

Sustainable business week

University of Cagliari

23th – 27th May 2022

Place of the event

The event will be held at the University of Cagliari, Via S. Ignazio 74, Lecture room B.

Context

The Sustainable business week is the final pedagogical output of the European project EDUCating Positive Management which aims to accompany business schools and firms in the 21st century transition with some new management tools in strategy, finance, accounting, human resources, etc. Six universities in five countries are involved in the EDUC+M project: Cagliari (Italy), Masaryk (Czech Republic), Pecs (Hungary), Potsdam (Germany), Paris Nanterre and Rennes (France). Students selected from each university participate in multicultural teams to solve a business problem of a group (Accor) that operates in the tourism industry.

Monday May 23th 2022: Governance and HR management

8.30-9.15pm	Registration and welcome coffee	
9.15-9.45am	Introduction by Andrea Melis, Cagliari Welcome from Alessandra Carucci, vice-chancellor for international relationships of university of Cagliari	
9.45-10.45am	Presentation of the business case	Patrick Recasens, General Manager Lamia Salah, Guest experience department, Pullman Timi Ama Sardegna.
10.45-12am	Session 1: Embodied ethics with yoga	Christophe Vignon, Caroline Ruiller, and Gilda Simoni (Rennes and Nanterre)
12am-1pm	Creativity pitch for students' teams	Jennifer Haase (Postdam)
1pm-2pm: Lunch		
2pm-3.30pm	Session 2: Governance	Isabella Proeller (Potsdam)
3.30pm-5pm	Working session	Coordinated by all professors

Tuesday May 24th 2022: Context of tourism industry and customer experience

8.30am-9.am	Yoga	Christophe Vignon (Rennes)
9.30-10.30 am	Working session	Coordinated by all professors
10.30-12.30am	Session 4 (part 1): Customer experience and digital <ul style="list-style-type: none"> - 10.30: Digital revolution - 11.45: Smart and digital tourism 	Coordinated by Beatrice Bellini (Nanterre) Norbert Gronau (Potsdam) Cyril Blanchet (ESCAET)
12.30am-1.30pm: Lunch		
1.30pm-4.30pm	Session 4 (part 2): Customer experience and sustainability <ul style="list-style-type: none"> - 1.30pm: Circularity and hospitality - 2.30pm: Integrating local aspects in tourism - 3.30pm: HR and tourism 	Coordinated by Beatrice Bellini (Nanterre) Radoslav Škapa (Masaryk) Radmila Stangova (Masaryk) Virginie Comas-Leone (Cagliari) Sarah Lorei, CISL, Tortoli (Trade union)
4.30pm-5.30pm	Visit to the botanic garden	

Wednesday May 25th 2022: Innovation marketing and stakeholders' analysis

8.30m-9.am	Yoga	Christophe Vignon (Rennes)
9:30 am-12.30am	Session 5: Marketing and communication <ul style="list-style-type: none"> - Designing service blueprint - Green solutions in hotels - Innovation marketing 	Beatrix Lanyi, Eszter Jakopánecz & Bence Vereckei-Poór (Pécs)
12.30-1.30pm: Lunch		
1.30pm-5pm	Session 6: Stakeholders' analysis	Ondrej Castex (Masaryk)

Thursday May 26th 2022: New Business model and ESG performance

8.30m-9.am	Yoga	Christophe Vignon (Rennes)
9:30 am-12.30am	Session 7: Business model, ESG and global profitability simulating a board of directors setting	Andrea Melis (Cagliari)
12.30-1.30pm: Lunch		
1.30pm-3pm	Working session	Coordinated by all professors
3pm-5pm	Final presentations about the business case	Coordinated by all professors with the manager of Pullman Timi Ama Sardegna

Friday May 27th 2022: Pedagogical visit and multiplier event

8am-4.30 pm	Pedagogical visit to the 2021 World Travel Awards's winner as World's Leading Eco Resort	Coordinated by all professors with managers of Arbatax park resort
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