

## Expert Insights: How Do Stakeholders Influence Sustainability?

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

**Time:** 13:30-15:00

**Location:** Lower Floor D

### **Chair**

Bonnie Lewtas, TurtlCo

### **Speakers**



#### **Ulrich Anders**

Dr. Ulrich Anders is teaching at CBS various subjects within the area of Strategic Management. He focusses on organization, financial topics, digital strategies as well as (agile) project management.

Dr. Anders has more than twenty years of work experience. In this time he held a variety of management functions and also was the Chief Risk Officer of a bank. Dr. Anders has led a large number of IT- and non-IT projects. He intensively researches the question of how to design organizations such that they work as efficiently as possible. Furthermore, he is occupied with topics such as startup, pitch decks, video, and JavaScript. Dr. Anders studied Business Engineering, he holds an MBA in general management and carried out his PhD research in the area



#### **Chiara Civera**

Chiara Civera is Research Fellow at the University of Turin, Department of Management and holds a Ph.D. in Business and Management. She is visiting professor and visiting scholar in several universities: London South Bank University and St. Mary's University in London (UK), Abat Oliba CEU in Barcelona (Spain), and Darden School of Business, University of Virginia (United States). She is author of various international publications in scientific journals and books about stakeholder theory, corporate social responsibility and sustainability. She is the director of the International Master in Food and Beverage Sustainable Entrepreneurship (Italy, UK and Spain).



### **Stéphanie Looser**

Stéphanie Looser obtained her PhD in Environmental Strategy at the University of Surrey's Centre for Environment and Sustainability, focusing on Small and Medium-sized Enterprises (SMEs) and their at times unconventional, but sophisticated approach to Corporate Social Responsibility (CSR). She published about 40 peer-reviewed papers and several book chapters in English, German, and French. More-over, she frequently presents her results at state-of-the-art conferences in Europe and Asia. Currently, she holds a Chair in "Sustainable Tourism & Mobility" at Lucerne University of Applied Sciences and Arts, Institute of Tourism ITW, as well as a Research Fellowship at University of Surrey. By combining these far-reaching net-work, she is promoting the design and establishment of state-of-the-art courses so to educate and foster prospective change makers/leaders of the tourism and mobility sector. Thus, she guides individuals and institutions towards a sustainable and intergenerational just future.



### **Alexander Herzner**

Alexander Herzner has a Master of Science in Business Administration from the university Bamberg. He worked in several practical and scientific projects, especially in the fields of strategic management, sustainability and business ethics.

As a freelancer he is supporting organizations on the path to excellence since 2006. This includes several national and international projects with entrepreneurs and leaders in small and medium sized companies. Since 2011 he is Adjunct Professor for controlling and sustainability at three German Universities of Applied Sciences and since 2014 sustainability advisor at the Ostbayerische Technische Hochschule (University of applied sciences) Amberg-Weiden. He is in the doctorate program of the HSU University Hamburg.



### **Bonnie Lewtas**

Bonnie's primary area of interest is the sustainable management of hotels and tourism on small island destinations. She completed her master's in Sustainable Tourism Management at Cologne Business School (CBS) and holds a double bachelor's in Environmental and Sustainability Studies (focus on Innovation and Entrepreneurship) and German from Acadia University, Nova Scotia, Canada. Throughout her educational career, she collaborated with businesses and organizations in the British Virgin Islands (BVI) where she wrote her bachelor and master's theses. Over the past years, Bonnie has been working at the Product Manager of Caribbean Tourism Consulting Services at Eden Management Consulting. She is currently working on the launch of TurtlCo, a company specifically designed to help for hoteliers on small islands make money by implementing a holistic set of targeted environmental efficiency measures.



### **Hanno Martens**

Hanno Martens studied Applied Geography (B.Sc.) at the RWTH Aachen, worked for the German University of Technology in Oman and then finished his Master degree in Sustainable Tourism Management (M.A.) at Cologne Business School. Since 2015 he is working for the Cologne Business School as a research assistant and lecturer for tourism management. During this time he has taught a variety of courses such as Introduction to Tourism, Tourism Geography, Sustainable Tourism Management, Destination Management & Marketing and Tourism Ethics as well as worked on and lead projects with the ITB Berlin, TUI Cruises, Köln Tourismus and the CBS Study Trips. Since January 2016 he is writing his PhD on Germans attitudes before and after sport tourism experiences in the Middle East at the University of Brighton.



### **Desmond Wee**

Desmond Wee has a Professorship of Tourism and is currently Dean of International Tourism Management at the Cologne Business School in Germany. His passion lies in designing novel projects through various kinds of collaboration, merging teaching, research and learning, and encouraging students to venture outside the classroom to study tourism through tourism. His research interests explore contemporary tourism theories in the social sciences and centres on visual, reflexive and embodied methodologies in the making of everyday spaces and identities in cities.