

Transcultural Management and the BRICS

Keynote Speakers



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Sérgio Carin first studied Pharmacy at Universidade Federal do Rio de Janeiro. In 1994, he obtained degrees in Business Management and Travel & Tourism at RSC and California State University in Orange County, California. He has been with Swiss International Air Lines since 2002 for which he has worked in different management roles in the fields of Sales & Marketing for the Americas and Global Key Account Management. Since 2013, he leads the "Sales Cooperation and Business Development" unit at the airline.
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Simon Evenett, Prof. Ph.D. (Yale), is Academic Director at the University of St.Gallen MBA and Professor of International Trade and Economic Development. His research focuses on emerging markets, on the effects of competition law and policy on firms behaviour, and on the analysis of existing and proposed agreements at the World Trade Organization. He has published a number of books and has, in addition, edited many book chapters and articles. He obtained his Ph.D. in Economics from Yale University and a B.A. (Hons) in Economics from the University of Cambridge. He has taught at the University of Oxford, the University of Michigan Business School, and Rutgers University.

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Christian Ersche, Ph.D. (Freiburg), is a sociologist with primary research interests in globalization, development cooperation, and South-South relations. He is the author of *Europäischer Universalismus und der Aufstieg neuer Mächte. Die chinesisch-brasilianischen Beziehungen als Fallbeispiel gegenwärtiger Süd-Süd-Kooperation* (UVK, 2014) and co-editor of *Global Knowledge Production in the Social Sciences. Made in Circulation* (Ashgate, 2014).

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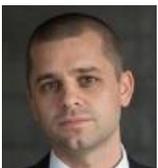
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Martin Huser, Dr. oec. HSG, is since 2012 a member of the University of St.Gallen's Governing Board and of the Directorate of Helvetia Insurance. Earlier, he headed the department of PR and Investor Relations at Helvetia Insurance, before he joined Management Development, where he has since been engaged in various projects in the field of executive education in addition to the group-wide "International Executive Program." As a HSG alumnus, Martin Huser was Vice President of the HSG Alumni Board until 2012.

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Roger Moser, Prof. Dr. rer. pol., serves as Director of the India Competence Center at the Research Institute of International Management as well as Director of the ASIA CONNECT Center (ACC-HSG) at the University of St.Gallen. He is involved in several research projects focusing on infrastructure solutions for rural India and supports European and Asian companies in their respective market entry and expansion projects. The ACC-HSG has a unique network of bridge heads in India, China, Thailand, Indonesia and Timor-Leste, and provides decision intelligence for senior executives of SMEs and MNCs.

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Abhishek Raju, B.A. (Bangalore), is an expert on doing business in India. He has around fourteen years of experience as an entrepreneur and a consultant. He has worked with multinationals such as AXA and GE, and he has worked in a multitude of fields. He is also a researcher consultant at IIM Bangalore and a startup mentor. Among many other activities, he is currently India Head of St.Gallen's Asia Connect Center and a Senior Advisor for the Canton of St.Gallen's Office for Economy and Labour.

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Jivanta Schöttli, Dr. rer. pol., is a Postdoctoral Scholar and Lecturer at the Research Centre for Globalisation and Distributional Conflict at Heidelberg University and an Associate Member of the South Asia Institute. Following her studies in economic history and International Relations at the London School of Economics, she obtained a Ph.D. in Political Science from Heidelberg. She has published on Indian politics, economy, and foreign policy.

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Aglaya Snetkov, Ph.D. (Birmingham), is a senior researcher at the Center for Security Studies (CSS) and an adjunct lecturer at the University of Zurich. Her primary research interests revolve around non-Western security and IR, critical security studies, norms and narratives, and intrastate conflicts. The main empirical focus of her research is on Russia, China and the wider Eurasian region. She has recently published *Russia's Security Policy under Putin* (Routledge, 2015).

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Musicians



Ivo Haun grew up in Brazil where he had his first guitar and voice lessons. Living in Basel since 2010, he finished his Master Studies with Gerd Türk in the Schola Cantorum Basiliensis in 2015. Ivo is particularly interested in Renaissance and Early Baroque music and works with Ensembles like La Cetra (Andrea Marcon), Thélème, Basler Madrigalisten, Musica Fiorita (Daniela Dolci), Amsterdam Baroque Choir (Ton Koopman), and La Morra.



Anna Miklashevich was born in the Moscow region of Russia. After graduating with honors from the choir conducting department of the Moscow Tchaikovsky Conservatory in 2012, she began studying singing at the Schola Cantorum Basiliensis with Prof. Ulrich Messthaler and Prof. Rosa Domínguez, specializing in the repertory of Renaissance and Baroque periods. As a soloist and a member of various ensembles, Anna performed in Russia, Europe, and North America, as well as in the festivals such as Utrecht Oude Muziek Festival (Holland), Via Mediaeval (Germany), La Renaissance (Moscow), and Midis-Minimes (Belgium).



Victor de Souza Soares started his musical training at the age of nine in his homeland Brazil. From 2008 to 2013, he studied Voice and Vocal Pedagogy at the Music Academy Basel, achieving highest distinctions for didactics. Victor's career led him to the Theater Basel, the Semperoper Dresden, the Tonhalle Zürich, and the Palau de la Música de Barcelona where he collaborated with great conductors of our time. Besides that, Victor moves with enthusiasm through the Jazz, Pop and Rock scenes, having concluded several collaborations with established artists, including The Rolling Stones (UK), The Allan Parsons Project (USA) and Grupo Uakti (BRA).



Csongor Szántó, of Hungarian origins, was born in Vienna where he joined the Vienna Boys' Choir as soloist. He studied composition and singing at the University of Music and Performing Arts. Since 2013, he studies at the Schola Cantorum Basiliensis, specializing in Baroque and Medieval music, and joining the Advanced Vocal Ensemble Studies. He also performs as a pianist, and was *répétiteur* at the Salzburger Festspiele in 2013. He sings with LaCetra, Basler Madrigalisten, Arnold Schoenberg Choir, Novantik project, and Ensemble Ordo Virtutum.



Conference Organisers



Yvette Sánchez, Prof. Dr. phil., holds the Chair in Spanish Language and Literature at the University of St.Gallen and is Director of the Centro Latinoamericano-Suizo. She is involved in several research projects in the field of Latin American and TransArea studies. She is a member of the steering committee of the University of St.Gallen Hub in São Paulo and teaches courses in transcultural studies on all levels. In particular, she has launched the new research node *Transcultural Workspaces* at the University of St.Gallen.

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Claudia Franziska Brühwiler, Dr. rer. publ., is a political scientist and a Lecturer as well as project coordinator at the University of St.Gallen. In her research, she focuses on American politics and culture, Transatlantic relations and on the history of political ideas. She published *Political Initiation in the Novels of Philip Roth* (Bloomsbury Academic, 2013) and she is currently working on a monograph discussing the transatlantic reception of Ayn Rand's work and thought.

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