

**The 5th Responsible Management Education Research Conference**  
**Leadership Development for Advancing the Implementation of the Sustainable Development Goals**  
**(12<sup>th</sup>-13<sup>th</sup> November 2018, Cologne Germany)**

Conference Chair: Milenko Gudić, Conference Program Committee Co-chair, PRM Anti-poverty Working Group Co-chair; Florencia Librizzi, PRME Secretariat, Responsible for coordinating PRME Chapters; Lutz Schlange, Conference Program Committee Co-chair, PRME Regional Chapter DACH Speaker

Conference Coordinator: Monika Kolb & René Schmidpeter, Conference Program Committee Co-chair, Center for Advanced Sustainable Management, Cologne Business School

<b>Monday 12th of November 2018</b>	
<b>5th Responsible Management Education Research Conference</b>	
Location: Cologne Business School	Hardefuststraße 1, 50677 Cologne, Germany
10:00-12:00	<p><b>PRME DACH Steering Committee Meeting</b>, Room Caracas</p> <p><b>PRME Anti-poverty Working Group Meeting:</b> Internal and External Collaboration for Advancing the SDGs within PRME Community and Beyond, Room Quito</p>
12:00-13:00	Registration, Lunch & Networking
13:00-13:15	<p>Welcome &amp; Introduction, Audimax</p> <p>Markus Raueiser, Vice President International Relations</p> <p>Monika Kolb, Conference Coordinator, Cologne Business School</p> <p>Florencia Librizzi, Speaker, PRME Secretariat</p>
13:15-13:30	<p>Test of sustainability knowledge of participants, Audimax</p> <p>Anja Stoll, Sulitest</p>
13:30-14:15	<p>Cross-Chapter/ Working Group Collaboration, Cafeteria</p> <p>Florencia Librizzi, Speaker, PRME Secretariat</p> <p>Lutz Schlange, Speaker, PRME Chapter DACH</p>
14:30-16:00	<p>Parallel Sessions &amp; 6<sup>th</sup> PRME DACH Chapter Meeting</p> <p><b>Parallel Sessions:</b></p> <p>Student Workshop A Part 1: Rebecca Ruehler, Head, sneep e.V. Enabling students around the globe to make their university a more ethical and sustainable place, Room Quito</p> <p>Student Workshop B: Anselm T. Grahl, rootability Advancing sustainable at universities with the Green Office Model, Room Bogotá</p> <p>Gamification of Learning Part 1: Alexey Minyaylo, Happiness Director, NGO Games of the Future: Games are the future of learning, Room Rio de Janeiro</p> <p>LIFT-Leadership for Transition: Bettina Geiken, Iris Kunze, Elke Fein, Institute for Integral Studies Exploring the diversity of viewpoints around the topic Responsible Leadership Mindset, Room Tokyo</p>

	<p>Competences with meaning Part 1: Ira Nazlier &amp; Hilke Posor, Speaker, Hel-denrat GmbH How volunteering helps you in your job, experiences from social initiatives, Room Buenos Aires</p> <p>Meet the Editor: Carole Parkes, Associate Editor International Journal of Management Education (IJME)</p> <p>Open Lecture, Room Audimax: René Schmidpeter, Director CASM, Cologne Business School: Sustainable Management as new paradigm Babette Claas, Director business@school, The Boston Consulting Group: business@school – an idea goes to school</p> <p>Responsible Management Education Measuring Effectiveness, Room Santiago de Chile Chair: Martin Brueckner, Silke Bustamante, Ingvill Mochmann Paper:</p> <p>Martin Brueckner, Murdoch University, Silke Bustamante, Hochschule für Wirtschaft und Recht, and Ingvill C. Mochmann, Cologne Business School, Germany, Measuring the impact of university education on CSR related attitudes, awareness and behavioural intention of students</p> <p>Nathania Chua, ESADE, Spain, It Takes a Village: A Systematic Literature Review on Multiple Stakeholder Involvement in Service-Learning</p> <p>Jennifer Leigh, Nazareth College of Rochester, Measuring What Matters: A Student Evaluation of Teaching Designed for Service-Learning and Community-Based Instruction</p> <p><b>6<sup>th</sup> PRME DACH Chapter Meeting, Room Caracas</b></p> <p>Sharing Information on Progress &amp; DACH SIP Reporting Standards: Alexander Herzner, Ostbayerische Technische Hochschule Amberg-Weiden</p> <p>Forschungs- und Publikationsmöglichkeiten: Monika Kolb, Cologne Business School</p> <p>Curriculare Implementierung der SDGs in bei DACH Mitgliedshochschulen Reinhard Altenburger, IMC Krems</p> <p>All Chapters and Working Groups are invited to host their individual meetings in Cologne please contact <a href="mailto:m.kolb@cbs.de">m.kolb@cbs.de</a></p>
16:00-16:30	Cake & Coffee
16:30-18:00	<p>Parallel Sessions &amp; 6<sup>th</sup> PRME DACH Chapter Meeting</p> <p><b>Parallel Sessions:</b></p> <p>Student Workshop B Part 2: Rebecca Ruehler, Head, sneep e.V. Enabling students around the globe to make their university a more ethical and sustainable place, Room Quito</p> <p>Gamification of Learning Part 2: Alexey Minyaylo, Happiness Director, NGO Games of the Future: Games are the future of learning, Room Rio de Janeiro</p>

	<p>Competences with meaning Part 2: Ira Nazlier &amp; Hilke Posor, Speaker, Hel-denrat GmbH, How volunteering helps you in your job, experiences from social initiatives, Room Buenos Aires</p> <p>The Flipped Classroom: Detlef Aufderheide, HSB Hochschule Bremen &amp; Chris M. Samfilippo, University of Michigan-Dearborn Demonstrating the flipped classroom approach, Room Santiago de Chile</p> <p>Open Lecture, Room Audimax: René Schmidpeter, Director CASM, Cologne Business School: Sustainable Management as new paradigm Kai Hockerts, Academic Director of Responsible Management Education, Copenhagen Business School: Reactions to Irresponsible Responsible Management Conduct –A Model of Student Intentions</p> <p><b>6<sup>th</sup> PRME DACH Chapter Meeting, Caracas</b> Report of the representatives Election of new representatives Report from PRME DACH universities Future work processes and potential projects</p>
18:00	Springer Gabler Reception with Food and Drinks, Business Lounge
<b>Tuesday 13th of November 2018</b>	
<b>5th Responsible Management Education Research Conference</b>	
Location: Flora Cologne	Am Botanischen Garten 1a, 50735 Cologne, Germany
8:00-9:00	Registration
9:00-09:20	<p>Welcome &amp; Learnings Day 1, Lower Floor René Schmidpeter, Conference Coordinator, Cologne Business School Lisa Fröhlich, President, Cologne Business School Lutz Schlange, Speaker, PRME Chapter DACH Florencia Librizzi, Speaker, PRME Secretariat</p>
09:20-09:35	<p>Keynote address, Lower Floor Debbie Haski-Leventhal, Associate Professor, Macquarie Graduate School of Management (MGSM), Macquarie University The Journey Towards Responsible Management Education: What have we accomplished? Where can we go next?</p>
09:35-10:15	<p>New possibilities for collaboration, Lower Floor Florencia Librizzi, Speaker, PRME Secretariat Lutz Schlange, Speaker, PRME Chapter DACH</p>
10:15-11:00	<p>Break &amp; Poster Session, Bistro</p> <p>Garbiella Kiss, Corvinus Business School, Experience-based learning on sustainability - case of a Hungarian Business School</p> <p>Anna Nowak, TU Berlin, Quality Management and Sustainability</p> <p>Viola Nyssen, Rachel Hall and Sophie CoppéeCologne Business School, How to build a Student Team for Responsible Management Education</p> <p>Tania Corredato Periotto, Centro de Ensino Superior de Maringá – UNICE-</p>

	SUMAR, Culture of Social Responsibility and Sustainability: Results of the Program of Excellence in Basic Education (PEEB) Michael Wihlenda, World Citizen School, The World Citizen School Model
11:00-12:30	Parallel Sessions
12:30-13:30 12:30-12:50	Lunch & Networking Lunch Meditation (Hajo Michels) – Take a couple of minutes to relax & pause for a moment. End your conference morning with a short, freshening lunch meditation before starting to mingle & network again and enjoying lunch with the conference crowd, Backstage
13:30-15:00	Parallel Sessions
15:00-15:30	Cake & Coffee
15:30-17:00	Parallel Sessions
17:00-18:00	Student Voices, Interactive Wrap-Up & Outlook, Lower Floor Students' Voice on the SDGs and the Issue of Poverty in Management Education Anastasiya Marcheva & Al Rosenbloom Video Contest Award Ceremony Student voices on responsible management education Regina Obexer, MCI Management Center Innsbruck 6 <sup>th</sup> Responsible Management Education Research Conference Milenko Gudić & Lutz Schlange Outlook 8 <sup>th</sup> International Conference on Sustainability and Responsibility Monika Kolb & Rene Schmidpeter
19:00-21:30	Event at the Chamber of Commerce in Cologne

# Final Program

	Track 1	Track 2	Track 3	Track 4	Track 5	Track 6	Track 7
<b>Parallel Sessions</b>	<b>Responsible Management Education for SDG 1 Poverty Alleviation, Middle Floor</b>	<b>Teaching on SDGs and Students' views, Lower Floor A</b>	<b>Leadership Development Papers &amp; Roundtable, Higher Floor</b>	<b>Leadership Development Workshops, Backstage</b>	<b>Translating SDGs into Business and Educational Practice, Lower Floor B</b>	<b>General issues, Lower Floor C</b>	<b>Climate Change Education, Lower Floor D</b>
<b>11:00-12:30</b>	<p><b>Paper Session 1:</b></p> <p>Brigitta Herrmann, Cologne Business School, Responsible Leadership to implement SDG 2: end hunger</p> <p>Britta Kronbach, Winchester Business School, Investigating the Extent to which Schools of Business and Management engage with SDG1 (Poverty Alleviation) and SDG10 (Inequality)</p> <p>Anastasiya Marcheva, International student essay competition "If I were a business leader ... for advancing the sustainable development goals (SDGS)</p> <p>Norman Neto and Rodrigo Tito, ISAE, The corporate world and the eradication of poverty</p>	<p><b>Paper Session 1:</b></p> <p>Elisabeth Hackspiel-Mikosch, AMD Akademie Mode &amp; Design, Hochschule Fresenius, BUY GOOD STUFF – an ongoing interdisciplinary semester project at the AMD Akademie Mode &amp; Design, Düsseldorf</p> <p>Alexander Herzner, Ostbayerische Technische Hochschule Amberg-Weiden, Educate Responsible Manager – Competencies Our Graduates Need</p> <p>Deike Schulz, Jeroen Westhof &amp; Afke van de Woud, NHL-Stenden University of Applied Sciences, School of Communication &amp; Creative Business, The Best Indycaster project: analyzing and understanding meaningful content, - dialogue and - engagement</p>	<p><b>Paper Session 1:</b></p> <p>Norman Neto, ISAE, SDG inclusion in globally responsible leaders training by Norman de Paula Arruda Filho and Marcia Cassitas Hino</p> <p>Christian Hauser, University of Applied Sciences HTW Chur, From preaching to behavioral change: Fostering companies' ethics and compliance training</p> <p>Melita Balas Rant, Faculty of Economics, University of Ljubljana, Changing the world inside out: The role of mindfulness and adult development in sustainability led change initiatives</p>	<p><b>Workshop 1:</b></p> <p>Chris Taylor, Oasis Foundation, Leading From Beyond Sustainability</p>	<p><b>Paper session 1:</b></p> <p>Bernd Banke, Reutlingen University, Professional Training of CSR - when academia meets reality</p> <p>Hadia Fakhreldin, The British University in Egypt, The Three Facets of Sustainability in Higher Education: Leadership and Governance, Student Engagement and Community Inclusion</p> <p>Sandra Hoomans, Saxion, Integrated strategic decision making</p> <p>Riccardo Wagner, Hochschule Macromedia, Letting Sustainability succeed: A Sensemaking and Salutogenic approach for Overcoming Employee Passivity towards CSR</p>	<p><b>Paper Session 1:</b></p> <p>Ruth Wolf, Bar Ilan University, Leadership and Ethics for Responsible Management and World Progress</p> <p>Ana Simaens, ISCTE-IUL Business School, Looking at scientific research of HEI through the lens of the SDGs</p> <p>Priya Sharma, Monash Malaysia School of Business, Empowering Refugees through Education and Capacity Building</p> <p>Gabriel Weber, ESSCA Bordeaux, Sustainability – A (European) Ideology for the 21th Century?</p> <p>Nánila Paola Sirino, FIEP System - The Federation of Industries of Paraná , Continuing Education and ICT: How Technology is changing the professional training</p>	<p><b>Paper and Workshop Session 1:</b></p> <p>Alex Hope, Faculty of Business and Law, Northumbria University, UK Climate Change Education: Review of the existing literature and identification of research gaps:</p>

<p>13:30-15:00</p>	<p><b>Workshop 1:</b></p> <p>Claudio Boechat &amp; Stephan Dohrn, PRME Antipoverty Taskforce, Making SDG happen in an organization (and in the classroom)</p>	<p><b>Paper session 2:</b></p> <p>Ralf Isenmann &amp; Sabine Landwehr-Zloch, Wilhelm Büchner Hochschule - Private Fernhochschule Darmstadt, Morphological box for ESD – landmark for universities implementing education for sustainable development (ESD)</p> <p>Mari Kooskora, Estonian Business School, The Role of Responsible Leadership and Knowledge Transfer in Entrepreneurship Education</p> <p>Antonia Lütgens, EFMD, online learning and digitalisation of business education</p> <p>Daniela Ortiz, FHWien Vienna University of Applied Sciences for Management and Communication, Educating business students towards the common good: applying the Sustainable Development Goals (SDGs) as a teaching tool for intellectual and practical engagement</p>	<p><b>Roundtable:</b></p> <p>Monika Kolb, Cologne Business School &amp; Rudi Plettinx, Advancing Leadership Development and sustainable mind shift</p> <p>During the session we would like to open the discussion where do we go from here, how do we link a responsible business strategy with responsible leadership and how we develop a sustainable mind shift that is required and needed within business. What is needed to change our current leadership development models to create responsible business strategies and responsible leaders.</p>	<p><b>Workshop 2:</b></p> <p>Claudia Schmitt, University Hamburg, Shared Mental Models, Design Thinking and Serious Play: Using Lego® for Envisioning a Sustainable Future</p>	<p><b>Paper session 2:</b></p> <p>Tommy Borglund, Örebro University School of Business, Harnessing interaction with business in developing a sustainable business education – A typology based on empirical experience from the development of a master's program in Sweden.</p> <p>Nayele Macini, University of Sao Paulo, FEA-RP, Decoupling between practices and institutional speech: The vision of students from a business school signatory of PRME</p> <p>Sylvia Manchen Spörri, University of Applied Sciences HTW Chur, On the way from knowledge transfer in management education to interdisciplinary key competencies for sustainable development in higher education - Experiences with the implementation of sustainable development in higher education at an University of Applied Sciences</p> <p>Markus Raueiser, Cologne Business School &amp; Volker Rundshagen, Stralsund University of Applied Sciences, Typology of Sustainable Management Education</p>	<p><b>Paper session 2:</b></p> <p>Meike Bukowski, University Oldenburg, Environmental Conflicts and Conservation Justice (CJC) in Marine Protection: CJC-Analyses</p> <p>Christian Hauser, University of Applied Sciences HTW Chur, Are internationally active companies doing good to disguise harm?</p> <p>Dusan Kucera, Sustainability, Ethics and managerial responsibility as a challenge for Central and East Europe according the example from Czech Republic</p> <p>Gabriel Weber, , ESSCA Bordeaux, Georgescu-Roegen's Natural Science Approach and Social Movements for Transformational Change to Sustainability</p>	<p><b>Paper Session 2:</b></p> <p>Wendy Chapple, Petra Molthan-Hill, Rachel Welton &amp; Michael Hewitt, Nottingham Business School, NTU: Carbon Literacy Training in the film industry -Research insights from 'Coronation Street', a popular soap in the UK and the Commonwealth, and its application to management education</p>
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<p><b>15:30-17:00</b></p>	<p><b>Working Group Session 1:</b></p> <p>Al Rosenbloom &amp; Milenko Gudić PRME Anti-poverty WG Chair, Anti-poverty Working Group Session</p> <p>The session is aimed at further elaborating and translating into concrete (WG and joint) projects and activities the ideas presented and shared in the WG session held on Monday 12 November at 10:00-12:00</p>	<p><b>Paper Session 3:</b></p> <p>Peng Cheng &amp; XiaoYue Li, Peking University Green Plus Association, The Role of Young College Students in Green Leadership: A Case Study of Peking University Green Plus Association</p> <p>Priya Sharma, Monash Malaysia School of Business, Connect the dots! Bring SDGs into the classroom through active learning</p> <p>Michael Wihlenda, World Citizen School, Responsible Leadership &amp; Management in Initiatives - The World Citizen School Model</p>	<p><b>Workshop 1:</b></p> <p>Sarah Reddig &amp; Helena Rüttger, Wuppertal Insitute, "ECOmpany – It's your business": A Serious gaming approach for teaching alternative business models and sustainability</p>	<p><b>Workshop 3:</b></p> <p>Emily Johnston &amp; Jannik Kaiser, Unity Effect, Leading change from the inside out: inner shifts for outer transformation</p>		<p><b>Paper Session 3:</b></p> <p>Semra Ascigil, Middle East Technical University Ankara, CSR Perceptions and Organizational Identity</p> <p>Christian Hauser, University of Applied Sciences HTW Chur, Tenure, international work experience and the acceptance of corruption</p> <p>Stéphanie Looser, University of Lucerne / University of Surrey, Tourism vs. SDGs</p>	<p><b>Workshop 3:</b></p> <p>Alex Hope, Faculty of Business and Law, Northumbria University, UK &amp; Petra Molthan-Hill, Nottingham Business School, NTU Education for Sustainable Development: Embedding SDG 13 (Climate Action) into the core curriculum of business schools Workshop to exchange best practice and to take ideas away for research and teaching</p>
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