

International activities of the Department of Business at the HAW Hamburg

Winter term 2020/21 issue

INTERNATIONAL COORDINATION



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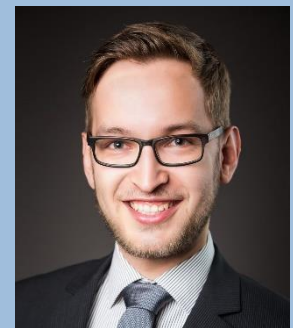
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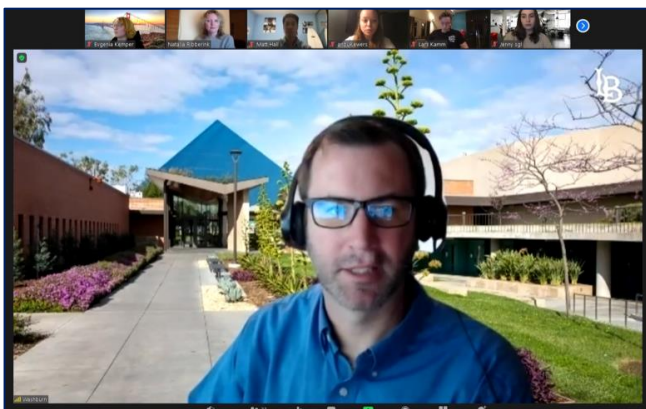
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INTRODUCTION

To our students, colleagues, partners, and friends, thank you for returning to our second issue of the *"International activities of the Department of Business at the HAW Hamburg"* newsletter. As restrictions were slowly lifted over the summer months, our outlook improved as well. The first students were able to go and study abroad and guest lectures were possible again. However, the situation would not prevail for long, as the COVID-19 pandemic became a bigger issue by the day. But we are more prepared this time around – we learned to disrupt and not be disrupted last semester. And as such, we kept on disrupting.

E-LEARNING IN SHANGHAI

For the double degree program "International Economics and Trade" of the HAW Hamburg and the [University of Shanghai for Science and Technology](#) (USST, China), the Department of Business at the HAW Hamburg would usually send out two lecturers to Shanghai to teach in a classroom setting. Building on the success of two pilot e-learning modules from the summer semester, two further e-learning lectures were developed and successfully implemented. This way, all 48 students were able to participate in the modules "Operations Research", held by Prof. Thomas Bradtke, and "Business Informatics", held by Janina Apostolou and Jan-Hendrik Schuenemann, and remain on track with the studies, despite the ongoing travel restrictions. The great participation by our Chinese students makes us optimistic, to include these flexible and innovative methods in the regular curriculum in the post-COVID era.

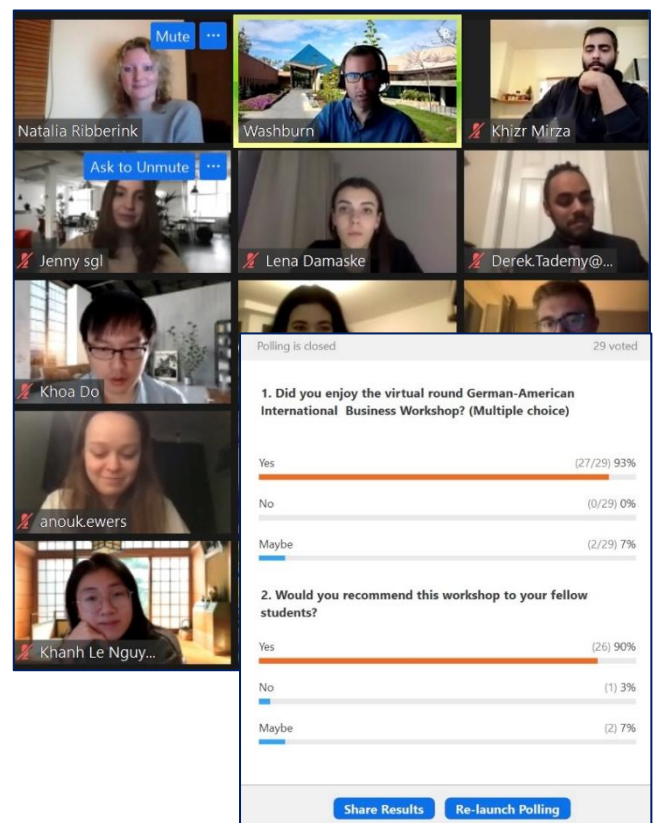


Prof. Mark Wahsburn (CSULB) teaching in an online session
Source: Prof. Dr. Natalia Ribberink

GERMAN AMERICAN INTERNATIONAL BUSINESS WORKSHOP (GAIW)

For a second time this year, the GAIW, a collaborative workshop between the Business departments of the HAW Hamburg and the California State University Long Beach (CSULB, USA), took place in an entirely online format. 35 students from both schools participated under the academic supervision of Prof. Natalia Ribberink (HAW) and Prof. Mark Washburn (CSULB) from 15th October until 8th December to work together on a topic that was as current as it gets: *"Sources of competitive advantage in the digital economy"*.

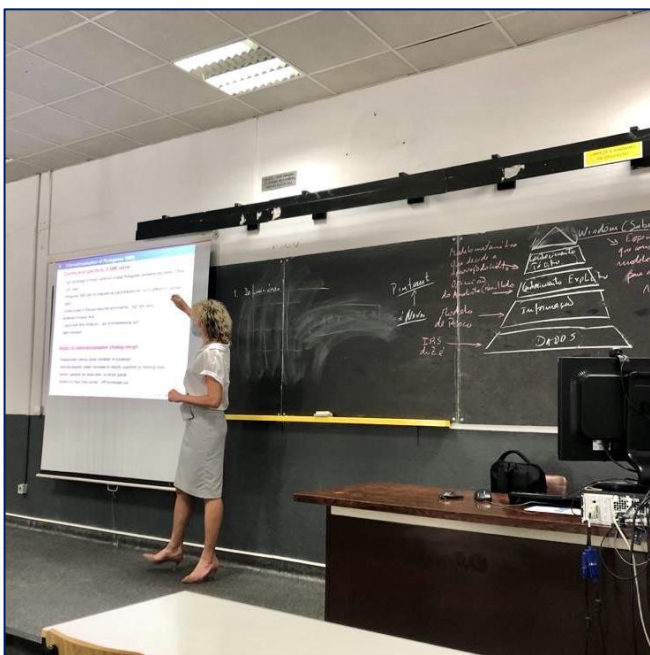
The workshop was once again supported by a wide array of company representatives, who formulated research assignments for student teams from their corporate perspective and guided teams throughout the workshop. We would like to extend our sincere gratitude to the representatives of Amazon, Enterprise Bot, Facebook, Hapag Lloyd, LinkedIn, Nike, and Volkswagen for their time and input. Even though they were not able to meet each other in person, participating students still overwhelmingly had a great time with the workshop.



Workshop session with students
Source: Prof. Dr. Natalia Ribberink

GUEST LECTURE LISBON

In September 2020, Prof. Ribberink followed the invitation of the Universidade Europeia and Universidade Lusíada de Lisboa (both Lisbon, Portugal) and held guest lectures as part of an Erasmus teaching mobility. Thanks to rigorous hygiene concepts on campus and in the whole city of Lisbon, the lectures could be held securely and with a small number of students in attendance. All lectures with topics like *"Internationalisation strategies of SMEs"*, *"Supply Chain Management"*, and *"Port Competitiveness"* were not exclusive to the students present on campus, but open to a much larger number of students which checked in via online video calls. *"A lively discussion with students arose in every lecture, in which they actively participated. This was very inspiring"*, states Prof. Ribberink in an interview with the International Office of the HAW Hamburg (to read the complete Interview (German), click [here](#)). We are looking forward to a return visit by two Portuguese colleagues in early 2021.



Prof. Natalia Ribberink (HAW) guest Lecture in Lisbon
Source: Prof. Dr. Natalia Ribberink

DAAD EXTERNAL FUND APPLICATION

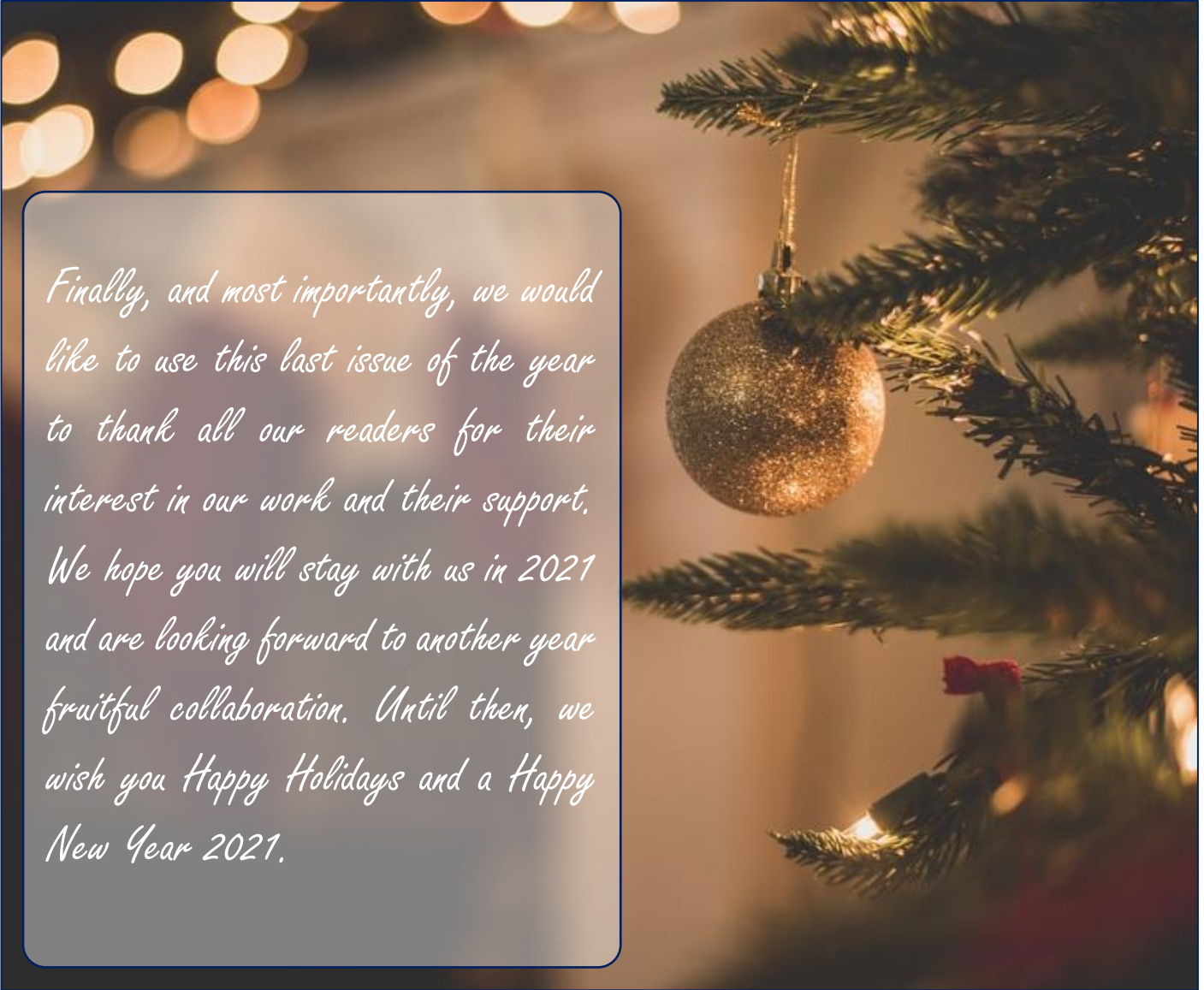
We are proud to announce to be part of a successful HAW.international grant application by the German Academic Exchange Service (DAAD). As one of 31 model projects from all over Germany, the HAW Hamburg has secured funds of about 500.000 Euro to further extend international activities for the upcoming two years. Research and the internationalisation of lectures and students are the main focus of measures under the project. As part of the project, the Department of Business under the lead of Prof. Ribberink, promotes the internationalisation through cooperative research days with the Higher School of Economics (Moscow, Russia). The results of previous cooperation between the two schools resulted in excellent academic output which was presented at international conferences and published. With the help of the successful application, funds to increase these efforts are available to increase the supply of international lectures and extend the share of internationally experienced lecturers and students. For more information about the project, click [here](#).

NEW COOPERATIONS

Without the fantastic support by our global partner universities, it would be impossible to offer this variety of international activities. Which is why we are very happy to announce a new cooperation with the School of Business at the [Lucerne University of Applied Sciences and Arts](#) (HSLU, Lucerne, Switzerland). With 4 international bachelor programmes and on its way to an AACSB accreditation, the School of Business at the HSLU is a modern partner in an attractive location.

Furthermore, we would like to announce the cooperation with the previously mentioned [Universidade Europeia](#) (UE, Lisbon, Portugal). The UE is a strong match with the HAW Hamburg with its international focus, global bachelor programmes, and attractive location with a port. We are very much looking forward to working with our new colleagues and exchange students.

HAPPY HOLIDAYS



Finally, and most importantly, we would like to use this last issue of the year to thank all our readers for their interest in our work and their support. We hope you will stay with us in 2021 and are looking forward to another year fruitful collaboration. Until then, we wish you Happy Holidays and a Happy New Year 2021.

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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