

## **BALANCED GROWTH: FINDING STRATEGIES FOR SUSTAINABLE DEVELOPMENT**

### TOPIC DESCRIPTION

The University of St. Gallen hosts the 9<sup>th</sup> DocNet Management Symposium on "Balanced Growth: Finding Strategies for Sustainable Development" on November 18<sup>th</sup>, 2011. The DocNet Management Symposium is organized on a yearly basis by DocNet, the Ph.D. students and post-doctorals' association of the University of St. Gallen. It serves as an exclusive information exchange platform between academia and practice on relevant business and societal topics.

This year's topic "**Balanced Growth: Finding Strategies for Sustainable Development**" addresses one of the most crucial issues in the current public discourse. Developing countries like China are catching up fast with industrialized western nations. Is their growth balanced with respect to speed and volume? Which role do companies play within these growth processes, how can they find strategies to establish a balanced and sustainable growth path? And – are there measures to control for a sustainable development? Furthermore, a company's growth is based on the usage of diverse resources. These can be financial, material, and human resources. Here, the challenges for firms consist in the management of resources in order to achieve long lasting success. The management of growth includes an appropriate exploration and selection of resources.

In order to account for its complexity, the topic of balanced growth will be investigated from various perspectives in an interdisciplinary way by bringing together distinguished researchers and practitioners from different fields and disciplines. The symposium starts the discussion on balanced growth from a macroeconomic perspective considering both growth strategies of countries, their growth levels, and consequences. Subsequently, firms' growth is emphasized by investigating, whether, how, and what strategies firms pursue to grow; which factors affect the choice of strategy and which challenges do firms face while pursuing a particular strategy? Finally, concepts and key indicators of firms to measure sustainable growth are to be discussed. The symposium completes this topic by adding a resource perspective to the discussion that includes questions on an appropriate use of diverse resources of companies and countries. Balancing the use of resources during a growth period is a central concern to avoid an over utilization of resources resulting in negative long-term implications for the environment and the economy.

How to bridge the gap between theory and practice? Therefore, we are honored to welcome distinguished speakers who will illustrate growth strategies and their consequences on countries, companies, and resources. As an important part of this year's symposium, several panel discussions will serve as a basis for a lively dialogue between experts from different disciplines and the participants of the DocNet Management Symposium.

Participants of the symposium are around 100 Ph.D. and master students from different universities. The symposium offers a unique opportunity to get into contact with these students.

Selected reports of the speakers, together with background information, and additional articles on this year's topic will be published in a book by the renowned Springer publishing house. This book will be presented to the participants of the symposium and can be purchased in bookstores afterwards. It comprises approx. 200 pages and will be merchandised by the publishing company in relevant publications.

For further information on DocNet and on the previous eight symposia, please refer to [www.docnet-hsg.ch](http://www.docnet-hsg.ch).

Program (18<sup>th</sup> November 2011)

(preliminary September 2011)

Time	Topic (G=German; E=English)	Topic description	Session lead
			Expert Panel / Speakers
08:15 - 08:45	Check-in & Welcome Coffee		
08:45 - 09:00	Welcome Address		
09:00 - 09:45	Opening Keynote (E)	Introduction to Balanced Growth	<b>Prof. Dr. Carl Christian von Weizsäcker</b> (Research Fellow at the Max-Planck-Institute for research on collective goods, University of Cologne, Emeritus)
09:45 - 10:15	Break		
10:15 - 11:30	Panel Session (E)	Balanced Growth: A Macroeconomic- Perspective	<b>Dr. Dirk Solte</b> (Research Institute for Applied Knowledge Processing)
			<b>Prof. Dr. Uwe Sunde</b> (University of St. Gallen, Swiss Institute for Empirical Economic Research) <b>Steffen Bilger</b> (Member of the German Bundestag) <b>Dr. Friedemann Roy</b> (World Bank)
11:30 - 12:00	Keynote (E)		<b>Prof. Dr. Manfred Perlitz</b> (University of Mannheim, Emeritus)
12:00 - 13:00	Lunch Break		
13:00 - 14:15	Panel Session (E)	Balanced Growth: A Business- Perspective	<b>Dr. Anna-Katharina Klöckner</b> (University of St. Gallen, Executive School of Management)
			<b>Prof. Dr. Klaus Möller</b> (Institute for Accounting, Controlling and Auditing) <b>Dr. Axel Weiler</b> (Franz Haniel & Cie. GmbH, Corporate Development/M&A) <b>Marc Dietrich</b> (Danzer Group, CFO)
14:15 - 14:45	Keynote (E)		<b>Björn Peter Emde</b> (Suntech Power International Ltd, Communications Manager Europe)
14:45 - 15:15	Break		
15:15 - 16:30	Panel Session (E)	Balanced Growth: A Resource- Perspective	<b>Prof. Dr. Mathias Binswanger</b> (University of Applied Sciences Northwestern Switzerland)
			<b>Prof. Dr. Rolf Wüstenhagen</b> (University of St. Gallen, Director) <b>Dr. Fuad M. Siala</b> (Senior Advisor OPEC) <b>Thomas Vellacott</b> (Director Programm, WMF)
15 Min.	Short Break		
16:45 - 17:15	Final Keynote (E)	Concluding thoughts	Prof. Dennis Meadows (Club of Vienna)*
17:15 - 18:15	Apéro		

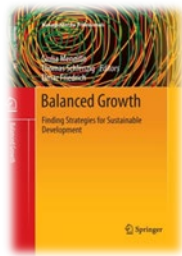
\*(requested, not yet confirmed)

## 9<sup>TH</sup> DOCNET MANAGEMENT SYMPOSIUM 2011– AT A GLANCE

The DocNet Management Symposium, organized by the doctoral network of the University of St.Gallen, is a high quality platform for dialogue on key management issues in corporate environments with interface to politics and civil society. The goal is to bring together academics of the University of St.Gallen and top managers of renowned corporations in order to explore a given management subject from various perspectives.



Every year in autumn for eight years now, the symposium has offered DocNet members, master students, doctoral and post-doctoral students of the University of St.Gallen, and other universities the opportunity to engage in discussions with speakers in an inspiring environment. This includes Q&A sessions after talks presented, panel discussions and informal talks during breaks and the Apéro after the symposium. The DocNet Management Symposium 2011 is accompanied by the book **“Balanced Growth: Finding Strategies for Sustainable Development”** which is published by the publishing house Springer prior to the symposium. This book summarizes the main contents of the event and comprises additional academic and practitioner substantiated articles on the topic of balance growth.



### Previous Speakers

Prof. Dr. Roman Herzog (former President of the Federal Republic of Germany), Prof. Dr. Norbert Walter (former Chief Economist Deutsche Bank AG), Dr. Guenter Pfeiffer (Chief Personnel Officer and member of Swisscom Group Executive Board), Prof. Dr. Sergey P. Kapitza (Moscow Institute of Physics and Technology, Club of Rome), Prof. Steven Floyd, Ph.D. (University of St. Gallen), Eberhard Diepgen (former Mayor of Berlin), Dr. Jochen Gutbrod (Deputy Chairman and Member of Executive Board, Publishing House Georg von Holtzbrinck), Daniel J. Haas, MBA (Partner, Bain & Company), Dr. Claude Heini (Head Group Leadership Development, UBS AG), Ingrid Hofmann (Executive Director, I.K. Hofmann GmbH), Dr. Martin Schmitt (Division Head Human Resources Department, Deutsche Lufthansa AG), Dr. Arpad Soelster (Head Strategy and Evaluation, Goethe Institute), Prof. Dr. Sascha Spoun (President, Leuphana University Lüneburg), Prof. em. Dr. Peter Ulrich (University of St. Gallen), Peter Wiegand (Partner, KPMG), Anita R. Salt-Wetzstein, MBA (Managing Director, Salt Consulting AG), Rob Britton, Ph.D. (Advisor to the Chairman Marketing & Strategy, American Airlines, USA), Prof. Heinz Fischer (Honorarprofessor, Hochschule Pforzheim), Dr. Armin Schmiedeberg (Partner, Bain & Company), Helmut Sendlmeier (CEO McCann Erickson Worldgroup Germany Austria Switzerland), Prof. Dr. Heike Bruch (University of St. Gallen), Rachel Campbell (Head of People, KPMG Europe), Philip Tidd (Managing Director, DEGW UK), Markus Ehrler (Executive Director, UBS Investment Bank), Holger Kneisel (Partner, KPMG Transaction Services), Prof. Dr. Kai Lucks (Vice President & Head of M&A Integration, Siemens AG), Prof. Dr. Guenter Mueller-Stewens (University of St. Gallen), Dr. Daniel Ritz (Chief Strategy Officer & Mitglied der Gruppenleitung, Swisscom AG), Dr. Urs Schenker (Managing Partner, Baker & McKenzie), Arnd Schwierholz (Vice President & Head of Mergers & Acquisitions, Deutsche Lufthansa AG), Dr. Axel Seemann (Partner, Bain & Company), Rolf-Magnus Weddigen (Partner, Bain & Company), Dr. Alberto Franceschetti (Partner, Bain & Company), Dr. Annette Winkler (Vice President, DaimlerChrysler), Dr. August Benz (UBS Group Strategic Advisory), Beat Friedli (Head Corporate Development, Die Schweizerische Post), Prof. Fritz Fahrni, Ph.D. (University of St. Gallen, ETH Swiss Federal Institute of Technology), Prof. Dr. Jacqueline Otten (Head of Design Department HGK, School of Arts and Design Zurich), Max Schneiter (UBS Group Strategic Advisory), Prof. Dr. Oliver Gassmann (University of St. Gallen), Dr. Thomas Held (Direktor, Avenir Suisse, Zürich), Prof. Dr. Jürg Simon (Partner, Lenz & Staehlin, University of St. Gallen), Prof. Dr. Giorgio Behr (VR Präsident Henkel & Cie. AG, CEO BBC-Group, Honorarprofessor University of St. Gallen), Dr. Markus Blocher (CEO Dottikon ES Holding AG), Dr. Barbara Dubach (Head of Corporate Social Responsibility, Holcim, Zürich), Prof. Dr. Thomas Hutzschenreuter (WHU Vallendar), Antoinette Hunziker-Ebnetter (Member of the Executive Team Julius Bär), Sabine Müller (Leiterin Konzernorganisation, Deutsche Post World Net)