

# International activities of the Department of Business at the HAW Hamburg

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Summer term 2021 issue

## INTERNATIONAL COORDINATION



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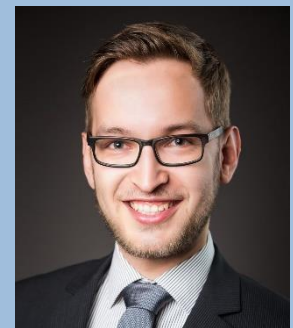
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## INTRODUCTION

To our students, colleagues, partners, and friends, thank you for returning to our third issue of the *"International activities of the Department of Business at the HAW Hamburg"* newsletter. With decreasing numbers of infections and a wider availability of vaccinations, international activities are slowly getting back on track. While most activities are still limited to an online environment, we are looking forward to more in person activities in the coming months.

## E-LEARNING IN SHANGHAI

In summer term 2021, two courses were taught as online courses in the cooperative study program "International Economics and Foreign Trade" of the HAW Hamburg and USST Shanghai. The course Int. Business Law was taught as an interactive synchronous online lecture, while the module International Trade and Economic Policy was taught asynchronously with weekly contact sessions on the basis of the Digital Master Learning Model. Students analysed the effects of the Covid19 pandemic on the world trade and evaluated current economic and trade policies. Both online courses were well received by the students and online teaching methods will be permanently integrated in the course structure of the cooperative study program.

## GERMAN AMERICAN INTERNATIONAL BUSINESS WORKSHOP (GAIW)

The GAIW has been a staple in the continuous cooperation between the California State University Long Beach (CSULB, USA) and the HAW Hamburg for the last 25 years. With insights of the beginnings of the GAIW, [this article](#) by the International Office celebrates this fantastic achievement. Building on last years' experience, the summer 2021 GAIW took place in an online format. For the first time since its inception, two Spanish universities (Universidad de Las Palmas de Gran Canaria (ULPGC) & Universidad de Cantabria (UC)) with their lecturers and students joined the GAIW. 45 students from these four schools participated under the academic supervision of Prof. Natalia Ribberink (HAW), Prof. Ming Chen (CSULB), Prof. Lourdes Trujillo (ULPGC), and Prof. Miguel Pesquera (UC) from March to May

2021 to work together on a topic specifically targeted at the closeness to ports of all four schools: *"Port competitiveness in times of supply chain disruptions: Implications for the Port of Hamburg (Germany), Port of Long Beach (USA), Port of Los Angeles (USA), and Port of Santander (Spain)"*.

The workshop was once again supported by a wide array of company representatives, who formulated research assignments for student teams from their corporate perspective and guided teams throughout the workshop. We would like to extend our sincere gratitude to the representatives of the Port of Los Angeles, the Port of Long Beach, the Santander Port Authority, Hapag Lloyd, and Hamburg Hafen Marketing for their time and input. Even though they were not able to meet each other in person, participating students had a great experience to collaborate worldwide with virtual teams, faculty, and companies. Congratulations to the winning team consisting of Kylie Lennox-Diaz (CSULB), Makayla Wong (CSULB), Friedrich-Konrad Gaulke (HAW), Sarah Luisa Krause (HAW), Florian Sylvester (HAW), and Aliaksandra Tsiutserava (UC) for their excellent academic contribution.

## DATA ANALYSIS WORKSHOP

The quantitative business data analysis workshop was collaboratively organized and held by Prof. Natalia Ribberink (HAW), Jan-Hendrik Schünemann (HAW) and Prof. Natallia Katenka from the University of Rhode Island (URI, USA) for our graduate students studying M.Sc. International Business from April to June 2021. HAW students worked together in teams to analyze the impact of Covid19 on global stock markets in cross-regional comparison. Over the course of two weeks, Prof. Katenka taught several theoretical and practical sessions focusing on network analysis, Gaussian graphical models, exponential random graph models, and more, to provide the students with the tools they needed for their specific research topics. We would like to thank Prof. Katenka for her ongoing support and are looking forward to welcoming her again in Hamburg next year.

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## URI GUEST LECTURE

A digital guest lecture in collaboration with the URI College of Business' Dr. Donna Gamache-Griffiths was held in early May in Prof. Annette Corves' Strategic Management and Strategic Marketing course in the M.Sc. International Business program. In the lecture titled "Data Privacy -- A Targeted Small Business Approach" students learned about the increasing privacy challenges created by new technology, especially AI, and how there is an increasing overlap in the issues of data privacy, data security, and intellectual property based on data ownership. The session finished with a group exercise regarding an imaginary jewelry company based in Rhode Island but with many international components. *"The students were very insightful and had a strong grasp of the highly nuanced aspects of each potential problem."*, commented Dr. Gamache-Griffiths and continued: *"They were also very aware of the differing privacy laws around the globe and what they mean to businesses and individuals"*. We would like to thank Dr. Gamache-Griffiths for her continued support of collaborative activities and are looking forward to welcoming her in Hamburg again soon.

## DAAD ISAP FUND APPLICATIONS

We are proud to announce the successful application for two grants at the German Academic Exchange Services' (DAAD) International Study and Training Partnerships (ISAP) program. These grants will greatly enhance the exchange activities between the HAW Hamburg and its partner universities.

The first grant is a continuation of the 2019 ISAP program between the HAW Hamburg and the USST Shanghai. The funding for this program has been extended to September 2023. The funds are continuously used for curriculum development, didactic support of the teaching and quality assurance of the e-learning modules for the cooperative study program. In the summer semester 2022, selection interviews for the scholarships will take place again, which will give three students the opportunity to study a semester at the USST in Shanghai.

The second ISAP grant specifically targets the strategic partnership between CSULB, USA and HAW Hamburg. Three business students of the HAW Hamburg will be able to spend the winter term 2021/22 in California, thanks to the ISAP scholarships. Furthermore, a pilot student-led research project "[Global Smart Cities](#)" will be launched in September 2021, involving student and faculty participants from Los Angeles, Shanghai, Hamburg, and Moscow.

## HAW.INTERNATIONAL: MOSCOW

In line with the university-wide cooperative project funded by the DAAD HAW.International programme and aiming to develop an academic cooperation between Department of Business (HAW Hamburg) and the [Higher School of Economics](#) Moscow, the following project activities were successfully realised in summer term 2021:

- A joint course on International Human Resource Management is conceptualized and will be offered for students at both universities in winter term 2021/22.
- A pilot student-led research project "Global Smart Cities" (s. above and [link](#)) will be launched in winter term 2021.
- [A joint research conference](#) will be held on Hamburg campus in winter term 2021/22.



Picture: HSE campus visit by Prof. Ribberink in June 2021 (Source: Ribberink)

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Picture: Project talks at HSE Int. Office, June 2021  
(Source: Ribberink)



Picture: Project meeting with Prof. A. Veselova on HSE campus (Source: Ribberink)



Picture: Global Smart Cities Project – Moscow Insights (Source: Ribberink)

## AIB CONFERENCE

The [2021 annual conference](#) of the Academy of International Business (AIB), one of the leading communities of international business scholars,

just came to an end in July and the HAW Hamburg was represented with three papers. An international research group consisting of Irina Heim (University of Reading, UK), Natalia Ribberink (HAW), and recently graduated M.Sc. International Business student Maria Richert (HAW) presented their paper titled *"FDI in Critical Infrastructure: Implications of the BRI Project for Resource-Rich Countries"*. Another recently graduated M.Sc. International Business student Anke Rojic Becker (HAW) presented the results from her recent master thesis in the new sustainability track of the conference with the support of Natalia Ribberink (HAW) and Jan-Hendrik Schünemann (HAW). Her article titled *"Supply Chain Sustainability Perceived by Consumers: An Analysis on German and US American Sustainable Consumer Behavior towards Cosmetics"* was a great success and led to fruitful discussions in the sustainability session.



Picture: AIB 2021 Sustainability Session (Source: AIB)

The third contribution is the result of the long-lasting quantitative methods workshop and academic collaboration with the University of Rhode Island (USA), s. above. Results of the international research group, consisting of Jan-Hendrik Schünemann (HAW), Natallia Katenka (URI), and Natalia Ribberink (HAW), focused on the impact of Covid19 on global stock markets in cross-regional comparison was presented in the *"Disruption, Megatrends, and Transformation"* Track of this year's conference. We are looking forward to keep producing academically valuable contributions for the scientific community together with our students and international partners.

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## CONTACT

Do you want to get in touch with us? Feel free to write any member of our team and we will make sure to get back to you as soon as possible.

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