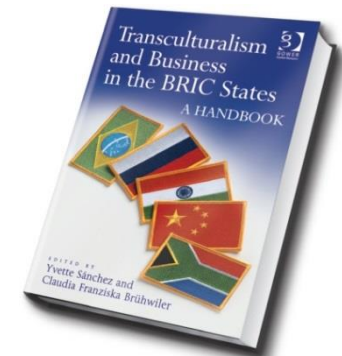


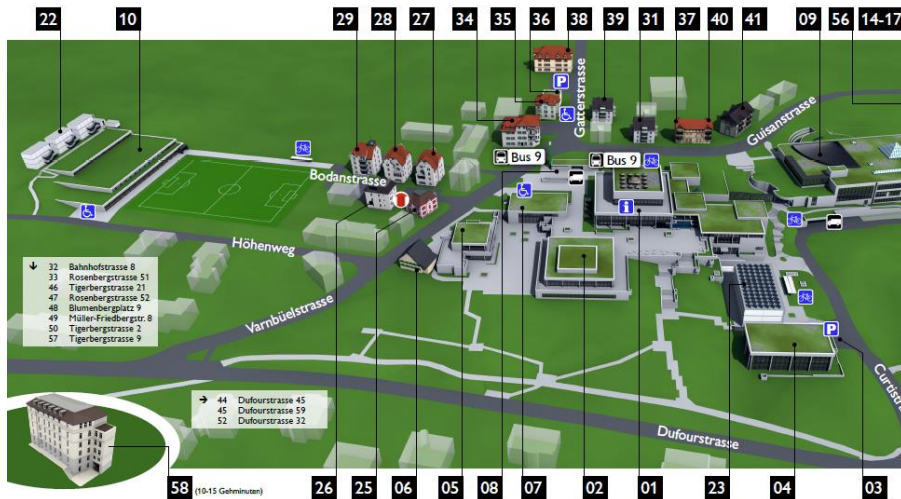
Transcultural Management and the BRICS

2nd and 3rd October 2015



Sometimes investment vehicles develop a life of their own: in 2001, Goldman Sachs economist Jim O'Neill coined an acronym bearing the promise of new financial opportunities, by “Building Better Global Economic BRICs.” Brazil, Russia, India, and China, thus his reasoning, would be reshaping the world economy. While “investment by acronym” tends to be sneered at, the BRICs took matters into their own hands and joined forces, both economically and politically. Together with South Africa, they have founded the New Development Bank to counter-balance the influence of the International Monetary Fund and strengthened their cultural, educational, and structural ties. Although many keep questioning the BRICs’s staying power, the extent of institutionalization suggests that they intend to become an increasingly more important global player and redesign the balance of world politics.

In collaboration with international scholars, members of St.Gallen’s School of Humanities and Social Sciences have tackled many issues facing those who want to do either business or research in the BRIC States. The findings have led to the publication of *Transculturalism and Business in the BRIC States* (Gower/Ashgate, 2015). Our conference offers the opportunity to continue our conversation on Transcultural Management in the BRICS and discuss new challenges.



01 Hauptgebäude Main Building	09 Bibliotheksgebäude Library Building	31 Guisanstrasse 3 – CSC-HSG Career Services Center	41 Guisanstrasse 11
02 Aula	10 Sporthalle Sports Hall	34 Varnbuelstr. 19 – Skriptenkommission Script Commission	56 Guisanstrasse 36 Werner-Siemens-MLE-Haus
03 Parkgarage A Car Parking A	14-17 Weiterbildungszentrum Holzweid Executive Campus HSG	35 Gatterstrasse 1	58 Tellstrasse 2
04 Dufourstrasse 48	20 Provisorium – Büro Provisional – Offices	36 Gatterstr. 3 – Sprachenzentrum Language Center	Buslinie Bus line
05 Varnbuelstrasse 16	22 Provisorium 3 – Lehre Provisional 3 – Teaching Facilities	37 Guisanstr. 7 – HSG Alumni HSG Alumni	Warenanlieferung Delivery of goods
06 Kirchhoferhaus	23 Lehr-Pavillon Classroom Pavilion	38 Gatterstrasse 9 – Kinderhort Crèche	
07 Mensa University Restaurant	24 Zentrales Institutsgebäude Central Institute Building	39 Guisanstrasse 1a	
08 Dienstgebäude Service Building	25-29 Bodanstrasse 1-8	40 Guisanstr. 9 – Studentenschaft Student Union	

Day 1

Main Building **I**
Room 01-012

Day 2

Tellstrasse 2 **58**
Room 58-022



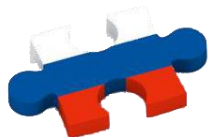
Conference Schedule



Friday, 2nd October 2015 – Main Building, Room 01-012

04:15 pm	Welcome and Presentation of the Handbook <i>Transcultural Management in the BRIC States</i> - Dr. Martin Huser (Member of the University's Board of Governors) - Prof. Yvette Sánchez (Director of CLS-HSG) - Dr. Claudia Franziska Brühwiler (University of St.Gallen)
04:45 - 05:35 pm	Prof. Brendan McSweeney (Royal Holloway University of London) Keynote: Collective Cultural Mind Programming: Escaping from the Cage
05:40 - 06:40 pm	Practitioners' Roundtable: Doing Business in the BRICS with: Sérgio Carin, Prof. Casas i Klett, Francesco Gherzi, and Prof. Roger Moser Moderator: Prof. Yvette Sánchez
06:40 - 06:55 pm	<i>Coffee Break</i>
06:55 - 07:35 pm	Dr. Christian Ersche (University of Freiburg, Germany) Unequal Partners: The Chinese-Brazilian Relations
07:35 pm	<i>Cocktail reception with BRICS delicacies</i>

Map of the Campus: see on the back



Saturday, 3rd October 2015 – Tellstrasse 2, Room 58-022

09:10 am	Welcome back Dr. Claudia Franziska Brühwiler
09:15 - 10:05 am	Prof. Simon Evenett (University of St.Gallen) The Competitiveness of the BRICS: Is Past Prologue?
10:10 - 11:10 am	Roundtable India with: Abhishek Raju, Philippe Reich, Prof. Paul Rollier, and Dr. Jivanta Schöttli Moderator: Prof. Roger Moser
11:10 - 11:25 am	<i>Coffee Break</i>
11:30 - 11:40 pm	Musical Interlude
11:45 - 12:25 pm	Dr. Aglaya Snetkov (ETH Zurich) Putin's Russia and the BRICS
12:25 - 01:25 pm	<i>Lunch Break</i>
01:30 - 02:20 pm	Prof. Ian Taylor (University of St Andrews) Keynote: The BRICS in Africa: Diversifying Dependency
02:20 - 02:30 pm	Musical Interlude
02:35 - 03:35 pm	Authors' Roundtable: Transcultural Relations among the BRIC States with: Mariana Castro, Dr. Elena Denisova-Schmidt, Dr. Yves Partschefeld and Dr. Jivanta Schöttli Moderator: Dr. Vanessa Boanada Fuchs
03:35 - 03:40 pm	Short wrap-up

