

**Expert Insights:  
Management Strategies for Innovation  
and Sustainable Competitive Advantages**

**Thursday, November 15<sup>th</sup>, 2018**

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

**Location:** Lower Floor C

**Chair**

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Malgorzata Zmuda, Cologne Business School

**Speakers**

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**Byungchul Choi**

Byungchul Choi is assistant professor of strategic management at Hankuk University of Foreign Studies (Seoul, Korea). He received his PhD in management from Rensselaer Polytechnic Institute (NY, USA). His research focuses on determinants of innovation strategy, institutionalizing breakthrough innovation. His research has been published or forthcoming in journals such as Organization Science, IEEE Transactions on Engineering Management, etc.



**Elżbieta Czarny**

Elżbieta Czarny is a full Professor of Economics at the Institute of International Economics of Warsaw School of Economics. She specializes in theoretical and empirical research on international economics, especially on regionalism.



### **Malgorzata Zmuda**

Malgorzata Zmuda graduated from the Krakow University of Economics and since 2011 has been a lecturer in International Strategic Management and International Competiveness at the Cologne Business School. Since 2016 she holds a professorship in International Strategic Management and Consulting. Her research interests are focused around the topics of economic vulnerability in the context of globalization and hypercompetition, as well as international competitiveness and its sources on the micro, mezzo and macro level. In the current research project she investigates the competitiveness of catching-up economies through the prism of their institutions, trade structures and ability to integrate within the new international division of labor. Parallel to the academic career path, she is active in the field of management consulting, where she supports various public and private entities (e.g. projects for economic departments of the Polish Embassy; development of expansion strategies into the Central and Eastern Europe for the German SMEs; projects with German companies from the DAX 30 list).



### **Nayan Mitra**

Dr. Nayan Mitra comes with a rich mix of diverse professional experience, in which she straddles seamlessly between academics, social and corporate sectors. As a Developmental Consultant and Researcher, she works closely with some of the eminent Corporations and not-for profits of India as well as being in their Advisory and Board level capacity. She has conducted several social researches for multi-lateral agencies; the findings of which have become important bases for sustainable action. She has been a resource person in eminent Institutions of higher learning in the areas of CSR and Corporate Governance and has important double blind peer reviewed research publications to her credit in national and international Academic journals and books as well as delivered at key Conferences. Her book, 'Corporate Social Responsibility in India: Cases and Development after the Legal Mandate' along with co-editor Dr. Rene Schmidpeter is a first book of its kind that charters the development of mandated Indian CSR from a multi-stakeholder perspective. She is the recipient of the coveted India CSR Author Award two years in a row in 2017 and 2018. She spearheads the India CSR Leadership Series. She was a finalist of the prestigious Chevening Gurukul Scholarship for Leadership and Excellence – 2013, as conferred by the Foreign and Commonwealth Office (FCO) of the British Deputy High Commission.



### **Viola Isabel Nyssen Guillén**

Viola Nyssen has worked for the Center for Advanced Sustainable Management (CASM) as a research assistant since September 2017 and is currently working at CASM as project Manager, organizing the CSR Conference.

As Research assistant she was responsible for organizing company presentations and events at the Cologne Business School (CBS) and at the chamber of commerce in Cologne. She was also the head of the CSR Student Team at CBS. She received the Ethics and Sustainability Award in 2017 for her work in that role.

She completed her Bachelor's in General Management – Supply Chain Management and her Master's in International Business – Financial Management at CBS.

She published part of her Bachelor Thesis "Cultural Impacts on National Innovativeness. Links between the Hofstede Cultural Dimensions and the GII Innovation Index", for which she obtained 100%, in the journal WiSt Nr. 7/2017, 25-31.



### **Carsten Deckert**

Carsten Deckert completed his mechanical engineering and industrial engineering degrees at RWTH Aachen University and obtained his PhD in 2002 at the Laboratory for Machine Tools and Production Engineering (WZL) of RWTH Aachen University. Currently he holds a chair for Innovation and Production Management at Hochschule Düsseldorf, University of Applied Sciences (HSD). His research interests lie in the fields of sustainable logistics, creativity in engineering, cross-cultural product innovation as well as cultural impacts on national innovativeness.



### **Britta Sadoun**

Britta Sadoun, Senior Specialist Sustainability, K+S Aktiengesellschaft Britta Sadoun is responsible for the group-wide sustainability management at the K+S Group. Her current focus is on sustainability strategy, sustainability reporting, human rights due diligence, and stakeholder engagement. Britta has more than ten years of experience in sustainability related work. Before she worked in both the logistics and ICT business on corporate responsibility and conducted research at the United Nations Research Institute for Social Development on civil society participation in global conferences.



### **Janina Beduhn**

Senior Specialist Sustainability, K+S Aktiengesellschaft

Janina Beduhn is responsible for the group-wide sustainability management at the K+S Group. Her current focus is on sustainability strategy, reporting and communications. Janina has been working in sustainability for more than five years. She has gained operational experience through projects at the K+S potash business unit. Before she worked for a consulting company advising companies of multiple branches in sustainability strategy and communication.

Survey question: Responsible leadership is key for sustainability:

Foresight to think further, openness to different views, courage to keep track while taking stakeholders on board.