

International activities of the Department of Business at the HAW Hamburg

Summer term 2020 issue

INTERNATIONAL COORDINATION



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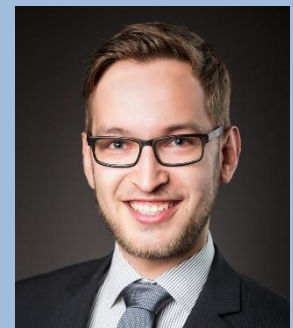
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INTRODUCTION

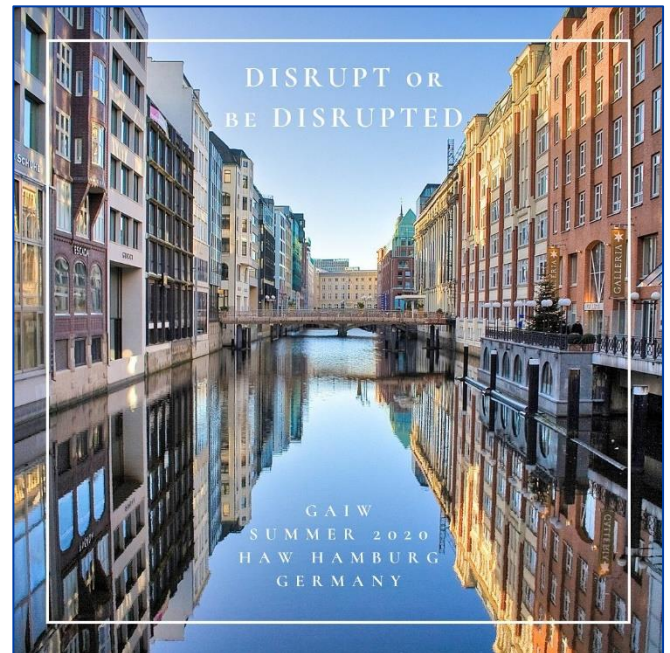
To our students, colleagues, partners, and friends, we would like to thank you for your interest in our departments' international activities and for downloading our first issue of this newsletter. Make sure to check it out regularly for the most recent updates. In this newsletter, we, the International Coordination team of the Department of Business at the HAW Hamburg, would like to update you about the activities that took place in the most recent months and about what is to come in the future.

But is there something to tell? After all, the last semester was plagued by a global health crisis, that disrupted most - if not all - international projects. Or it had high potential to do so. Yet, we preferred to disrupt and not to be disrupted, and - with a lot of creativity, flexibility, and great support from our international academic partners and students, were able to make all scheduled international activities happen - even if it meant to break with traditions.

GERMAN AMERICAN INTERNATIONAL BUSINESS WORKSHOP (GAIW)

For the first time since its induction in 1996, business students of both the HAW Hamburg and the [California State University Long Beach](#) (CSULB, USA), California, United States, could not meet each other in person for the Hamburg round in May. Instead, under the supervision of Professor Natallia Ribberink (HAW Hamburg) and Professor Ming Chen (CSULB), the participating students got together in virtual teams to work on the topic "*Disrupt or be disrupted*". Each team was consisting of HAW and CSULB students working several weeks together on a disruptive business idea for a start-up operating in the transatlantic region. At the end - based on the quality of business plans, presentations, and final reports - a winner was nominated by the evaluation committee.

This year's Best Business Idea Award went to Team "VR Solutions" - Jenny Oslund, Maricin Scotto, Gloria Schulz, Andreas Ruch, and Karina Harders - for invention of innovative solutions for digital education. Furthermore, the Best Presentation Award was shared by two teams: Team FOFO: Jessica Concho, Vasari Paloma Salmeron, Christian



"Disrupt or be Distrupted" - the 2020 title of the GAIW
Source: [@gaiw_haw](#) (Instagram)



Awards for the winners of the "Best Business Idea" and "Best Presentation"
Source: [@gaiw_haw](#) (Instagram)

Rhode, Siran Zhu, and Walid Angar; and Team Flux Living: Karina Hernandez, Aracely Enriquez, Alexandra Naujoks, and Taniya Davari.

We would like to congratulate all participating students, and invite all interested students to take part at the upcoming rounds of the German-American International Business workshops. The next one is currently in scheduling phase. Stay tuned and follow us on Instagram [@gaiw_haw](#) for updates!

DATA ANALYSIS WORKSHOP

Going into its fifth year in a row, the quantitative business data analysis workshop took place in May-June 2020. The workshop was collaboratively organized and held by Professor Natalia Ribberink (HAW Hamburg) and Professor Natallia Katenka from the [University of Rhode Island](#) (URI, USA) for our graduate students studying MSc International Business. This round also went online and was conceptualized as a series of workshops dedicated to quantitative methods and modelling technics currently applied for business data analysis. HAW students of the MSc International Business worked together in teams to analyze the impact of external shocks on international stock market data. In preparation, students got to know the open source statistics tool *R* with the help of [DataCamp](#), who generously supplied the workshop with free access and interactive courses.

Intense 3-day digital lab sessions followed, in which Professor Katenka taught the class about network analysis, Gaussian graphical models, exponential random graph models, and more, to give the students all the tools they needed for their analyses. Inspired by the workshop, some participants conducted a preliminary analysis of the COVID-19 impact on the US stock market. We would like to thank Professor Katenka for her ongoing support and are looking forward to welcoming her again in Hamburg next year.

RESEARCH IN PORTO

Regrettably, this year's research trip with graduate students of the HAW Hamburg to Portugal's second largest city fell victim to travel restrictions. Nevertheless, Professor Ribberink held online lectures on IPR in international business for graduate students of the [Fernando Pessoa University](#). We would like to thank Professor João Casqueira Cardoso for keeping our academic collaboration ongoing and are looking forward to future visits in person.

E-LEARNING IN CHINA

The double degree program "International Economics and Trade" of the HAW Hamburg and the [University of Shanghai for Science and Technology](#) (USST, China) is no stranger to pandemics, considering the SARS virus in the early 2000s. The initiative to make the program design sustainable in terms of content and teaching approach was started in 2019 by Professor Ribberink, supported by her research assistants - Janina Apostolou and Jan-Hendrik Schünemann. The concept was successfully implemented in summer semester 2020 with two pilot modules. The courses "International Logistics" and "International Marketing" were taught to the Chinese students exclusively online for eight weeks.

Due to the outbreak of the COVID-19 pandemic, for the first time since the start of the cooperation between the HAW Hamburg and USST, the final oral defenses (colloquia) were held as live online sessions by professors from HAW Hamburg.

For more information please read our [IWA newsletter](#)

The image shows a screenshot of a presentation slide on the left and a video call interface on the right. The slide is titled "Illustration: Stock Price/Return (similar to your data)" and contains a table of stock data. The text on the slide says "Data Our data is not in any of the pre data we have: We need to build our Association Net". The video call interface shows two participants: Natalia Ribberink and Natallia Katenka.

Date	SPM	BAC	WFC	C	GS
12/31/15	58.4816064	15.1465022	47.9619048	46.8773886	162.28927
12/30/15	58.8738916	15.3175156	48.3443749	47.2923059	163.603922
12/29/15	59.117056	15.4767037	48.5478567	47.7607893	164.466058
12/28/15	58.4360906	15.3232712	47.952516	47.1611604	162.551999
12/25/15	58.6810397	15.4620174	48.1173363	47.4997852	163.455593
12/24/15	58.8087476	15.4956675	48.2220543	47.6031593	163.811323
12/23/15	59.0030904	15.5794787	48.4809377	47.5930784	164.483981
12/22/15	58.0268947	15.333252	47.8249794	46.9956948	161.72304
12/21/15	58.184126	15.3084115	47.7740022	47.0239428	160.432522
12/18/15	57.4002646	15.179118	47.780464	46.8829015	159.024960
12/17/15	56.0981171	15.0500047	49.1956166	48.1135198	165.709949

Impressions from the digital workshop
Source: Prof. Dr. Natalia Ribberink

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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