

## Stimulierung von Kreativität und Innovation durch Forschung und Lehre in angewandten Wissenschaften

Vortrag von Prof. Dr. Ulrike Reisach auf dem Summer Palace Forum in Beijing am 28.06.2015

„Der Gesellschaft dienen durch innovative Bildung und die Schaffung von Werten – Förderung von Talenten für internationale Organisationen“ – dies war das Motto des zweiten Summer Palace Forum der University of International Relations, Beijing und des Marietta College, Ohio/USA am 27./28. Juni 2015 in Beijing, auf dem HNU-Professorin Prof. Dr. Ulrike Reisach als Rednerin geladen war.



Im Bild: Prof. Xiaoxiong Yi (Marietta Relationship Commissioner), Prof. Dr. Ulrike Reisach (HNU), Prof. Andy Zelleke (Harvard), Prof. Dr. Hui LIU (UIR)

Am Samstag den 27. Juni moderierte Prof. Dr. Reisach ein Panel mit den Beiträgen von Prof. Wei Dan von der Universität Macao, von Kathleen Reddy-Smith (Marietta College) sowie von Michael Milone, ehem. VP des US-Konzerns Heinz, sowie die abschließende Diskussion mit den Teilnehmern. Weitere Redner des Tages waren Dr. Joseph W. Bruno, Präsident, sowie Dr. Mark Miller und Gama Perucci vom Marietta College, Ohio/USA, Yoichi Maie von der japanischen Organisation für Wirtschafts- und Handelsbeziehungen JETRO, Han Shi vom Carnegie Tsinghua Center for Global Policy sowie Jiaojing Chen, HR Director der Volkswagen Group China in Beijing.

Am Sonntag den 28. Juni stellte Prof. Dr. Reisach das Konzept von Forschung und Lehre an deutschen Hochschulen für angewandte Wissenschaften vor. Auf Basis ihrer Forschung zu interkulturellen und didaktischen Besonderheiten des deutschen und chinesischen Sprachraums, zu kritischer ethischer Reflexion sowie ihres 2013 erschienenen Buches zum Thema Wissenstransfer erläuterte sie, wie es

gelingen kann, praxisbezogene und innovative Lösungskompetenz zu entwickeln. Zentral war dabei ihr Ansatz des vorausschauenden unternehmerischen Denkens, verbunden mit einer multiperspektivischen, kritischen Reflexion und einem Stakeholder-Dialog als Grundlage konstruktiver und verantwortungsbewusster Entscheidungen. Ihr folgte Prof. Andy Zelleke von der Harvard University, Boston, der das Konzept der „field research“ der Masterstudiengänge der Harvard School of Business erläuterte. Krönender Abschluss war das Konzert des Symphonieorchesters der University of International Relations, das Interpretationen chinesischer und europäischer Komponisten zum Besten gab.

**Summary and key messages of Prof. Reisach's speech** (see Program of the Summer Palace Forum):

Reflecting on research from communication science and the psychology of decision making, Prof. Reisach discussed which methods and media are appropriate for teaching future managers. Reasons for cultural differences in communication and leadership styles were given as well as suggestions for mutual learning. Based on scientific research and many years of experience in leading international management positions, she revealed prerequisites for the stimulation of creativity that include an appropriate Corporate or Organizational Culture and HR Management. As a conclusion, she gave examples for how this is realized in Universities of Applied Sciences in Germany.

In order to deal with complex business, societal and technical challenges of today's business world, students need competencies for decision making. Employability on a managerial level does not mean fulfilling pre-defined and given tasks but rather **entrepreneurial thinking**, grasping opportunities and anticipating future developments and market needs. Based on an accurate analysis and an open discourse with the company's stakeholders, future managers need to be able and courageous to make responsible decisions with respect to the company's as well as the society's long-term well-being.

University curricula in applied management/business sciences need to go beyond the „how to“, and also comprise the „**know why**“. Only if students understand the influencing factors, their mutual interdependencies and the interests and backgrounds of various stakeholders, they will be able to make responsible decisions. Creative and interdisciplinary thinking has to be stimulated as well as sensitivity to the needs and concerns of others. The capability to analyze problems from different perspectives can be fostered through constructive discussions with stakeholders to find agreements and procedures which serve the company as well as the society. From the university lecturer this requires personal experience and engagement that go far beyond presenting textbook contents. Teaching applied sciences includes facilitating industry cooperation, supporting students in analyzing up-to-date corporate challenges and case studies, encouraging them to elaborate suggestions for corporate strategies, and giving feedback on their scientific soundness and practical feasibility.

**Prof. Dr. Ulrike Reisach 冉珊鹤** is a full professor at the Neu-Ulm University of Applied Sciences, Bavaria/ Germany since 2008 and head of the university's center of excellence in Corporate Communications. She received her Ph.D. in management science from Ludwig-Maximilians-University Munich with the highest distinction and has completed the Corporate Advanced Management Program Asia/Pacific of Siemens, Duke University and Babson College USA. For 20 years, she has held management positions in international communications and strategy development, most recently as Director of Siemens Corporate Communication and Government Affairs. Based on her experience in projects in China and in the USA, she has published 10 books and numerous scientific articles on international management and knowledge transfer [ <http://www.ulrike-reisach.com/en/>].