

## Action Zone: Teaching Pluralistic Perspectives at the Business School

**Wednesday, November 14<sup>th</sup>, 2018**

**Time:** 10:45-12:15

**Meeting-Point:** Main Entrance Flora/ Registration

### Description

Participants of this roundtable session will take away insights gained through discussion for the purpose of enhancing meaningful business education. They will be inspired to enrich their teaching of CSR/sustainability-related contents at their institutions. They may even feel encouraged to become educational ambassadors of pluralistic perspectives at the business school (in so far as they would not consider themselves already as such). And, most importantly, they will get ideas of how to open the door for students to critically analyze the narrative options circling around through sensitizing them for contrasting and conflicting perspectives within the field.

### Facilitators



#### **Volker Rundshagen**

Volker Rundshagen is Professor for General Management, Leisure and Tourism Management at Stralsund University of Applied Sciences. His work experience includes assignments with tour operators, airlines and tourism consultancies. He holds an MA Tourism Management degree (University of Brighton) and an MBA Degree (University of Louisville). In 2016 he completed his DBA (Higher Education Management; U of Bath) with a thesis on business schools in the neoliberal era. His major research interests are the role of business schools in society and pluralist business and tourism higher education. He is a member of AOM.



#### **Dirk Reiser**

Dirk Reiser is Professor for Sustainable Tourism Management at Rhine-Waal University of Applied Sciences. He holds a degree in social sciences (Bergische Universität Wuppertal), a postgraduate degree in tourism management and a PhD (U of Otago). His teaching experience encompasses assignments in New Zealand, Australia and Bali. His research interests comprise all aspects of sustainable tourism, particularly wildlife-related tourism. He is a member of DGT and AIEST.