

Call for Applications: Transcultural Student Research Group 2024, with research trip to South Africa

**Would you like to write your BA or MA thesis
in an international and interdisciplinary research group?
Are you interested in the futures of
transcultural leadership and/or sustainability management?**

Once again this year, HFU Business School offers its students the opportunity to write their BA or MA thesis as participants of a Transcultural Student Research Group (TSRG) of the Transcultural Caravan Network. These groups consist of students from the network's member universities in Brazil, Germany, Poland, South Africa and Vietnam and work on a common overarching research topic. The aim is to combine different perspectives and have a shared, real-life learning and cooperation experience. Apart from the individual theses, the outcome of the project will be a joint academic publication: an open-access book in the Transcultural Management Series at Metropolis Publisher.

This format is a 1-year project consisting of the following components:

- April – June 2024: Preparatory phase: 4 to 5 online workshops, including teambuilding, methodological sessions and thematic inputs (can also be attended during the semester abroad / internship semester).
- Late July 2024: Field research trip to Pretoria and Johannesburg, South Africa, for data collection and groupwork. Scholarships are available to cover large parts of the travel expenses.
- Sept. – Nov. 2024: Data analysis, including an online seminar for further input and groupwork
- Oct. 2024 – Feb. 2025: Thesis writing
- Early 2025: Submission of the book chapters (co-authored by the student groups and supervised by professors and lecturers from the Transcultural Caravan Network)

Who can apply? All HFU Business School students who plan to write their BA or MA thesis in the winter semester 2024-25.

Online info session for interested HFU students: 20 February 2024 at 1 pm in Alfaview W-08.

How to apply? Send your motivation letter (max. 1 page) and CV to Prof. Julika Montecinos.

Deadline for applications: 23 February 2024

Contact for further information and applications:

Prof. Julika Montecinos, Julika.baumann.montecinos@hfu.eu



Call for Applications!

Transcultural Student Research Group 2024

“Transcultural Perspectives on Sustainable Future(s)”

The Transcultural Student Research Group of the Transcultural Caravan Network at Zeppelin University is part of the Baden-Württemberg-STIPENDIUM for University Students –BWS plus, a program of the Baden-Württemberg Stiftung.



in cooperation with



- Interested in thinking about and researching **“Transcultural Perspectives on Sustainable Future(s)”**?
- Keen on cooperation with **international peers**? Interested in tackling the **big challenges and opportunities** of our times?
- Motivated to become part of the **“Transcultural Caravan Network” project and join an interdisciplinary group**?
- Do you want to **publish your first chapter in an international academic publication**?

If you answered yes to at least two of these questions, we look forward to receiving your application! Please see the corresponding section in this document for further information on the application process.

Transcultural Student Research Group | TSRG 2024

What is the Transcultural Student Research Group about?

Since 2017, the Transcultural Caravan at the Leadership Excellence Institute Zeppelin | LEIZ (Zeppelin University - Germany) has been running Transcultural Student Research Groups | TSRGs. The research project is designed to provide opportunities to **deepen knowledge on specific research topics** and to have a genuine **transcultural experience**. Over the last seven years, more than a hundred participants from more than ten different countries have participated in the project.

Each year, the TSRG has a different regional and thematic focus (2017 Hybridity and Transculturality in Hong Kong; 2018 Transculturality and Community in Uganda; 2019 Relational Leadership in Brazil; 2020 Civil Society Cooperation in Europe; 2021 Impacts of the BRI on Europe; 2022 Partnerships for the SDGs in Southeast Asia, 2023 The Future(s) of Transcultural Leadership in Berlin, Germany).



In 2024, the focus is on Transcultural Perspectives on Sustainable Future(s).

How does the TSRG work?

The students involved in the project are divided into research groups based on **common research interests**. Each group works together on specific research questions that correlate with their disciplinary background and the TSRG's overarching research topic in an academic co-authoring process over **a year**. Accordingly, the TSRG consists of several such transcultural groups that apply the common research theme to their respective case studies and disciplines. A team of experts will supervise the students throughout the process.

In the end, the **research results** of each group will be **published in a joint volume in the book series "Transcultural Management Series"** (Metropolis Publisher):



For more information on the book publication, see <https://www.metropolis-verlag.de/Reihen/Transcultural-Management-Series/catalog.do>

For more information on the schedule, please refer to the time frame section of this document.

What does the TSRG offer to you?

- A unique transcultural learning experience;
- Research experience in an international team of students, professors, practice partners, and researchers;
- Certificate of participation and record of work;
- Publication of your first academic paper;
- Possibility to write your BA or MA thesis within the project (depending on institution/supervisor).

Why a TSRG on “Transcultural Perspectives on Sustainable Future(s)”?

The future is unpredictable. The increasing complexity of global value creation, climate change, pandemics, wars, and many other factors radically challenge our way of living, cooperating, and leading. They undermine traditional visions of the future that we rely on to plan, feel secure, and gain the confidence to invest in tomorrow. Transcultural leadership and cooperation must take on the challenges of a VUCA world (volatility, uncertainty, complexity, and ambiguity), and actively shape the future by establishing new connections and developing commonalities across different cultures.

Topics for the sub-research projects 2024

The TSRG is an interdisciplinary project. The topic "Transcultural Perspectives on Sustainable Future(s)" can be explored from different angles, raising different research questions.

Participants interested in the following topics are welcome:

- Economic and Corporate Perspectives: CSR, business ethics, business sustainability, green finance, global stakeholder management, sustainability reporting, UN global compact, compliance, circular economy.
- International Regulations Perspectives: OECD guidelines, sustainability and human rights in the supply chain, SDGs, ILO (International Labour Organization), COP 2023 content analysis.
- Political Perspectives: Climate change, environmental justice, net-zero policy, eco-friendly practices.
- Social-Cultural Perspectives: Transcultural sustainability, eco-cultural restoration, decolonization of ecological knowledge, content analysis of the Transcultural Leadership Summit 2023, impacts on the health of unsustainable practices, social (in)justice.
- Technological Perspective: Innovations for sustainable future(s), artificial intelligence and sustainable future(s).

Open topic: Do you have any different ideas on how to research "Transcultural Perspectives on Sustainable Future(s)"? Please feel free to submit your ideas. Different ideas will be evaluated.

Timeframe

- **Late February/Early March 2024:** Kick-off and participant matching (online).
- **March – June 2024:** Preparatory Phase (online).
Workshops related to different topics (e.g., Transcultural Cooperation, Research Methods, Sustainability, etc.).
- **Late July 2024:** Research Trip to South Africa.
- **November 2024:** Weekly Online Transcultural Research School
- **February 2025:** Submission of first drafts for the joint publication.

As for the TSRG 2024, the project will start in March. After a kick-off meeting, all selected participants of the TSRG 2024 from the different partner universities will be matched into transcultural groups. After the groups and the specific research questions have been determined, the participants will be prepared to conduct their research in a preparatory phase. The preparatory phase includes both thematic and methodological workshops. In addition, a workshop on transcultural competencies will provide participants with the necessary skills to work together across their cultural boundaries.

A research trip in late **July 2024** to Pretoria (South Africa) will provide the opportunity to conduct field research and exchange views with local experts.

The initial results of the studies will be discussed during the online Transcultural Research School in November 2024. In addition to the preliminary results, the Transcultural Research School offers the opportunity to maintain dialogue and interaction both within one's research group and between different groups. Metropolis Publisher will then publish the final research results in a joint book in the "Transcultural Management Series".

Team and Partners

The TSRG is a project by the Transcultural Caravan Network:

- Zeppelin University in Friedrichshafen, Germany
<https://www.zeppelin-university.com/>
Represented by Josef Wieland, Jessica G. Schwengber, Quratul Aan and Tobias Grünfelder
- Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil
<https://www.puc-rio.br/index.html>
Represented by Ruth Espinola Soriano de Mello
- University of Łódź, Poland
www.uni.lodz.pl
Represented by Tomasz Kamiński
- Hochschule Furtwangen University | HFU Business School, Germany
<https://www.hs-furtwangen.de/en/faculties/hfu-business-school/>
Represented by Julika Baumann Montecinos
- University of Pretoria, South Africa
UP | University of Pretoria
Represented by Olebogeng Selebi
- Vietnamese German University, Vietnam
www.vgu.edu.vn
Represented by Ngoc Lan Dang

Further impressions

- The Transcultural Caravan - Who we are:
<https://www.youtube.com/watch?v=bQMBMePANus&t=155s>
- Transcultural Student Research Group 2019:
<https://www.youtube.com/watch?v=dbZmDh3sYvg&t=44s>
- Overview of the past TSRG projects: <https://transcultural-caravan.org/blog/transcultural-student-research-groups/>

For further information

- The Transcultural Caravan - Website: www.transcultural-caravan.org
- Leadership Excellence Institute Zeppelin | LEIZ: <https://www.zeppelin-university.com/research-issues/research-centers/leiz/>