

2022 BFM International Week

Hosting program and institution	Business, Finance and Marketing faculty The Hague University of Applied Sciences
Website	https://tinyurl.com/2022BFMIW
Country	The Netherlands
Language	English
Dates	Monday, January 31 until Thursday, February 3, 2022
Contact for more information	t.bosma@hhs.nl

2022 BFM International Week

Dear BFM friend,

It is a great pleasure to invite you to the 2022 BFM International Week. This event will be hosted by the BFM bachelor degree programs of The Hague University of Applied Sciences, The Netherlands, and will take place from Monday, January 31 until Thursday, February 3, 2022.

The focus of the International Week is to actively engage our students in a variety of current international issues in order to further develop intercultural awareness and competence. It is designed to bring students together to work in diverse project groups on assignments to enable them to have discussions about international topics from different cultural perspectives. Industry leaders and university lecturers and partners will be involved to offer global insights and to facilitate the process. There will be social events during lunchtime which is a great opportunity to represent a background or home country and highlight unique aspects of a culture.

The 2022 BFM International Week offers keynote speeches, courses and workshops delivered by BFM lecturers, guest lecturers, and by the industry on various topics concerning Accounting, Finance & Control, Financial Management & Control, Marketing, International Business and Entrepreneurship, and Retail Management. The entire international week will take place online.

The participants of the 2022 BFM International Week are BFM students and students from our strategic partner universities. At the same time, we cordially invite students from non-partner universities who wish to widen their international horizon. We look forward to welcoming you to the 2022 BFM International Week in The Hague, The Netherlands.

The 2022 BFM International organization

Note: Some URLs in the course descriptions may not work in your browser. In that case, you may want to use Chrome or Edge.

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Note: All keynote sessions and guest lectures are via streaming. Click on the following link to participate.

Monday, January 31, 2022	https://tinyurl.com/BFMIWJan31
Tuesday, February 1, 2022	https://tinyurl.com/BFMIWFeb1
Wednesday, February 2, 2022	https://tinyurl.com/BFMIWFeb2
Thursday, February 3, 2022	https://tinyurl.com/BFMIWFeb3

Schedule



31 JANUARY Monday	Deborah Mevisen & Ronald Visser Michael Koppert	Kick-off	09:30 - 10:00
		KPI's on Booking	10:00 - 11:30
		Social activity	12:00 - 13:00
	Arthur van den Graaf	Businesses that last and matter	13:00 - 14:00
		Project work	14:30 - 16:30
		Uithof sports events and dinner	18:15 - 21:00
1 FEBRUARY Tuesday	Marius Zomer	Kick-off	09:30 - 10:00
	Minola Jac	Self-Leadership	10:00 - 11:30
		Social activity	12:00 - 13:00
	Minola Jac	Intentional curiosity: keep learning, unlearning and relearning	13:00 - 14:00
		Project work	14:30 - 16:30
		Uithof sports events and dinner	18:15 - 21:00
2 FEBRUARY Wednesday	Manon Pieper	Kick-off	09:30 - 10:00
	Michiel Moorthamer	Achieving your full potential	10:00 - 11:30
		Social activity	12:00 - 13:00
	Emmanuel Ekpenyong	Successful strategies in emerging markets	13:00 - 14:00
		Project work	14:30 - 16:30
		Uithof sports events and dinner	18:15 - 21:00
3 FEBRUARY Thursday	Gerard van Rijn	Kick-off	09:30 - 10:00
	Hongli Joosten-Ma	Purposeful Marketing	10:00 - 11:30
		Social activity	12:00 - 13:00
	Tiffany Dammers & Arno van Dijk	Sustainable business models	13:00 - 14:00
		Project work	14:30 - 16:30

This schedule is subject to change

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Michael Koppert

Global Commercial Excellence Manager, Booking.com

2022 BFM International Week Keynote Speaker on 31 January, 2022

Making it easier for everyone to experience the world.



In the last twelve years Michael has lived and worked in three continents in the financial industry (ABN AMRO, AXA, HSBC) and travel industry (Booking.com), regularly traveling through regions with a successful history of driving change within multiple levels of MNCs.

In his current role Michael is responsible for optimizing the framework in which he translates Booking.com strategy into actionable targets for partner servicing channels (Account Management, Digital and Platform providers). His team uses the targets to monitor, steer and improve commercial results.

Michael holds a Master in Business Administration and is certified in various change frameworks (SAFe 4 certified Agilist, SCRUM Master, Lean Six Sigma and PRINCE2) and always curious to learn more!

As a curious professional with an interest in disruptive technologies, cross-cultural management, change management, design thinking and lean management, Michael achieves success by building (formal and informal) networks, encouraging others to get the best out of themselves and being actively focused on achieving concrete results.

Apart from work, Michael lives with his wife in The Hague, the Netherlands. As you can probably imagine, Michael loves to travel the world. He has a passion for hiking and relaxes, while playing his guitar.

Keynote Speech

His presentation will provide an overview on Booking.com and how a 5 question framework, define success and drive change, has helped him throughout his career.

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Arthur van de Graaf

2022 BFM International Week Lecturer on January 31, 2022



With extensive experience of 20 years in banking, Arthur was one of the first pioneers in Crowdfunding. As CEO Crowdfunding, subsidiary of ABN AMRO, Arthur founded the world's very first bank focused crowdfunding platform. Since 2015, Arthur has been active in the startup industry. Arthur supports ambitious startups and concepts with the potential to make lasting progress on a daily basis. He coaches leading entrepreneurial programs and courses at The Hague University. In addition, Arthur also teaches at several other institutions including a business mentor minor in entrepreneurship, World Startup and College of Arts. Arthur likes to share his successes but just as much he likes to share his concept Fuckup Nights The Hague. A concept where entrepreneurs tell their stories of when things really went wrong, so everyone can learn from it. He believes that everyone can contribute to lasting progress in an entrepreneurial way. He empowers anyone with the ambition and potential to start as an entrepreneur to stay true to themselves and their goals with practical tools and personal entrepreneurial development programs. Through a no-bullshit, collaborative, and inclusive approach, he aims to be part of the most impactful entrepreneurial one stop shop for authentic, adventurous, and impact-driven entrepreneurs with a sense of responsibility.

Lecture

Is the definition of a business changing, in a changing world? And if so, is the way we start and finance our businesses changing as well? What will the definition of a business be in our future and how will that define you and for example your education?

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Assignments

Who own's our businesses?

The Netherlands played an important part in the way ownership of businesses is structured in our society. This started somewhere around 1.600 with the establishment of the V.O.C. and the way VOC-vessels were financed. The first investors in the V.O.C. were 1.143 wealthy individuals.

Is it fair to say that the stock-market originated in The Netherlands? The Netherlands has the largest pension sector in the world with a total value of \$ 1.7 trillion. On average, most capital is invested in 'equities' (shares), almost half (45%).

Group assignment 1

1. What is the main category of investors, that dominate the ownership of today's publicly listed companies.
2. Get a general understanding of the main goal of these organizations; what do they want to achieve with these investments?
3. What are the consequences for the businesses they have invested in?
4. In whose interest are they doing this?
5. So in the end, who owns/controls these businesses?

There is an alternative to the so-called absent owned companies, we call this steward owned businesses. After your own research, answer the following questions:

6. What are the differences between absent owned companies and steward owned businesses?
7. What do you think is positive about steward owned business?
8. What do you think is negative about steward owned business?
9. For what reason would you or would you not choose this form of business if you were to start a company?

Check one or a couple of the businesses: Carlsberg, Maersk, Moonback, Rolex, Zeiss, De Efteling.

10. What makes these companies special, e.g. the way they re-invest (part) of their profit.

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Group assignment 2

Write an essay of not more than 250 words detailing the given answers of group assignment 1.

Reference material:

Nice to read:

- https://www.linkedin.com/posts/we-are-stewards_can-companies-force-themselves-to-do-good-activity-6887791292584128512-nqPj

Nice to watch:

- <https://www.vpro.nl/programmas/tegenlicht/kijk/afleveringen/2019-2020/goed-geld-verdiene.html>

(For the non-Dutchies; major part of the documentary is in (D)English)

Minola Jac

2022 BFM International Week Keynote Speaker on February 1, 2020



Fascinated by people and passionately curious about what makes them tick. A journalist by trade, and a Change Manager by choice - stumbled upon Change Management two decades ago, through a series of fortunate circumstances, and has been enjoying every day since! She has been involved in projects across industries (Banking, IT, Media&Telecom, Energy, Government and Public Authorities, NGO), environments (private - corporate, entrepreneurial, and public), geographies (Europe, US, Middle East). Minola is currently serving as Change and Organizational Effectiveness Lead, Group Corporate Functions with Syngenta

Group, based in Basel Switzerland. She is also a global Ambassador for Hacking HR, a community of people HR and business leaders, practitioners, consultants, technologists and many others, passionate about the intersection of future of work, technology, people and organizations.

Keynote Speech

Self-leadership

Self-Leadership is how we show up for our own selves, how we stay mindful and intentional about our thoughts, feelings, behaviors and words. It is about keeping an open mind and open heart towards our own journey, as well as about the ways in which we touch the lives (personal and professional) of those around us. It is about how we hold ourselves accountable and capable to make a difference. Self-Leadership stands for a deep understanding and genuine commitment to knowing that leadership is not 'what other people do', and to leading our personal and professional life in a way that inspires others.

This keynote will also bring insights from a personal journey into self-leadership, with the good, the bad, and the ugly. It will bring the story of how I crafted my own self-leadership stance: *'I stand for unwavering authenticity that creates a safe space for those around us to feel inspired, empowered, and accepted to live in and by their full and unaltered truth.'*

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Intentional curiosity: keep learning, unlearning and relearning

The 'Knowledge Emotion' – this is what curiosity is called.

Children are born scientists, endlessly curious about their world. Humans are all curious creatures, though the nature of our curiosity can change over time. We start out by practicing 'perceptual curiosity', which is what we feel when we see something that surprises or puzzles us or doesn't match up with something we thought we knew. As we grow older, we move towards 'epistemic curiosity'. This is our love of knowledge, our desire to learn new things. In the age of Google, humans can satisfy one additional type of curiosity more easily than ever before: "specific curiosity." This is when you need a particular piece of information, like the author of a book, for example. Animals are also curious creatures. What sets humankind fundamentally apart is that only humans are worried and curious about reasons and causes for things. Only humans really ask the question, 'Why? So why should we stay intentionally curious? 'The important thing is not to stop questioning. Curiosity has its own reason for existing. One cannot help but be in awe when he contemplates the mysteries of eternity, of life, of the marvelous structure of reality. We never cease to stand like curious children before the great mystery into which we are born.' – Albert Einstein. Why should you stop by for this course? Hopefully you are curious enough to come and find out.

Course instructor



Minola Jac, Change and Organizational Effectiveness Lead, Group Corporate Functions – Syngenta Group

Assignments (choose one)

1. (Individual assignment) Write a max 300 words 'Personal commitment to staying curious', listing at least 5 intentional behaviors/ routines/ activities you commit to for the next year to keep you intentionally curious.
2. (Group assignment) Share your personal commitments within your work groups, and discuss the behaviors/ routines/ activities. Share and write down what surprised you most.

Or

1. (Individual assignment) Write a max 300 words essay on an instance where something you learned during your childhood/ school years/ university classes was significantly challenged and unlearned/ relearned through a life experience.
2. (Group assignment) Share your personal experiences within your work groups, and discuss what surprised you most.

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Leadership beyond age, seniority, role and title (optional)

Come and join an open conversation about Leadership beyond age, seniority, titles, and roles. Get inspired to make a meaningful difference through understanding the values and principles of Leadership, its anchors in authenticity and compassion, and how it can enhance your work-life journey. Bring your questions, ideas, thoughts, and aspirations, and start crafting your own Leadership story. We will explore together what Leadership is, and what it is not, what expectations people place on it and the leaders around them; how often leaders speak loudest through listening and silence. And how Leadership is crucial to creating healthy, safe, inspiring environments.

Leadership is what you think, do and speak every day. You do not need to wait for a title, a role, or your 45th birthday to be a leader for yourself and those around you, in life and work.

Course instructor



Minola Jac, Change and Organizational Effectiveness Lead, Group Corporate Functions – Syngenta Group

Assignments

1. (Individual) Describe an instance within your personal/ professional/ school environment when you witnessed leadership beyond age, role, seniority or hierarchy that particularly inspired you.
2. (Group assignment) Share your individual work within your group members. Discuss and write down how you can act on the leadership inspiration in your everyday lives.

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Michiel Moorthamer

2022 BFM International Week Keynote Speaker on 2 February, 2022



To 'let people grow' is why he wakes up in the morning. Coaching people about the journey to become a leader daily. A background in automotive engineering, product development and product management in the truck and transport industry for international companies from the Americas to Asia.

Michiel is working as Line of Business Director at Hyva Group B.V., based in the Netherlands. Leading a group of Product Managers, Michiel is globally responsible for the Tipping Solutions products and services. This includes setting the vision, strategy, product development, lifecycle management and capturing opportunities.

Apart from work, Michiel is a father of 2 daughters and lives in Voorburg, the Netherlands. If there is any free time left, this time would go into music, playing piano, building guitars, visiting music festivals and travelling.

Keynote Speech

Achieving your full potential

The journey from university to Business Director

Every person in the world likes to reach a certain level of success. But what does success mean to you? For me, it is all about being the best you can be for yourself and the people around you. It brought me to where I am today, having a leading role in a multinational company. But how did I get here, and more important, what can you do to get there?

To grow your professional career, you don't have to be a born leader. You don't necessarily need 2 Masters, 3 traineeships and an MBA to become an executive. It is quite simple. Everybody can do it. I like to share my story and hope you will leave the room inspired and motivated to get the best out of your lives.

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Emmanuel David Ekpenyong

2022 BFM International Week Lecturer on February 2nd, 2022



Emmanuel David Ekpenyong is a business management lecturer at The Hague University and in the middle of a Ph.D. program on international business strategy with a focus on emerging markets at Nyenrode University.

Before now, he worked in the oil and gas industry in multiple geographies with a focus on sustainability management. He spent 16 years with Shell Nigeria and Shell International, Netherlands, retiring voluntarily as the Social Investment Manager for Nigeria. As a social investment manager for Nigeria, he managed many partnerships with local and international NGOs in the design and delivery of corporate social responsibility programmes for Shell in Nigeria.

Firms responses to institutional complexity in emerging markets

How firms engage with challenging institutional contexts has received a lot of attention from Scholars. The concept of "Institutional Voids (IV)" has gained considerable traction since the pioneering work of Khanna and Palepu. IV is a context where formal institutions in capital, labor, and product markets and regulatory environments are weak or less efficient. This challenging institutionally complex context is seen mostly in emerging markets in Africa, Latin America, Asia and Eastern, and eastern Europe. International businesses struggle in such contexts, even though there are potentially large markets for their products and services in these areas. Institutions are very important to business operations. It is "the humanly devised constraints that structure human interaction". Institutions are the 'rules of the game' that dictate how firms operate in an area. It has also been conceptualized as "regulative, normative, and cognitive structures and activities that provide stability and meaning to social behavior". Due to the overbearing importance of institutions in firm performance, it becomes imperative for firms to fashion out effective strategies for operating in places with institutional voids. Firms' responses can be agentic or passive compliance, the course will discuss these strategies using appropriate examples. At the end of the course, participants will understand the concept of institutional voids and various strategies that firms can deploy in challenging institutional contexts. Firms' ability to operate effectively in emerging markets can have positive impacts not only for the firm in terms of profit but on society, in terms of employment creation and development.

Assignments

1. (Individual assignment) Write an essay of not more than 250 words detailing three challenges businesses face in a named emerging market country.
2. (Group assignment) Compare your essays and explain how a particular company is addressing these three challenges. Would you classify their response as passive compliance or agentic in nature?

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Ewald Theunisse and Ine Bolssens

2022 BFM International Week Keynote Speakers



Ewald Theunisse is author, trainer, coach and co-founder of the BegripsAcademie. Ewald's lifetime goal is to contribute to inclusiveness and diversity. Ine Bolssens has long-standing experience in improving mutual communication and relationships. Her guidance can be found in various roles: as a trainer associated with the BegripsAcademie, as a divorce mediator and as a coach for both teams and individuals.

Keynote Speech

[Roller coaster learning: 72 Lessons in 21st Century skills in 72 minutes](#)

Most education programs emphasize on developing professional knowledge and skills. Only little attention is paid to developing life skills. The Dutch Ministry of Education has indicated that schools, colleges and universities should pay much more attention to this topic, labeling them as 21st-century skills.

Since it was founded, the BegripsAcademie (Academy of Understanding) has spent all its time and efforts in developing tools that help people improve mutual understanding, awareness, collaboration, diversity and inclusiveness. Recently, the BegripsAcademie finished developing a complete program about 21st-century skills, consisting of 72 two-hour lessons.

Ewald Theunisse, co-founder of the BegripsAcademie, en Ine Bolssens, senior trainer and teacher with the BegripsAcademie, will present them ALL to you in a dazzling 72 minute roller-coaster ride. Communicative and socio-cultural skills, collaboration, self-regulation, critical thinking, media literacy, problem-solving skills, creativity and entrepreneurship. 72 one-minute lessons in self-awareness, humanity and the art of living compassionately. You may not be able

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to remember all of them at the end of this keynote, but you will have a clear idea of what it means to live life to its fullest and to be able to celebrate diversity and inclusiveness.

Assignments

1. (Individual assignment) Write an essay of no more than 250 words, explaining which three lessons/insights struck you most and why.
2. (Group assignment) Present the one lesson/insight that struck you most to two fellow students, explaining why it has such special significance. Ask them if they can relate to your story.

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Professor Hongli Joosten-Ma

2022 BFM International Week Keynote Speaker on 3 February, 2022



Dr. Hongli Joosten-Ma is the professor of Purposeful Marketing, a newly established research group at THUAS. After having received her PhD, she has concentrated her work in the international business world across Asia, North America and Europe, in different industries. She has held various leadership positions in business strategy as well as applied research in the marketing domain for both multinationals, such as Philips and Shell; and small enterprises, such as consultancy firms. From within businesses, she has experienced purposeful marketing in both challenging and rewarding ways.

Keynote Speech

Purposeful Marketing

Let's co-create societal value through marketing

The world is changing. Technology is advancing. And so are the values of people. Traditional marketing that focuses only on helping businesses increase profits is losing its relevance. There is a growing desire for a new economy that maximises the common good for all stakeholders. Purposeful marketing contributes to this new economy, aiming at creating value to our society.

In this keynote session, Dr. Joosten-Ma and her research team will discuss the current trends, challenges and opportunities and inspire us on what potential role we could play in our future business career with purposeful marketing. Furthermore, you will have opportunity to contribute to purposeful marketing and shape the future business world.

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Tiffany Dammers and Arno van Dijk

2022 BFM International Week Lecturers on February 3rd, 2022



Tiffany Dammers and Arno van Dijk are two dedicated lecturers in the Marketing Management study program. They are motivated to change the world one student at the time. They both teach in the Circular Business minor and work on the BFM Circular Challenge project. Within their study program, they also teach intercultural communication courses and are involved in the module Social Value Creation.

On a personal level Tiffany and Arno are both working on limiting their ecological footprint by making sustainable choices when it comes to food, clothing and consumerism in general. However, there is always room for improvement.

Sustainable business models

Financial profit is not the only value anymore. Social value and ecological value have become more important and finance is one of the means to achieve or realise those values. In their lecture they will present some of the sustainable business models and provide an insight in how they work. In the afternoon assignment participants will do research on practical implications of these models in our current economy.

Assignments

1. Find two examples of companies per business model (circular, community and platform). Look for the dominant one.
2. Describe what each company does.
3. Explain: how do these companies fit with that particular business model?
4. What social values do the companies aim to create?
5. Find the 'why' of working on these values in the company's mission / purpose statement
6. How do the companies work on creating those social values? (profit/non-profit companies?)
7. Present your findings in a 2-4 minute presentation. Your coach decides at random who will present.