of Agricultural Economics at ETH Zurich, the Center for Corporate Responsibility and Sustainability at the University of Zurich and the Swiss College of Agriculture, where he also headed the master’s degree program in Life Sciences.

- **Topic 1st session: *Systems Thinking and Responsible Management Education***



**Chair: Tobias Luthe**, professor of sustainability science and director of research at the Institute for Tourism and Leisure Research ITF at the HTW Chur, Switzerland. He is a visiting professor in sustainability leadership and management, University of Freiburg, Centre for Key Qualifications, Germany. With a background both in the natural and the social sciences, his major research interests are related to the interaction of humans and the environment from a systems perspective, in particular in sustainable development from a theoretical and an applied perspective in a trans-disciplinary understanding. Tobias holds a PhD in Environmental Sciences, an MSc in Forest Sciences and Environmental Economics, and an MA in Education on Sustainability. As Sustainability Manager and Head of Environmental Affairs of the German Ski Federation (DSV) and at Bank Sarasin in sustainable investment research, he has worked many years outside academia and started his own eco-entrepreneurial business in the sporting goods industry. As professional ski instructor and mountain guide he has been leading scientific expeditions to the Arctic, to Siberia, the Alps, South and North America.



**Co-Chair: Patty Kluytmans** holds a Master's degree in Environment and Resource Management. She did her master thesis on environmental awareness raising with an environmental NGO in Uganda. Patty worked in (water) consultancy where she also assisted the owner with his PhD and coordinated an international educational project about climate change. With others she founded Bright Future Lab which aims at spreading the Blue Economy body of thought, learning together, inspiring people and putting it into practice. She is carrying out a social Blue Economy project and working on new initiatives. Patty is involved in Sustainville, which aims at putting business community in touch with nature. She is a member of the Young Club of Rome the Netherlands.



**Co-Chair: Michael von Kutzschenbach** is a Senior Researcher and Lecturer at the University of Applied Sciences and Arts Northwestern Switzerland (FHNW). His expertise is in organizational and social systems dynamics and business transformation management. Has advanced training in Forestry and Environmental Sciences in Freiburg Brsg. (Germany) and at the Norwegian University of Life Sciences (Norway). His doctoral thesis is entitled, Informal Networks and their Influence on Organizational Learning Capabilities. He believes that environmental problems, and many of today's social and economic challenges, result from outdated and flawed assumptions about the way the world works and what it means to live a decent life.

- **Topic 2nd session: *Extending Corporate Social Responsibility to Public Administration***



**Chair: Paolo D'Anselmi** is a practitioner of management consultancy and policy analysis. He teaches Corporate Social Responsibility at the Università di Roma Tor Vergata and is a graduate of Università di Roma Sapienza (systems engineering) and Harvard (public policy). Paolo wrote "Values and Stakeholders in an Era of Social Responsibility: Cut Throat Competition?" (Palgrave Macmillan, London, 2011), and is co-author of "SMEs as the Unknown Stakeholder: Entrepreneurship in the Political Arena" (Palgrave Macmillan, 2013) and "Public Management as Corporate Social Responsibility: The Economic Bottom Line of Government", Springer, November 2014.

## *Parallel Workshops (15:00. Calvensaal & B12)*

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- **Topic: *Student Clubs as Practical Element of Responsible Management Education***



**Chair: Alexander Bernhard** worked at a cultural center in Bremen as an event and project manager as well as in marketing of Condor, a Thomas Cook airline. He studied in Germany, Australia, Britain, holds an MSc in Business Administration from the University of Applied Science HTW Chur. Before graduating, he co-founded a local chapter of the global non-profit student-led development organization Global Brigades that enables students to engage in international development work programs in Latin America and Africa. He is taking on responsibility as the president of the national umbrella organization Global Brigades Switzerland. He is now with the leading German peer-to-peer car-sharing platform Autonetzer.de as marketing professional.

- **Topic: *PRME Anti-Corruption Toolkit as a Practical Resource for Curriculum Change***



**Chair: Ruth Nieffer** holds a master degree in Sociology (M.A.) of the University of Constance. While working for several Non-profit organizations she completed a training program in Vocational and Adult Education (Swiss Federation for Adult Learning). She also finished a Master of Advanced Studies Program in Business Psychology at the University of Applied Sciences and Arts, Northeastern Switzerland. Ruth Nieffer works as a project leader and researcher at the Swiss Institute for Entrepreneurship (SIFE) at the University of Applied Sciences Eastern Switzerland in Chur. Her research interest focuses on Business Integrity, Corruption in SME and Anti-Corruption/Compliance-Training. She teaches Psychology and Communication and Business Ethics in the bachelor's degree program "Business Administration".

## *Afternoon Sessions II (16:15, Calvensaal & B12)*

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- **Topic: *Sustainable Development and Economic Growth***



**Chair: Rudi Kurz**, professor of economics at Pforzheim University. His research and publications focus on sustainable development and economic growth, environmental economics and management. He graduated in economics and earned his doctoral degree at the University of Tübingen, Germany before he worked for almost ten years at an independent economic research institute (IAW Tübingen) advising regional and federal governments. He was appointed professor of economics at Pforzheim University in 1988 and served as vice rector and as dean of business school for almost a decade. During his term in office Pforzheim Business School received initial accreditation from AACSB and signed the UN PRME. He has co-initiated the PRME regional chapter DACH where he serves as its past-speaker and member of the steering group.

**Co-Chair: Fred Luks**, The Future of Economic Growth, Wirtschaftsuniversität Wien, Vienna, Austria

- **Topic: *Innovation Ethics & Responsible Innovation***



**Chair: Ganesh Nathan**, lectures on subjects related to innovation management, business ethics, corporate social responsibility and international business; affiliated with the Institute of Management, University of Applied Sciences and Arts Northwestern Switzerland (FHNW) and Business School Lausanne (BSL). Recent publication about innovation ethics in the co-edited volume “Innovation Ethics. African and Global Perspectives”.

- **Topic: *Curriculum Change for Responsible Management Education***



**Chair: Ivan Nikitin** is a professor of management at University of Applied Sciences HTW Chur. He teaches in the areas of corporate responsibility and sustainability as well as applied statistics. His research interests include CR, sustainability measurement and economic valuation of ecosystem services. He holds a master’s degree in sustainability and education and environmental protection from University of Rostock, an MBA from the State University of New York and a Ph.D. in Business Administration from Bournemouth University, Poole UK. He has many years of experience from management consultancy at MZSG St. Gallen and KPMG, as well as from management positions at Schwarzkopf (Germany) and Commerce One (USA).

**Co-Chairs: Klaus Helling**, Dean, Director IfaS, University of Applied Sciences Trier, Germany. **Claudia Hegglin**, Institute of Evolutionary Biology and Environmental Studies, University of Zurich, Switzerland. **Sara Petchey**, Public Outreach Coordinator, Institute of Evolutionary Biology and Environmental Studies, University of Zurich, Switzerland

- **Topic: *Towards a Humanistic Paradigm in Executive Education***



**Chair: Ernst von Kimakowitz**, is Director of the Humanistic Management Center. He is also a lecturer in leadership skills at the University of St Gallen, Switzerland, and holds various other teaching and board member positions. In addition to general questions of business ethics his topical foci are humanistic management, stakeholder engagement, development theory and impact investing. He researches, teaches and delivers advisory services on these topics. Previously he has worked in strategy consulting with a leading management consulting firm based in London, England. Ernst holds a M.Sc. from the London School of Economics and a Ph.D. from the Institute for Business Ethics at the University of St Gallen.



**Co-Chair: Wolfgang Amann**, Prof. Dr. teaches executives in HEC Paris programs, primarily on its Qatar campus. He has been designing and delivering executive education seminars for more than 15 years. He is a graduate of key faculty development programs worldwide, such as Harvard University. He published 15 books for executives and compiled and more than 100 case studies for his executive education seminars. He has also been a guest professor Hosei University in Tokyo, Tsinghua in Beijing, CEIBS in Shanghai, the Indian Institute of Management in Bangalore, ISP St. Petersburg, Corvinus University in Hungary, Mzumbe University in Tanzania, Warwick Business School, and Henley Business School in the UK, as well as Wharton in the US. He received several research and teaching awards.

## *Closing Panel* (17:30, B12)

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- **Topic: *Responsible Leadership Education in Transition***



**Chair: Elke Fein**, is a social scientist at the Department of Business Administration, Leadership and Organization at the University of Hagen (Germany) where she is currently preparing a new Master course on “Integral Leadership”. Her research focuses on integrating adult development theory with the analysis of political, legal and economic culture and practice. Elke Fein is co-founder, C.E.O. and board member of the Institute for Integral Studies (IFIS) promoting integrative, trans-disciplinary perspectives in research, practice and society. At IFIS she directs the EU project “Leadership for Transition (LiFT)” promoting and hosting collaborative stakeholder workshops for addressing “wicked issues” in different areas of Europe. Together with leading experts in the field Elke Fein currently builds up a European School for Leadership Practice (ESLP).

- **Topic: *The Future CSR-Strategy of the Swiss Government and the Role of Responsible Management Education***



**Alex Kunze**, various degrees as environmental engineer EPFL, mediator SDM, EMBA. He has been a member of the board of an international consulting firm since 2000 in over 15 countries (Central and Eastern Europe, Latin America, Africa) working on the implementation of CSR programs with a broad range of industrial and service sectors. Particular focus in stakeholder relations, engagement and mediation. Lectures on CSR at Swiss universities of applied sciences. Since 2013 senior advisor within State Secretariat for Economic Affairs (SECO) working on Swiss State CSR Policy.

- **Topic: *Integrating Sustainability into Faculties of Management and Economics – An Outlook***



**Alexander Barkawi**, founder of the Council on Economic Policies (CEP) – an international non-profit, non-partisan economic policy think tank. Prior to his decision to build up CEP, he was the managing director of SAM Indexes and thus responsible for developing the Dow Jones Sustainability Indexes (DJSI) into a key reference point for sustainability investing. Alex studied economics at the University of St. Gallen, Switzerland, followed by a Ph.D. at the university’s Institute of Sociology. He remains connected to the academic world as president of the Oikos Foundation – an organization that supports the integration of sustainability issues into teaching and research at faculties for economics and management worldwide.

## *Supporting Organizations*

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On behalf of the PRME Regional Chapter DACH, we thank our Responsible Management Education Research Conference supporters.

### **Business Partners**



As one of the leading Swiss energy companies with European reach, Alpiq is actively involved as sponsor. Alpiq is interested in long-term, lasting partnerships and fosters a relationship of openness and trust with its sponsors. Partnership also means joining forces to achieve success. We therefore view our sponsorship activities as a partnership towards which both parties make a contribution and from which both parties benefit.

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Lidl's history goes back to the 1930s, when the company was founded in Germany as a grocery wholesaler. Today, Lidl is one of the largest grocery retailers in Europe. The first Lidl stores were opened in 1973 and by the 1980s Lidl was a household name throughout Germany. During the 1990s Lidl started to open stores outside Germany and today Lidl stores can be found in nearly every country in Europe. Lidl is now well established as a major European food retailer. Our extensive network of stores is unmatched in the discount sector. Lidl takes pride in providing top quality products at the lowest possible prices to all our customers across Europe. Our stores are operated by a network of dedicated store staff, helping to establish and further develop the success of the company. Lidl will continue to play a major role in the exploration of new markets in Europe and beyond.

[www.lidl.ch](http://www.lidl.ch)

### **Media Partners**

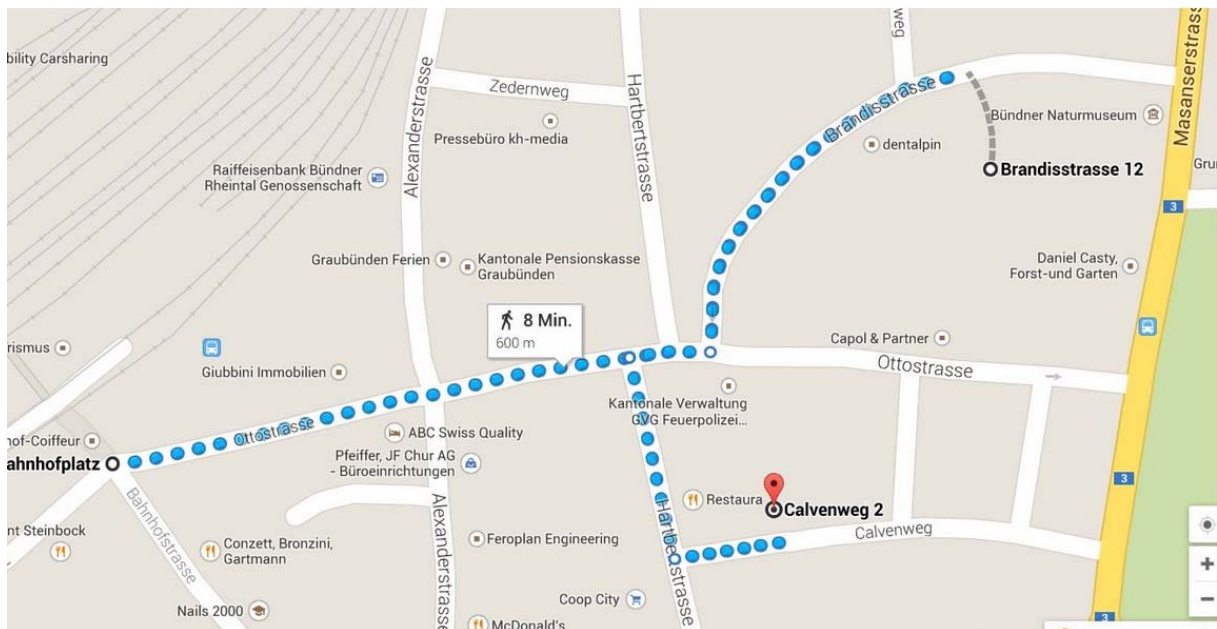


## General Information

### Travel instructions to Chur:



### Conference Locations:



### Conference venue addresses:

**B12:** Brandisstrasse 12, Chur

**Calvensaal:** Calvenweg 2, Chur

**From Train Station:**

Walking distance from the main train station, the entrance is at Calvenweg 2 (see path signs)

**Private transportation:**

*Highway Exit Chur North*

Masanserstrasse, direction Bahnhof (train station) via Brandisstrasse.

*Highway Exit Chur South*

Direction Zentrum/Postplatz (center), via Masanserstrasse until Brandisstrasse.

**Public Parking availability nearby:**

Parking Bahnhofplatz Alexanderstrasse 25

Parking an der Hartbertstrasse 9

**Important Phone Numbers**

Ambulance: 144

Police: 117

Fire: 118



## Chur Information

The Alpine City of Chur offers you winding streets and snow-capped mountains, modern shopping centers and pure, unadulterated nature. For Chur is quite simply the Alpine City. Abounding in urban zest for life, yet set amidst an enchanting Alpine world. From the Alpine City, it's quite easy to scale the surrounding mountains. Simply sit back and enjoy!

