16th American-African-European Spring and Autumn School

"Investigating the Interrelation of Culture, Creativity, Innovation and Sustainable Development in The Age of Disruption"

Program & Syllabus

18th until 29th of March 2025
Chemnitz and Berlin, Germany

Hosted by

Chair for Innovation Research and Technology Management
Faculty of Economics and Business Administration
Chemnitz University of Technology

&

ICN Business School (Berlin Campus)

Supported by

Université franco-allemande
Deutsch-Französische Hochschule

Background, Object & Objective

The American African European (AAE) Summer and Winter Schools are proposed as an interdisciplinary and intercultural study program for Master- and PhD-students of the four participating universities: University of KwaZulu-Natal in Durban, South Africa (UKZN; School of Management, Information Technology and Governance), University of the Witwatersrand in Johannesburg, South Africa (Wits; School of Economic & Business Sciences), Chemnitz University of Technology (CUT; Faculty of Business Administration and Economics), and ICN Business School in Nancy, France (ICN, School of Management, Technology and Art). The topics such as “Sustainability”, “Creativity”, “Responsible Management“ or “Innovation“ link collaborative teaching and research interests of the participating universities as well as their current regional challenges of society and economy. The Summer and Winter (or Spring and Autumn) Schools take place at the locations of the institutions participating, alternating annually.

The inspiring AAE summer and winter school program was originated and founded by the initiative of David A. Coldwell (University of the Witwatersrand, South Africa; originally University of KwaZulu-Natal, South Africa), Andrea Fried (Linköping University, Sweden; originally Chemnitz University of Technology, Germany), Frank G. Pérez (University of Texas at El Paso, U.S.A.) and Klaus-Peter Schulz (ICN Business School, France; originally Chemnitz University of Technology, Germany) in 2007.

The AAE Summer and Winter School creates an interactive space, where the participating students are able to develop first hand intercultural and interdisciplinary competencies, to foster and complement their curricular management knowledge and practical research competencies in an intensive two weeks interactive workshop format. In addition, it offers opportunities for the participating staff and faculty members to connect and plan further collaboration such as joint research projects, publications or staff exchanges.

Regarding the provided content, the Summer and Winter School is based on three pillars:

- theoretical knowledge (interdisciplinary & interactive lectures and workshops, academic conferences)
- practical knowledge (business games, self-organized research, project work, site visits, academic conferences)
- intercultural insights and exchange (field trips, joint leisure activities, social events)

During the workday the students typically attend themed sessions in the morning and afternoon. To compliment the academic program with cultural experiences, there are fieldtrips included that reflect the theme and the local social and cultural environment.

Timeline

Monday 17.03.	**Arrival in Chemnitz**
	15:00: ArthurAlbertApartment, Zschopauer Str. 130, Chemnitz
	Meet & Greet & Feed: Team Welcomes International Students **Finger Food Dinner @ their apartment** Dr. Anja Herrmann-Fankhänel (CUT)
Tuesday 18.03.	**10:00 Room: Heizhaus, Straße der Nationen 62, CUT**
	Registration
	Official Welcome & Opening of the 16th AAE Spring and Autumn School

Dr. Benny Liebold, CEO of International Office (CUT)
Prof. Stefan Hüsig, Dean of the Faculty of Economics and Business Administration (CUT)

12:30 Get Together & Catering Lunch

Introduction to 16th AAE Spring and Autumn Program
Prof. Dr. Stefan Hüsig (CUT)

Self-Introduction of Participants & Projects

15:00 Guided Campus Tour
Exploring Reichenhainer Campus (CUT) by walking and public transportation
Patrizia Lorenz (CUT)

17:00 Innovation Night @Die Fabrik

Wednesday 19.03. **9:30 Room: K012, Thüringer Weg 7, Reichenhainer Campus (CUT)**

Lecture: Introduction to the Interrelation of Culture, Creativity, Innovation and Sustainable Development in the Age of Disruption
Prof. Dr. Stefan Hüsig (CUT)

Session Chair: Dr. Anja Herrmann-Fankhänel (CUT)

10:45 Coffee and Tea Break

11:30 Site Visit: TUClab & Technologie Centrum Chemnitz, Technologie-Campus 1, Chemnitz

Lecture: How to Foster Entrepreneurship in the Local Innovation Ecosystem with Different Approaches (I)
Dr. Anja Herrmann-Fankhänel (CUT & TUClab)
Jens Weber (TCC)

Session Chair: Prof. Dr. Stefan Hüsig (CUT)

12:30 Lunch

14:00 Workshop: From Future Scenarios to Business Idea Using AI, Room: K012, Thüringer Weg 7, Reichenhainer Campus (CUT)
Dr. Julien Bucher (CUT) & Prof. Dr. Stefan Hüsig (CUT)

Session Chair: Prof. Dr. Stefan Hüsig (CUT)

Thursday 20.03. **9:30 Room: K012, Thüringer Weg 7, Reichenhainer Campus (CUT)**

Lecture & Workshop: Sustainability Effects in the Correlation Behaviour of Stock Investments (Finance & ESG)
Jörg Müller (CUT)

Session Chair: Dr. Anja Herrmann-Fankhänel (CUT)

10:45 Coffee and Tea Break

11:00 Lecture & Workshop: Decoding Team Creativity: Insights from Behavior to Brain
Prof. Yan Zhao (SHU)

Session Chair: Dr. Anja Herrmann-Fankhänel (CUT)

12:30 Lunch

15:00 Site Visit: Gründungsgarage, **Jakobstraße 46, Chemnitz**

	Lecture & Discussion: How to Foster Entrepreneurship in the Local Innovation Ecosystem with Different Approaches (II) Dr. Anja Herrmann-Fankhänel (CUT) Melissa Hoffmann & Anja Baude (Gründungsgarage)
	17:00 Get Together with Local Entrepreneurs @ U Brambory, Karl-Liebknecht-Straße 37, Chemnitz
Friday 21.03.	**9:30 Room: K012, Thüringer Weg 7, Reichenhainer Campus (CUT)**
	Lecture & Workshop: Innovative & Creative Disruption Required! Rethinking Marketing Education for Sustainability Prof. Debbie Ellis, PhD (UKZN)
	Session Chair: Dr. Anja Herrmann-Fankhänel (CUT)
	10:45 Coffee and Tea Break
	11:00 Lecture & Workshop: The Sharing Economy: Is It as Sustainable as Claimed? A Cross-Cultural Perspective Juliane Weidenhagen (CUT)
	Session Chair: Dr. Anja Herrmann-Fankhänel (CUT)
	12:30 Lunch
	14:00 Site Visit: Industrie- und Handelskammer Chemnitz, Straße der Nationen 25, Chemnitz
	Lecture: Smart Cities - Cross-Cultural Collaboration, Creativity and Innovation for Sustainable Development and Livability Prof. Henry Wissink (Aerotropolis Institute Africa)
	Lecture: Chemnitz Region's Economic Transformation Process. Where the Roots of Sustainability Meet Smart City Strategies Dr. Sebastian Liebold (IHK)
	Session Chair: Prof. Dr. Stefan Hüsig (CUT)
	17:00 Site Visit & Discussion: Projektbüro Chemnitz der Sächsischen Landeszentrale für politische Bildung „Civil Education" & Snacks Dr. Christine von Brühl (SLPB)
Saturday 22.03.	Transportation to Berlin & Spare Time
Sunday 23.03.	No Classes: Spare Time
Monday 24.03.	**9:30 Room: Berlin 02, ICN Business School, Berlin Campus, Alt-Moabit 96 c, 10559 Berlin** (Fourth floor)
	Welcome at ICN Berlin
	Climate Fresk & 2 TONS Workshop (Part 1) Prof. Dr. Carine Sontag (ICN)
	10:45 Coffee and Tea Break
	11:00 Climate Fresk & 2 TONS Workshop (Part 2) Prof. Dr. Carine Sontag (ICN)
	12:30 Lunch
	14:00 Lecture: Blockchain in the Logistics Industry: A Systematic Literature Review of Benefits and Constraints

	Dr. Mandla Mvubu (UKZN) & Prof. Micheline Naude (UKZN)
	15:30 Coffee and Tea Break
	16:00 Field Trip: Futurium "Museum of the Future"
Tuesday 25.03.	**9:30 Room: Berlin 02, ICN Business School, Berlin Campus, Alt-Moabit 96 c, 10559 Berlin** (Fourth floor)
	Workshop: DesCo-Generator - A Tool to Identify and Contribute Design Knowledge Prof. Dr. Leonhard Gebhardt (ICN)
	10:45 Coffee and Tea Break
	11:00 Empowering Research: Enhancing Communication Skills for Academic Impact in Sustainability Prof. Elizabeth Jane Ascherl (ICN)
	12:30 Lunch
	14:00 Lecture: Igniting E-Waste Public Service and Co-Implementation Delivery: A Public Good Disruption for Sustainability Dr. Syanda Mthuli (UKZN)
	15:30 Coffee and Tea Break
	Homework: Preparing of ARTEM OCC Presentations
Wednesday 26.03.	**6th ARTEM OCC Registration**
	10:00 PreProgram Opening
	PreProgram: International PhD & Research Workshop
	19:00 Conference Welcome Reception
Thursday 27.03.	**6th ARTEM OCC (Conference program)** Hochschule für Technik und Wirtschaft Berlin (HTW Berlin) - Campus Wilhelminenhof, Wilhelminenhofstraße 75A, Gebäude G + H, 12459 Berlin
Friday 28.03.	**6th ARTEM OCC (Conference program)** Hochschule für Technik und Wirtschaft Berlin (HTW Berlin) - Campus Wilhelminenhof, Wilhelminenhofstraße 75A, Gebäude G + H, 12459 Berlin
	AAE S/W School Certificate Ceremony & Farewell Event
Saturday 29.03.	Transport to Chemnitz/Return home

Credits

Requirements
• Oral participation at lectures, discussions, workshops, obligatory field trips • Presenting at the 6th ARTEM OCC (30 minutes for presentation and discussion), producing an extended abstract and a full paper based on the presentation

The German participants enrolled in the Master of Science program „Management and Organization Studies“ can get up to 5 credits accredited, according to their study regulations.

Materials

All materials e.g. presentation slides, case studies, manuals, papers etc. of the AAE Summer School will be available if possible after the conference as digital downloads:

https://www.tu-chemnitz.de/wirtschaft/summerschool/

The download area is password-protected, use “**SumS20TUC**” to access the documents.