

'Cross-Cultural Sustainability'
Symposium

Tuesday 23 May 2023, 15:30-17:45 hrs
location: Vrije Universiteit Amsterdam

This symposium *'Cross-Cultural Sustainability'* is the 22nd symposium in an annual series, a meeting place for students and professionals to strengthen the cross-cultural link between theory, business and societal issues. The world is changing rapidly. The 24/7 organization calls for a sustainable leader, a leader who is a community builder, an active listener, a mentor who is able to reconcile across cultures. How to be a compassionate motivator for your employees, your students, your mentees, or your customers across cultures? Renowned guest speakers will discuss cross-cultural issues in a historical perspective. After the plenary debate, parallel workshops will allow interactive discussion and networking opportunities.

We live in a decade of cumulating global crises. Global sustainability issues in health, war, finance, and climate affect us all, no matter your societal background. At the same time these global crises made social inequality and the cultural gap more transparent. Health, social and economic fabric and life safety are at stake in particular among underprivileged and vulnerable citizens worldwide. During this symposium we will highlight research projects aligned with these issues and the UN Sustainable Development Goals for 2030.

Companies, NGOs and educational organizations are facing a series of sustainability dilemmas. More often these dilemmas touch on social justice and human rights issues. Thus, for example, how does society cope with issues ranging from individual accountability versus group solidarity, and short-term health results versus long-term economic growth? It is our strong conviction that the dilemmas caused by today's global crises are shared amongst all human beings. However, the reconciliation approaches are culturally defined. We believe that reconciliation, rather than choosing between two desired states, leads to more sustainable results in fighting the current global crises. This symposium will highlight our cross-cultural comparative research findings. How do different nationalities and communities behaviourally cope with dilemmas created by the complex global crises? How do companies, NGOs and (executive) schools across cultures support sustainable actions? Case studies will be shared during this symposium in the perspective of cultural value orientations and knowledge traditions worldwide.

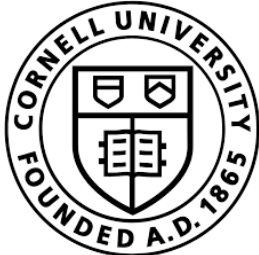
We are delighted this symposium brings together cutting-edge thinkers and practitioners across disciplines and communities. Our guest of honour is Prof.dr. N'Dri T. Assié -Lumumba, President of the World Council of Comparative Education Societies (WCCES), Professor Africana Studies and Research Center Cornell University USA. With her opening keynote she highlights the celebration of 60 years Dutch Speaking Society for Comparative Education (NGVO). The symposium will include a

roundtable debate, workshop presentations and a comparative dialogue to shed light on the gentle art of serving and leading, and how inspiring leaders can bridge the gap between cultures and the (under)privileged members in society, to unlock their potential in education and beyond. Cross-cultural awareness where every human being counts. Or, in the words of Dr. Martin Luther King jr.: “Everybody can be great, because anybody can serve”.

We look forward to meeting you at this special event. On behalf of the organising team, prof. dr. Fons Trompenaars & dr. Sylvia van de Bunt,

Chairpersons of this symposium, and members of NGVO Steering Committee

Special thanks to the Africana Studies and Research Center of Cornell University USA, World Council of Comparative Education Societies (WCCES), THT Consulting, UNESCO, Max Human Resource Management, Dutch Speaking Society for Comparative Education (NGVO) and VU School of Business and Economics for empowering this event!



European Stability Mechanism



Program overview

- 15:30 Welcome by **Sylvia van de Bunt** and opening address by **Prof.dr. N'Dri T. Assié - Lumumba**, President WCCES, Professor Africana Studies and Research Center Cornell University USA, <https://research.cornell.edu/researchers/ndri-t-assie-lumumba>
<https://www.youtube.com/watch?v=-sGaHN6kpKI>
- 15:40 Rondtable '*Cross-Cultural Sustainability*' chaired by **Fons Trompenaars**, with guests:
- **Kalin Anev Janse**, Chief Financial Officer European Stability Mechanism and AFSF, Luxembourg, <https://www.weforum.org/people/kalin-anev-janse>
 - **Jasmine Chang-Howe**, PhD candidate SBE-VU and founding-director MAX-HRM
- 16:45 Parallel workshops
- Workshop I: *Sustainable geopolitical leadership in times of crisis*; by **Kalin Anev Janse**
- Workshop II: *We Shall Overcome; VU educational case study on cross-cultural sustainability*, by **dr. Sylvia van de Bunt**, UNESCO Rapporteur Social Transformation Programme (MOST)
- Workshop III: *How to sustain Cross-Cultural Dilemmas in Chinese-Dutch Mergers & Acquisitions*, by **Jasmine Chang-Howe**, PhD student ABRI VU, and director MAX-HRM
- 17:45 Closure and Farewell

Location VU campus. For information and registration please contact: servus.sbe@vu.nl

About the speakers



N'Dri T. Assié-Lumumba

Professor

Africana Studies and Research Center, College of Arts and Sciences

Expertise

Comparative and international education; higher education; equity-gender issues in education; educational innovations, including information and communications technologies, and distance learning; European colonization of Africa; Africa and the African diaspora; global citizenship education

Current Research Interests

Globalization and education, gender and disciplinary clusters, educational innovations, the use of technology in education, higher education processes, education and sustainable development; global citizenship and peace education; African higher education renewal through fusion

Distinction

World Council of Comparative Education Societies President

Scientific Advisory Committee of the Inter-governmental Program for the Management of Social Transformations of UNESCO Vice President

Distinguished Visiting Professor in the Faculty of Education at the University of Johannesburg

Extraordinary Professor in the Education Policy Studies Department at Stellenbosch University

University of Ghana, Sociology Department, Carnegie Diasporan Fellow

New York African Studies Association The Professor Ali A. Mazrui Outstanding Publication/Book & Educational Activities Award



Kalin Anev Janse is the Chief Financial Officer and Member of the Management Board of the ESM and EFSF. He is in charge of the Funding and Investor Relations division responsible for €300 billion of outstanding debt and the Investment and Treasury division investing the €80 billion ESM capital. Additionally, he is in charge of ALM & Financial Structuring overseeing the ESM and EFSF balance sheet.

Before taking on the CFO position, he was the Secretary General responsible for amongst others Corporate Governance, Shareholder relations, HR and Finance & Control, and IT & Operations running technology and facilities of the institution. He previously worked in strategy at the European Investment Bank in Luxembourg, corporate finance advisory at McKinsey & Company in the Netherlands and investment banking at JPMorgan in London. He held several political positions in the Netherlands.

Kalin Anev Janse studied MSc. Business Administration at the Rotterdam School of Management and Wharton at the University of Pennsylvania. For his undergraduate degree, he studied Business Administration in Finance, Banking and Insurance at the Vrije University Amsterdam. He is a young global leader of the World Economic Forum.

[Kalin Anev Janse \(@kaanev\) on Twitter](#)

[Kalin Anev Janse on LinkedIn](#)

Jasmine (Wenjia) Chang-Howe, Msc



Jasmine (Wenjia) Chang-Howe, Ph.D. candidate at VU. Her study focuses on human resource (HR) integration in cross-border post- M&As. Different from the traditional role of a HR, her research examines HR as a leading perspective during the integration process goal setting and strategy setting. She argues HR could be the game-changer in improving the firm performance. Therefore, enhance the success outcome of M&A results.

Furthermore, Jasmine is founding-director of MAX HRM, a HR management company in the Netherlands, the first HR company dedicating its services to Chinese overseas investment and organizations in the Netherlands. MAX HRM aims to connect international talents with the demand of Chinese and European companies. In 2020, Jasmine (Wenjia) Chang also participated in establishing Biu!Tea B.V., is the first

social tea concept brand in the Netherlands. Biu!Tea is positioned to fuse ancient tea cultures with a modern and trendy concept to create a social community that promotes connection, sharing, and creativity.

Bunt, S. van de, & Chang-Howe, W. (2019). Developing Chinese economy overseas: Cross-cultural dilemmas in Chinese–Dutch mergers and acquisitions. Faghih (Ed.), *Globalization and Development: Entrepreneurship, Innovation, Business and Policy Insights from Asia and Africa* (pp. 243-267). (Contributions to Management Science). Springer. https://doi.org/10.1007/978-3-030-11766-5_8

Chang-Howe, W. (2019), The challenge of HR integration: a review of the M&A HR integration literature, *Journal of Chinese Human Resource Management*, Vol. 10 No. 1/2, pp. 19-34. <https://doi.org/10.1108/JCHRM-03-2019-0009>

Chang-Howe, W. (2021). Define the Process of Human Resource Integration in Cross-Border Acquisitions: Evidence from Chinese Overseas Acquisitions. In M. Mohiuddin, J. Wang, M. S. A. Azad, & S. Ahmed (Eds.), *Global Market and Global Trade* [Working Title]. IntechOpen. <https://doi.org/10.5772/intechopen.97132>

Prof. dr Fons Trompenaars



In 1979, Trompenaars received his MA in Economics at the *Vrije Universiteit Amsterdam* and in 1983 his PhD from the [Wharton School of the University of Pennsylvania](#) for the thesis *The Organization of Meaning and the Meaning of Organization*. In 1981 Trompenaars started his career at the [Royal Dutch Shell](#) Personnel Division, working on job classification and management development. In 1989 together with [Charles Hampden-Turner](#) he founded and directed the consultancy firm *Centre for International Business Studies*, working for such companies as BP, Philips, IBM, Heineken, AMD, Mars, Motorola, General Motors, Merrill Lynch, Johnson & Johnson, Pfizer, ABN AMRO, ING, PepsiCo, Honeywell. Trompenaars was awarded the International Professional Practice Area Research Award by the American Society for Training and Development (ASTD) in 1991. Subsequently, in 1999 *Business* magazine ranked him as one of the top 5 management consultants next to [Michael Porter](#), [Tom Peters](#) and [Edward de Bono](#). In 2011, he was voted one of the top 20 HR Most Influential International Thinkers by HR Magazine. In 2015, he was once again ranked in the Thinkers50 of the most influential management thinkers alive and in 2017 inducted into the Thinkers50 Hall of Fame. Trompenaars wrote *Riding the Waves of Culture, Understanding Cultural Diversity in Business*. This book (in its third edition) sold over 120,000 copies and was translated into 16 languages amongst them, French, German, Dutch, Korean, Danish, Turkish, Chinese, Hungarian and Portuguese. He is co-author amongst others of *Nine Visions of Capitalism: Unlocking the Meanings of Wealth Creation and Rewarding Performance Globally*.

Positions - Co-Director at SERVUS the Servant-Leadership Centre for Research and Education www.vu.nl/SERVUS at the *Vrije* Universiteit Amsterdam. - Member of Advisory Board Webster University Leiden. - Distinguished Advisor of Centre for Transcultural Studies at Temasek Polytechnic, Singapore. - International Director at the International Society for Organisational Development. - Faculty member at the Global Institute for Leadership Development (GILD). - Judge of the Fons Trompenaars award for Cross Cultural Management (AHRI). <https://www3.thtconsulting.com/partners/fons-trompenaars/>

Dr Sylvia van de Bunt



Sylvia van de Bunt is co-director of the research centre SERVUS (www.vu.nl/SERVUS) and Associate Professor at the Department of Management and Organization of the School of Business and Economics of VU University (VU), coordinator of executive education course in Organizational Behaviour (SBE Accountancy Department) and Executive Coaching, and Visiting Professor at University of Suffolk, UK. In 2020 she was appointed by VU Vereniging to lead a VU broad project '*We Shall Overcome*' to capture the heritage of Dr Martin Luther King jr. in VU's identity. Her background is in International Business and Education, she completed her PhD '*Academic Pilgrims*' at Tilburg University, and postgraduate courses at a.o. INSEAD and EFMD. During the last decades she has gained extensive supervisory and governing board experience e.g. she was member of the Supervisory Board of Compu'Train and Kennisnet, and president of NGVO, the Flemish/Dutch Member Society of the World Council of Comparative Education Societies. She was nominee Best Reviewer of EURAM, President of the Advisory Board of Nova Academy, and member of the Advisory Committee of the Access to Medicine Index. She is VU Advisory Board member of Community Service Learning/A Broader Mind and member of the Advisory Board of the VU Foundation. Quote elected her one of the 600 most influential Dutch business persons. She was/is active in volunteer organizations for local mentoring and community building.

She served as a management consultant for various international firms, business schools and NGO's. For the European Commission she was coordinator of a large-scale (12 countries) novel European project FILTER, investigating the integrity and cultural filtering of online content. She published extensively on cross-cultural management, executive education and talent diversity e.g. in handbooks of leading academic Publishers such as Springer, Routledge, Palgrave Macmillan, Wiley, and Jossey-Bass, and in high ranked journals such as *Technology Analysis & Strategic Management Journal*. She edited the book '*World Wide Work*' (VU University Press, 2006), co-edited the books '*Handboek Internationaal Talent*' (Weka, 2007) and '*Competing for Talent*' (Royal Van Gorcum, 2009). She presented/published papers and organized PDWs at a.o. the Academy of Management, EURAM, EAIE, WCCES and EFMD. <https://research.vu.nl/en/persons/sgm-van-de-bunt>

Recommended Reading:

- Berglund, T., Gericke, N. J. Boeve-de Pauw, D. Olsson, T.C. Chang (2019), *Environment, Development and Sustainability*, 22.6287-6313.
- Bunt, S. van de, Chang-Howe, W. (2019), Developing Chinese Economy Overseas: Cross-Cultural Dilemmas in Chinese-Dutch Mergers & Acquisitions. In: *Globalization and Development – Entrepreneurship, Innovation, Business and Policy Insights from Asia and Africa*, Faghieh, N. (Editor), Springer Nature Publishers, Part II, pp. 243-268.
<https://vu.on.worldcat.org/oclc/930600719>
- Chang-Howe, W. and Bunt, van de, S. No captain on deck: a new understanding of leadership in cross-border post- M&A integrations, *Eurasian Business Review (EABR)*, approved, to be published early 2023.
- Trompenaars, F. (2020). A Cross-Cultural Analysis of Pandemic Dilemmas. Research Report.
<https://www3.thtconsulting.com/wp-content/uploads/2021/01/Covid-report-August-2020 .pdf>

 **SUSTAINABLE DEVELOPMENT GOALS**

