TECHNISCHE UNIVERSITÄT CHEMNITZ

icn business school ARTEM

AAE

UNIVERSITY OF KWAZULU-NATAL
INYUVESI YAKWAZULU-NATALI

UNIVERSITY OF JOHANNESBURG

SHANGHAI UNIVERSITY

UNIVERSITY OF THE WITWATERSRAND JOHANNESBURG

16th American-African-European Spring and Autumn School:

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

Introduction to the 16th AAE Spring and Autumn Program

Prof. Dr. Stefan Hüsig

Chair for Innovation Research and Technology Management
Dean of the Faculty of Economics and Business Administration

18.03.2025

Heizhaus, Straße der Nationen 62, CUT, Germany

TECHNISCHE UNIVERSITÄT CHEMNITZ

Agenda

- Objective & Background of the American-African-European Summer and Winter School
- Retrospective on Outcomes from CUT Perspective
- Outlook for the Future of the AAE S/W School
- 16th AAE Spring and Autumn Program
- Self-Introduction of Participants & Projects

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Objective & Background of the AAE S/W School

- The American African European (AAE) Summer and Winter Schools were initiated as an **interdisciplinary and intercultural** two weeks study program for Master and Bachelor students
- Originally founded in **2007** by the initiative of



David A. Coldwell
(University of the Witwatersrand, South Africa)



Andrea Fried (ex-CUT, now: Linköping University, Sweden)



- **Klaus-Peter Schulz** (ex-CUT, now: ICN, Nancy/Metz, France)



- **Frank G. Pérez** (University of Texas at El Paso, U.S.A.)
- The Summer and Winter Schools take place at the locations of the institutions participating, **alternating yearly**
- **No profit objective**

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Background & Timeline of the AAE S/W School

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14	2022	From disruption to development: Moving forward with the relationship between creativity and sustainability	France/ICN
15	2023	A holistic and integrated approach to creativity, innovation and sustainable development in the age of disruption	ZA/UKZN

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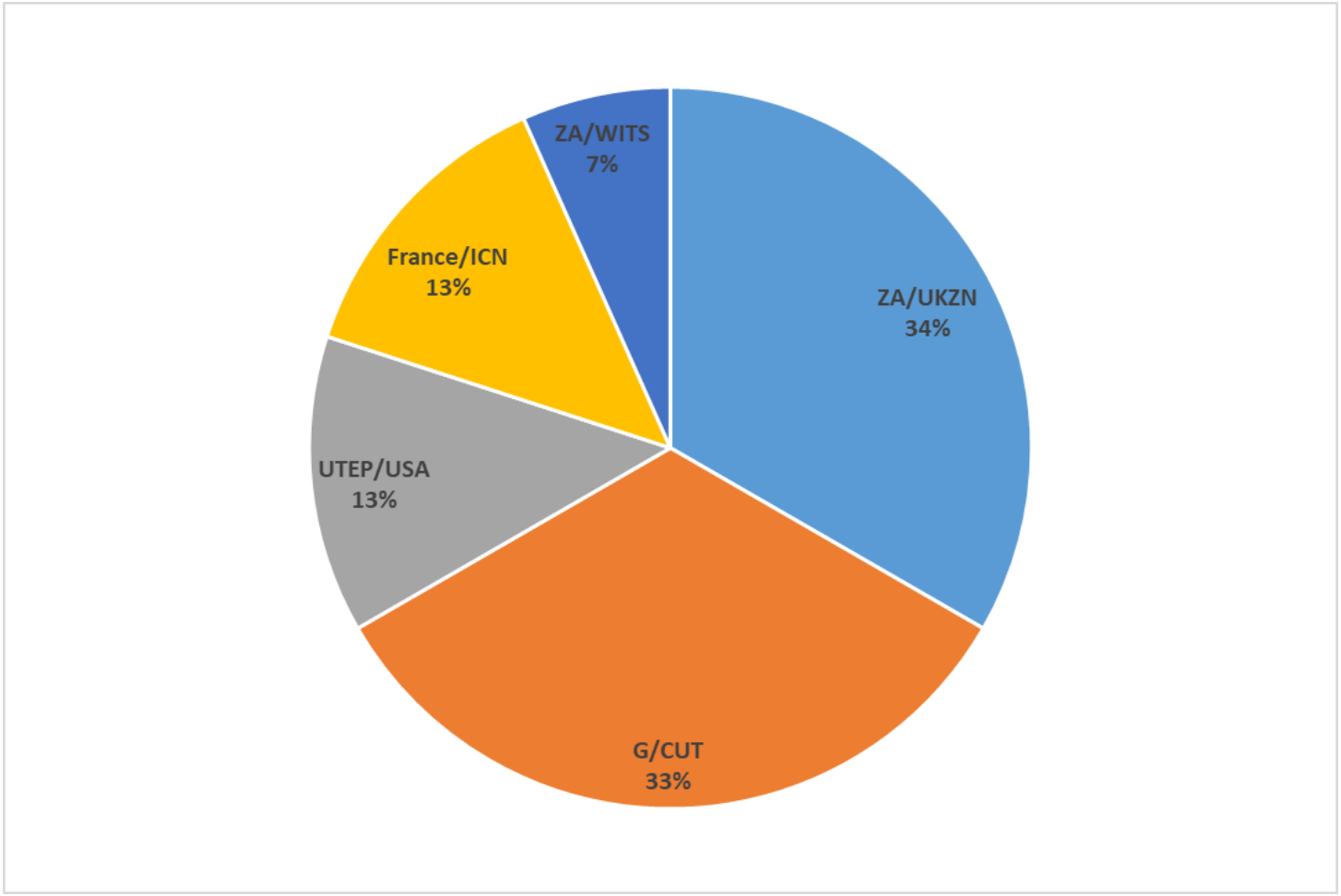
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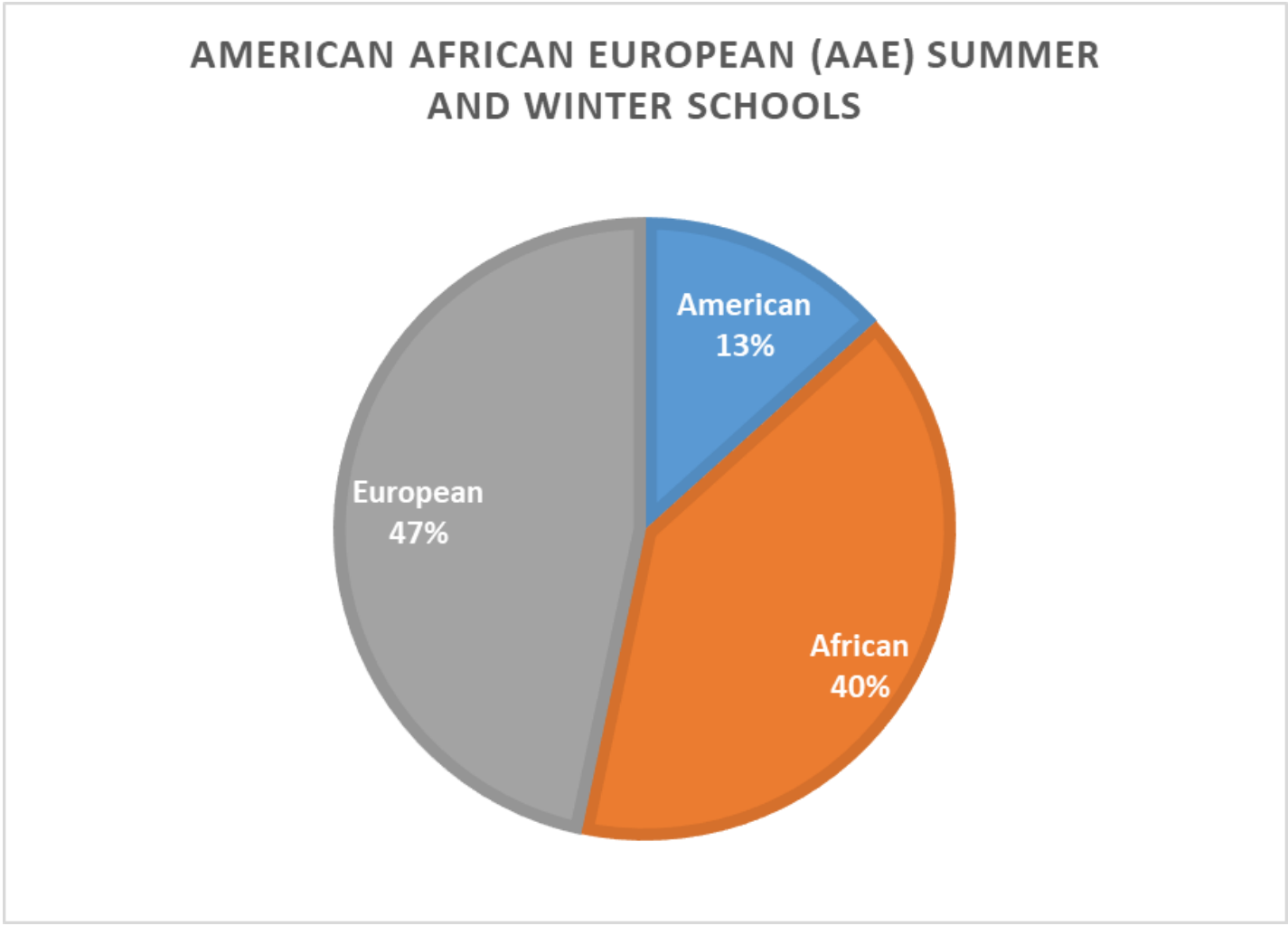
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Distribution of the AAE S/W School between Universities



Distribution of the AAE S/W School between AAE



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Updated Objective & Background of the AAE S/W School (I)

- **Updated Objectives**:
- For the participating **students (Master & PhD)**
  - Develop first hand intercultural competencies & international networks (field trips, joint leisure activities, social events)
  - Complement curricular theoretical knowledge
  - Gain practical insights in science & business through self-organized research, project work, site visits, academic conferences, etc.
  - Stimulate practical research competencies & eventually develop a “taste for science”

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Updated Objective & Background of the AAE S/W School (II)

- **Updated Objectives**:
- For the participating **faculty & staff members**
  - Networking opportunities on international level
  - Collaboration such as joint research projects & publications
  - Staff exchange (short term, visiting scholar)
  - Develop first hand intercultural competencies
  - Experiment with novel teaching approaches
  - Develop promising future generations of researchers

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Update Objective & Background of the AAE S/W School (III)

- Last but not least:
- **AAE S/W School as warm-up for the following conference**
  - Introduction into the main concepts
  - Getting in touch with some of the scientific community in advance
  - Head start for the discussions & networking

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Outcomes from CUT Perspective: Some Examples

- Publications
- People
- Projects & Conferences

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Outcomes from CUT Perspective: Publications/SH-Case

Book Series Editor, Guest Editorials, Special Issues & Track Convenorships (3)

Hüsig, S.; Schulz, K.P. 2022: Special Issue: Connecting Creativity, Innovation and Sustainable Development in the Age of Disruptions, Int. J. Technology Management

Hüsig, S.; Bucher, J.; Fields, Z.; Schimpf, S.: Understanding and Fostering Imagination for Responsible Innovation. Foresight, Fiction, Ideas and Narratives and Their Influer

Hüsig, S.; Albert, M.; Bucher, J.; Woerner, H.: Transdisciplinary and Intercultural Innovation for Sustainable Development, conference co-chairs & sub-theme convenors,

Books & Edited Books (2)

Hüsig, S. 2020: Book of Abstracts, ARTEM OCC 2020 - 3rd Organizational Creativity and Sustainability International Conference, Creativity, Innovation and Sustainability

Fields, Z., & Huesig, S. 2019: Responsible, Sustainable, and Globally Aware Management in the Fourth Industrial Revolution, Hershey, PA: IGI Global. doi:10.4018/978-1-5

Book Chapters and other Published Contributions (6)

Hüsig S. 2020: Foreword, in: Fields, Z.: Using Global Collective Intelligence and Creativity to Solve Wicked Problems: Emerging Research and Opportunities, Hershey, PA:

Hüsig, S.; Wörner, H. 2020: How and Why Art Projects and Methods Are Used in the Innovation Process?, in: Schulz, K.P.; Mnisri, K. (Ed.): Pathways to Connect Creativity

Hüsig S. 2019: Foreword, in: Fields, Z., Bucher, J. & Weller, A.: Imagination, Creativity, and Responsible Management in the Fourth Industrial Revolution, Hershey, PA: IGI

Dreßler, A.; Huesig, S. 2019: Potentials of Frugal Innovation to Combine the Social and Economic Objectives in the Marketing of Social Enterprises: The Case of EinDollar

Fields, Z., & Huesig, S. 2019: Prefa … trial Revolution, Hershey

Albert, M.; Hüsig, S. 2019: Toward … (Ed.): Responsible, Sust

Invited Presentations (3)

Huesig S: Speculations on the Fac … 21, https://wciw.org/202

Huesig S: Brute Force Disruptions … ciw.org/2021-celebration

Hüsig, S.: Innovation & Sustainabi … dress, 4th Business Mana

Academic Conference Presentations and Refereed Proceedings (8)

Bucher, J.; Hüsig, S.: Conceptualizing Imagination as an Inherent Element of the Innovation Process, Hüsig, S.: Book of Abstracts, ARTEM OCC 2020 - 3rd Organizational C

Pur, S.; Hüsig, S.; Schmidhammer, C.; Application and Validation of a Disruptive Potential Methodology for Digital Two-Sided Platforms – The Case of Peer-To-Peer Lendi

E. Baumann, G. Ahuja, S. Hüsig: Influence of Product Convergence on the Disruptive Susceptibility of Value Networks and the Disruptive Potential: A Replication Case Stu

G. Augart, J.-P. Schmitten, S. Hüsig: The Corporate Governance and Transactions-Costs in Distributed Autonomous Organizations. A Case Study on "The DAO", a revelato

Dreßler, A.; Hüsig, S.; Albert, M.: Interrelations of Frugal Innovation and Inclusive Business: Insights from African Cases, EURAM, Lisbon 26-28th of June 2019.

Dreßler, A.; Hüsig, S.; Albert, M.: Interrelations of Frugal Innovation and Inclusive Business: Insights from African Cases, JPIM Research Forum, Chicago, USA, November 3

Hüsig, S.; Wörner, H.: How and Why Art Projects and Methods Are Used in the Innovation Process? 2nd ARTEM Organizational Creativity and Sustainability International

Herrmann-Fankhänel, A; Huesig, S.: Educing clusters and impacts of the Sharing Economy in Germany, 4th Business Management Conference, College of Law and Manag

Editorial-Refereed Journal Articles & Practice Related Contributions (5)

Herrmann-Fankhänel, A; Hüsig, S.; Doanova, T. 2019: 12. AAE Summer and Winter School – Verantwortliches und nachhaltiges Management von Innovationen im urban

Kirchner, G.; Dreßler, A.; Hüsig, S. 2018: „Transdisciplinary and Intercultural Innovation for Sustainable Development": Die 11. American-African-European Summer Scho

Herrmann-Fankhänel, A.; Dreßler, A.; Hüsig, S. 2017: JointExpertise – ein internationales Projekt mit Schwerpunkt auf Nachhaltigkeit sowie verantwortungsbewussten ur

Liebold, S.; Kirchner, G.; Herrmann-Fankhänel, A; Hüsig, S. 2016: Rückblick auf die 10th American-African-European Summer and Winter School: "Innovative and Creativ

Hüsig, S; Schewe, J.; Breßler, J. 2015: Rückblick auf die 9th American-African-European Summer and Winter School: "Innovation and Intercultural Management for Susta

Published Refereed Journal Articles (3)

Lange, A.; Hüsig, S.; Albert, M. 2021: How frugal innovation and inclusive business are linked to tackle low-income markets, Journal of Small Business Management, DOI:

Albert, M.; Dreßler, A.; Hüsig, S.; Taskiran, C.; Müller, J.; Piske, S. 2020: Understandings of Innovation Terminology for and from Emerging Markets: The Case of Frugal In

Pur, S.; Hüsig, S.; Schmidhammer, C. 2022: Application and Validation of a Disruptive Potential Methodology for Digital Two-Sided Platforms - The Case of Marketplace L

30 Contributions related to AAE S/W S Activities 2015-2023

Outcomes from CUT Perspective: People/IFTM Chair

- Finished PhDs/Dissertations



2023: Anja Hermann-Fankhänel: Sharing Economy - Innovations in Economy and Society enabled by Digital Technology *CUT University Prize Winner*

- 2021: Anne Lange: Combining Frugal Innovation, Inclusive Business, and Scrum for Addressing Low-income Contexts with Sustainability Considerations

2020: Julien Bucher: Innovation Studies on Sustainability, Frugality, Imagination, and MEMS Technology

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Outcomes from CUT Perspective: Projects & Conferences (I)

- Project Joint Expertise for Responsible, Sustainable and Global Aware Management, 01.01.2017-31.12.2021

DAAD Deutscher Akademischer Austauschdienst German Academic Exchange Service

Project subunits

JointObjectives	JointDegrees	JointPerformance
Consolidation and enrichment of existing degree and research programs	Establishing bilateral, mutually accepted degrees and dissertations	Implementation of bilateral research projects between master and doctoral students

Responsible, Sustainable and Global Aware Management

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Outcomes from CUT Perspective: Projects & Conferences (II)

- 3rd ARTEM OCC: Creativity, Innovation and Sustainability in the Age of Disruptions: Dealing with Global Challenges through Trans- and Interdisciplinary Approaches



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Outlook for the Future of the AAE S/W School

- **Areas to work on for the further development**
  - Subjects to be covered
  - Application/project or/and research focus
  - Partner network
  - Attractiveness & target groups
  - Budget/joint projects

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Thank you

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