
GUCP Annual Research Conference, Leipzig, 2023

General Conference Theme:

***“The Transformed Central City:
Surviving or Thriving after COVID”***



Global Urban Competitiveness Project



HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT



Stadt Leipzig



SPINLAB THE HHL
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**Global
Urban
Competitiveness
Project**

We are a group of scholars and researchers who study a variety of important issues that confront residents of urban areas and the policy leaders who seek to enhance the vitality and competitiveness of the world's cities, towns and urban regions. We represent urban areas that are situated in: Australia, China, Canada, India, Italy, Kenya, Korea, Mexico, the Netherlands, Portugal, Spain, and The United States, and hence we offer a truly global perspective on these policy issues.



An Introduction to the Global Urban Competitiveness Project (GUCP) The GUCP

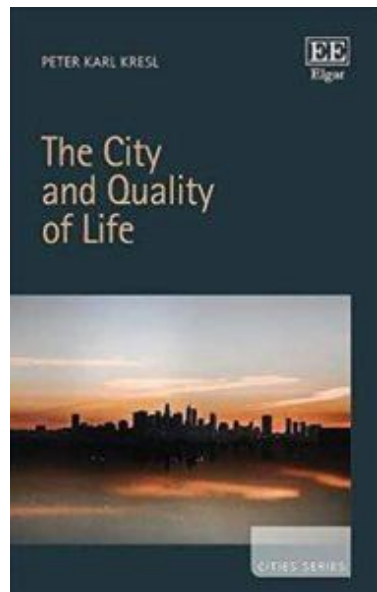
The objective of the GUCP was to be an on-going research project dedicated to **the scholarly study of urban competitiveness** and to the ways in which this knowledge can be of assistance to urban, national and international leaders in planning strategically the economic futures of their cities. Urban competitiveness refers to the degree to which a city, or urban region, in comparison with other “competing” cities, is able to provide the jobs, income, cultural and recreational amenities, degree of social cohesion, governance and urban environment to which its current and targeted new residents aspire. Decision-makers in urban economies throughout the world are being forced to confront the issues that continue to intrigue academic researchers for decades: 1) the relevance for urban economies of theoretical concepts such as economies of agglomeration, the activity clustering, the economics of the Marshallian industrial district, regional innovation systems, and so forth, 2) the consequences for urban economies of the powerful policy choice by national governments of trade and financial market liberalization, 3) the impacts on urban economic structures and specialization of rapid changes in technology, 4) issues of effective governance, 5) social and spatial aspects of urban economies, and 6) the participation of cities in inter-urban globally-linked networks. We in GUCP treat these issues in our annual research workshop, and make our findings known through publication of the proceedings.

The Activity of The GUCP

Fifteen GUCP meetings have been held in: China (five), Mexico (three), the US, Korea and Italy (two each) and the Netherlands (one). Most of these conferences have generated published books: seven were edited by Prof. Kresl (with Edward Elgar Publishers, UK), three by Ni (also by Elgar), two by Prof. Sobrino (with El Colegio de Mexico), one by Prof. van den Berg, and one by Prof. Orihuela (with Instituto Mora, Mexico). Individual members are, of course, very active in publishing their research.

The Future of GUCP

In furtherance of our objective of being of benefit to city and regional decision makers, our 2022 conference in Venice was devoted to *The Impact of COVID on Cities and Regions: Policy Responses of Local Leaders*, and published by Edward Elgar in October, 2023. In this project we examined the short-term impacts of COVID and the immediate responses of city and regional leaders. In our research workshop in Leipzig this September, “The Transformed Central City: Surviving or Thriving after COVID”, we will examine what these leaders must do in the longer term to counter the lasting negative impacts of COVID on cities, and especially on their downtown centers, to revitalize the economic competitiveness and residential attractiveness of their city. This revitalization must be extended to all types of business entities and to all social groups. Given the deleterious impacts of distance working, technological changes in general, the lack of affordable housing, the deterioration of many city centers, and challenges to the vitality of a city’s hospitality, cultural and entertainment sectors the vitality, competitiveness and attractiveness of many cities and regions have been put at risk. **City leaders must enhance the capacity of their cities to be centers of innovation and creative thinking.** The challenges to city leaders are daunting.



Winner of
THE REGIONAL STUDIES ASSOCIATION
Award for “BOOK OF THE YEAR 2023”

“This a timely book for urban scholars
and city leaders to understand and enhance
the quality of life and urban competitiveness”

Shen Jianfa
The Chinese University of Hong Kong



Mission Statement of the Global Urban Competitiveness Project

In the present environment, trade liberalization at the regional and global level and advances in the technologies of production, transportation and communication are taking place concomitantly with national governments reviewing their capacity to intervene in their own national economies. As a consequence, increasing responsibility is being placed on public and private sector leaders of urban economies with regard to planning for the economic viability of their cities. Thirty years ago the Manifesto of Eurocities proclaimed that “now is the time of the cities.” To those who are participating in the Global Urban Competitiveness Project (GUCP) it is clear that this proclamation is valid today for cities on all continents, and for all cities whatever their stage of development, place in the global urban hierarchy, or economic function or role.

The GUCP is an on-going research project dedicated to the scholarly study of urban competitiveness and to the ways in which this knowledge can be of assistance to urban, national and international leaders in planning strategically the economic futures of their cities. Urban competitiveness refers to the degree to which a city, or urban region, in comparison with other “competing” cities, is able to provide the jobs, income, cultural and recreational amenities, degree of social cohesion, governance and urban environment to which its current and targeted new residents aspire. Decision-makers in urban economies throughout the world are being forced to confront the issues that continue to intrigue academic researchers for decades: 1) the relevance for urban economies of theoretical concepts such as economies of agglomeration, the activity clustering, the economics of the Marshallian industrial district, regional innovation systems, and so forth, 2) the consequences for urban economies of the powerful policy choice by national governments of trade and financial market liberalization, 3) the impacts on urban economic structures and specialization of rapid changes in technology, 4) issues of effective governance, 5) social and spatial aspects of urban economies, 5) the participation of cities in inter-urban globally-linked networks, and 6) the essential vitality of innovation and creative thinking.

The benefits to be derived from the establishment and operations of the GUCP are: 1) better communication among those who are doing research on urban competitiveness, 2) enhanced contact between researchers and practitioners in urban governance and leadership positions, 3) more effective economic strategic planning in cities throughout the world, 4) to make municipal leaders more able to enhance the competitiveness of their metropolitan regions and thereby to improve the economic futures of the residents of these regions, and 5) to increase the interest in and research in urban competitiveness on the part of researchers in both industrialized and developing economies.



The History of GUCP meetings

2004 - Tsingdao, China
Kresl was invited to give a talk, and to visit Beijing where he and Ni Pengfei decided to establish the GUCP

2005 - 25-26 April, Ottawa, Canada
We held the first organizational meeting with most members of GUCP in attendance

2006 - July, Chengdu, China

2007 - December, Seoul, Korea

2008 - July, Yangzhou, China

2022 - September, Venice

2023 – September, Leipzig

2008 - November, Mexico City, Mexico

2009 - April, Philadelphia, USA

2010 - December, Naples

2010 - June, Nanjing, China

2011 - None – Mexico City postponed

2012 - June, Beijing, China

2013 - July, New York City

2014 - April, Rotterdam

2015 - August, Mexico City

2017 - May, Mexico City

2018 - October, Nanjing

2019 - October, Incheon

2020-2021 - COVID, no meetings

2022 - September, Venice

2023 – September, Leipzig



Books that are collections of presentations of meetings of the Global Urban Competitiveness Project.

Kresl, Peter Karl, editor, *COVID and Cities and Regions: impacts and policy responses*, Northampton: Edward Elgar Publishers, 2023.

Kresl, Peter Karl, editor, *Towards a Competitive, Sustainable Modern City*, Cheltenham: Edward Elgar Publishers, 2020.

Kresl, Peter Karl, editor, *Cities and Partnerships for Sustainable Urban Development*, editor, Cheltenham: Edward Elgar Publishers, 2015.

Pengfri Ni and Zheng Qiongjie, editors, *Urban Competitiveness and Innovation*, Cheltenham: Edward Elgar Publishers, 2014.

Pengfei Ni, Peter Karl Kresl and Wei Liu, editors, *The Global Urban Competitiveness Report, 2013*, Cheltenham: Edward Elgar Publishers, 2013.

Kresl, Peter Karl, and Jaime Sobrino, editors, *Handbook of Research Methods on Cities*, Northampton, Mass.: Edward Elgar Publishers, February, 2013.

Kresl, Peter Karl, and Daniele Ietri, editors, *European Cities and Global Competitiveness*, Cheltenham, Edward Elgar Publishers, 2012.

Sobrino, Jaime, editor, *Urban competitiveness: A global and for Mexico perspective*, Mexico City, El Colegio de Mexico, 2012

Pengfei Ni, and Peter Karl Kresl, editors, *The Global Urban Competitiveness Report, 2010*, Cheltenham: Edward Elgar Publishers, 2010.

Kresl, Peter Karl, editor, *Economic Strategies for Mature Urban Economies*, Northampton, Mass.: Edward Elgar Publishers, 2010.



GUCP Members

Peter Karl Kresl

Peter Karl Kresl is the President of GUCP, and Charles P. Vaughn Professor of Economics (emeritus) at Bucknell University. His principal interests as an economist are now related to rational policy for urban economies in our rapidly changing international context. He has worked on projects for the OECD, UN-Habitat II, the Fulbright Program, UN World Cities Day conference, as well as entities in Turin, Italy, the Basque Institute, and the Beijing World City Conference. He has been visiting professor at McGill University (Montreal) and Carleton University (Ottawa), the Norwegian School of Economics (Bergen), Lund University in Sweden, and St. Lawrence University. He has been President of the Association for Canadian Studies in the US and Executive Director of the International Council for Canadian Studies (Ottawa). His most recent research has been on the impacts of COVID on cities and regions and the policy responses to these impacts. His most recent publications include *The City and the Quality of Life* (Awarded the 2033 Best Book by the Regional Studies Association), *Public Policy in Contentious Times*, *The Aging Population*, and *The Competitiveness of Cities*.

Ni Pengfei

Dr. Ni is General Secretary of GUCP, Director of IFTE CASS (Chinese Academy of Social Sciences), Economics PhD, researcher, PhD Tutor. Main research fields include urban economy, urban competitiveness, real estate finance, etc. Ni is the chief editor of the *Anniversary Report of Chinese Urban Competitiveness*, *Global Urban Competitiveness*, *Chinese Business Environment Report* (in cooperation with The World Bank). He won the 11th "Sun Yefang Prize in Economic". His research in urban competitiveness has raised wide concern from scholars, politicians, entrepreneurs and the public.

Edward Blakely

Professor Edward James Blakely is an internationally renowned scholar, researcher, educator, public leader and practitioner in the fields of urban planning and policy, transportation, housing and disaster management. With over hundred publications in these fields his major contributions include the pathfinding books *Planning Local Economic Development: Theory and Practice* (Sage), where he pioneered the field of local economic development planning, and *Separate Societies: Poverty and Inequality in U.S. Cities* (Temple University Press), in which he examined the social and economic conditions in American cities and the ways in which they contribute to the segregation and isolation of poor and minority communities. His work in these fields has been influential at the highest levels of state and federal governments in the United States and many other countries, including Australia, Korea, Japan, Sweden, Indonesia, New Zealand and Vietnam, as well as the OECD. Professor Blakely is emeritus professor of urban planning at the University of California Berkeley and has held Deanships in Planning and Public Policy at the University of Southern California, Los Angeles and of the Milano Graduate School of Public Policy, New School University, New York. He is also currently Chair of a key Advisory Board of the University of California Systemwide and holds a permanent Visiting Professorship in Urban Climate Change at the University of Venice (Department of Architecture and Arts Università IUAV di Venezia). His current passion is the challenge of how to make cities vibrant spaces for innovation.

Luis Carvalho

Luís Carvalho (PhD, Erasmus University Rotterdam) is Associate Professor at the School of Economics and Management at the University of Porto (FEP-UP). He is currently scientific director of the MSc in Innovation Economics and Management, and Associate Editor of the journal *Environmental Innovation and Societal Transitions*, published by Elsevier. His work primarily addresses the socio-spatial dynamics of knowledge and innovation, urban planning, and local economic policy issues. His research has been published in journals such as *Regional Studies*, *Research Policy*, *Environment and Planning A*, *Cambridge Journal of Regions*, *Economy and Society*, *European Planning Studies*, among others. Recent research focuses on the planning of innovation districts, smart city development and transformative innovation in cities and regions.

Dong-Sung Cho

Received his Doctor of Business Administration degree at Harvard Business School. He was Professor of Strategy at two institutions: Seoul National University Business School in Seoul for 36 years and Cheung Kong Graduate School of Business in Beijing for 2 years. Since July 2016, he is serving Incheon National University, Incheon as its 15th President. His main research fields are competitiveness of nations and cities, nation brand, globalization strategy, management design and mechanism-Based View. He has published 6 books in English, 5 books in Chinese and 65 books in Korean. President of Korea awarded him "Order of Service Merit-Yellow Stripes." President of Finland awarded him "The Knight, First Class of the Order of the White Rose of Finland." He was conferred Honorary Doctor of Philosophy by Aalto University Helsinki.

Vittorio Galletto

Vittorio Galletto is Head of the Regional and Urban Economics Department of the Institute of Regional and Metropolitan Studies of Barcelona (IERMB) and associate professor at the Autonomous University of Barcelona. PhD in Economics. Researcher in the IERMB Economics Department since 2009, first as project manager and then as head of department since 2010. He previously worked in the Department of Applied Economics at the UAB as an associate professor and researcher. He has also worked with private sector consultancy firms, specializing in local development projects. His current research at the IERMB focuses on inclusive urban growth, productivity and innovation.

Daniele Ietri

Daniele Ietri is full professor of Geography at the Free University of Bolzano-Bozen. His research is mainly focused on the study of urban and regional competitiveness and the elaboration of local development policies, with a focus of inner/internal and peripheral areas.

Mimesis. He also works on the use of documentary films as a tool for the on-the-field research and mean of dissemination: in 2013 he founded Associazione La Fournaise (<http://www.lafournaise.it>), a group of researchers and filmmakers that has been producing documentary films screened in festivals, theaters and events in Italy and abroad. He ideated and coordinates, with Eleonora Mastropietro, "Studio sul Qui" (<http://www.studiesulqui.it>), a research project on the study and representation of the contemporary in "inner" and "peripheral" areas and he is responsible of the *deep_map-la* (<http://deepmapprojects.unibz.it>). He is Research Director of the "Regions" program at 89Initiative (<http://89initiative.com/research/>).

Luis Jaime Sobrino Figueroa

Luis, Doctor, Professor, researcher and academic coordinator of Urban and Environmental Studies Institution, El Colegio de México, Center of Demographic, Urban and Environmental Studies. His fields of research contain urban competitiveness, metropolitan growth, and regional development. His representative work is Mexico Urban Competitiveness. He is an outstanding researcher in this field.

Isela Esmeralda Orihuela Jurado

Professor-researcher at Instituto Mora in Mexico City. She was academic coordinator of the Interdisciplinary Center of Metropolitan Studies (CentroMet) and she is academic coordinator of the PHD Program in Development Studies at Instituto Mora. She has been visiting professor at Bucknell University (US) and at the University of Birmingham (UK). Her fields of research are sustainable cities, urban competitiveness, public policy, local economic development and, urban and metropolitan studies. Some of her recent works are: Latin American cities and competitiveness, Sustainable cities and alliances in Mexico and, Configuration and relevance of metropolitan zones in Mexico.

Shen Jianfa

Jianfa Shen is professor and RGC Senior Research of the Department of Geography and Resource Management, Chinese University of Hong Kong; Director, Research Centre for Urban and Regional Development, Hong Kong Institute of Asia-Pacific Studies. His major research fields include migration and urbanization, urban and regional development, urban and regional governance. His research has been funded by the Research Grant Council of Hong Kong, the Bauhinia Foundation Research Centre, the Central Policy Unit of HKSAR Government, and the Federation of Hong Kong Industries. He has published 24 books. 202 refereed journal papers and book chapters.

Sabrina Sgambati

Sabrina is an engineer and a PhD student at the Department of Civil, Architectural and Environmental Engineering at the University of Naples Federico II, in Italy. Her research field includes the topics of urban competitiveness, urban regeneration, and more broadly, territorial/urban studies.

Winnie Mitulla

Winnie Mitulla is a Research Professor of Development Studies, UNESCO UNITWIN Chair and former Director, Institute for Development Studies (IDS), University of Nairobi, Kenya (www.uonbi.ac.ke/faculties/ids). She has a BA and MA in Government from the University of Nairobi, and a PhD from the University of York, UK. Winnie is the Core Partner Director for the Afrobarometer (<https://afrobarometer.org>) Network for Eastern Africa region; member of the African Urban Research Initiative (AURI), Chair of the Kenya National Commission (KNATCOM) for UNESCO Committee on Social and Human Sciences, member of the Swedish International Center for Local Democracy (ICLD) Advisory Group (<https://icid.se>) and member of several other boards and technical committees. Previously, Winnie served as chair, of the UN-HABITAT Advisory Board on Global Research Network on Human Settlements (HS-Net); and Director of Urban Policies programme of the Women in Informal Employment Globalising and Organising [WIEGO] – www.wiego.org. All these engagements focus on development issues skewed towards improvement of livelihoods, and overall human development.

Shaleen Singhal

Shaleen Singhal is a Professor and Dean (Research and Partnerships) at TERI School of Advanced Studies. He had been a Visiting Fulbright Fellow at the Yale University and is a Fellow of the Higher Education Academy, United Kingdom. Dr Singhal is also a consultant working with The Nature Conservancy for establishing an institution, Indian Collaborative for Applied Sustainability Solutions (ICASS) for strengthening the Science-Policy-Practice Interface in India. He is a founding member of the International Universities Climate Alliance; board member of the ProSPER.Net alliance in the Asia-Pacific region; and member of the Global Urban Competitiveness Project Council, US. Through an illustrious career of 26 years, Dr Singhal provides intellectual leadership and advances the frontiers of research through partnerships with leading institutions globally.

Diane-Gabrielle Tremblay

Prof. Tremblay is Canada Research Chair on the socio-organizational challenges of the Knowledge Economy, Director of the CURA (Community-University Research Alliance) on work-life balance over the lifecourse (SSHRC), and professor in Economics , local development and human resources management at the Business School of the University of Québec (Téluq- distance education component). She is director of the Journal Papers in Political Economy/Interventions économiques and more information is available on these webpages: www.telug.ca/arucgats; www.telug.ca/chaireecosavoir; www.telug.ca/dgtremblay revue interventions économiques: www.interventionseconomiques.revues.org

Erwin van Truijl

Dr. Erwin van Truijl is researcher at [Erasmus University Rotterdam](http://www.erasmus.nl), and at the [International Centre for Frugal Innovation \(ICFI\)](http://www.icfi.org). He is also a visiting researcher at the Division of Geography and Tourism, KU Leuven. His research interests are in the fields of economic geography, development studies, and management & strategy. He has done several international comparative case studies in Asia, Europe, Latin America and the United States of America. His current research focuses on the platform economy, digitalisation, (frugal) innovation and urban sustainability challenges. Prior to his current position Erwin worked as researcher and lecturer at the [European Institute for Comparative Urban Research](http://www.eurcomparativeurbanresearch.com), Business Metropole Ruhr, and HafenCity University Hamburg

Clemente Ruiz Duran

National Researcher (level III) of the National System of Researchers (SNI) at the National Council of Science and Technology (CONACYT). He is a Full-time Professor at UNAM's Graduate School in Economics. He received his PhD from the University of Pittsburgh, United States (1975) and is a Honoris Causa Doctor from the Autonomous University of Baja California. He recently published in the "Handbook of Industrial Development" (2023); "Transforming Industrial Policy for the Digital Age: Production, Territories and Structural Change" (2019) with Patrizio Bianchi; a chapter entitled "Mexico GVCs network and the emergence of Interactive Cities" in "Towards a Competitive Sustainable Modern City" (2020), edited by Peter Kresl. Ruiz Durán is also author of more than 120 specialized articles, 17 books and has coordinated 10. He has been a visiting professor at various universities, including Ferrara (2019), Seoul National University (2020) Ancona University and Bocconi University, Italy (2011), Complutense University of Madrid (2010), Massachusetts Institute of Technology (2009), Autonomous University of Madrid (2008), University of California (2000-2001) and the General Sarmiento University of Argentina (2004). He recently participated in the annual conference of UNIDO 2023 in Vienna, Austria. He has been a research consultant at the International Labor Organization (ILO), the United Nations Conference on Trade and Development (UNCTAD), the Inter-American Development Bank (IDB), the Economic Commission for Latin America and the Caribbean (ECLAC), as well the World Bank. He has carried out various studies and evaluations for the Mexican Government, through agencies and entities) such as the Ministry of Labor and Social Welfare, the Ministry of Social Development, the Ministry of Economy, the Ministry of Public Education, the National Savings Bank and Services Financiers and DICONSA, among others.

Joan Trullén Thomas

PhD in Economics at Universitat Autònoma de Barcelona (UAB). Tenured Professor in the Department of Applied Economics, UAB since 1990. Director of the Barcelona Institute of Regional and Metropolitan Studies (IERMB) 2009-2015. He had been Director of the Department of Applied Economics, UAB, Director of the Graduate Program in Regional and Urban Studies and Director of the PhD Program. Specialized in the fields of economics of the territory and economic policy. Particularly, the theory of Industrial, Director of the Universidad Internacional Menéndez Pelayo (UIMP) in Barcelona. Associate editor of Journal of Economics of Catalonia. Since 2004 until 2008: Secretary General of Industry of the Spanish Government and President of the Centre for Industrial Technological Development (CDTI).

Leo Van den Berg

Leo van den Berg is emeritus professor at the Erasmus University Rotterdam. He is (co) author of 27 books and has contributed to of ca. 100 articles, book chapters and research reports. Professor van den Berg has been director of the European Institute for Comparative Research (Euricur) for more than 25 years. In 2005 professor van den Berg was one of the founders of the Economic Development Board Rotterdam (EDBR). Between 2011 and 2014 professor van den Berg was affiliated to the Ca' Foscari university of Venice. Recent research projects include "Energy Transitions in Cities"(in partnership with Enel Foundation) and the PwC/ Euricur consortium "iUrban".



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GUCP Annual Research Conference, Leipzig, 2023
General Conference Theme, Leipzig, 2023
“The Transformed Central City: Surviving or Thriving after COVID”

Topics of Presentations:

Blakely	<i>Cities as Innovation Spaces</i> “The post-global city” to capture the transformations of city centres of global cities – Sydney and Melbourne, Australia
Carvalho	From innovation to happiness: A new feature in the planning of urban knowledge locations?
Cho	Regional Characteristics in Crisis Management among 127 Universities during the COVID-19 Period: An Analysis of 207 Cases from the WURI Ranking (2021-2023)
Ni	Rapid Urban Development in China - over 40 Years
Ietri	What must villages do during the next decade to enhance the economic competitiveness and the livability of their community?
Kresl	How can our cities reverse the present trend and make themselves affordable and attractive again, for working and living for all groups in the society?
Orihuela	Changing patterns in the urban system of Mexico leading to diverse challenges for local government
Shen	Developing liveable cities with high quality of life: The case of Hong Kong
Ruiz	Revitalizing Middle-Income Cities in Mexico: Exploring the Transformative Power of Culture, Good Governance, and Public Safety – A Case Study of Merida and Oaxaca
Sgambati	Are cities losing their competitive edge due to overtourism and touristification? The case of Naples’ historic centre
Singhal	Developing a framework to integrate ecosystem-based solutions for climate adaptation in metropolitan city-regions in India.
Sobrino	Local government solutions for a sustainable mobility: the Cablebus in Mexico City
Tremblay	Urban Leadership after COVID –Developing New Forms of Work.
van Truijl	Inclusive cities and energy transitions: insights from the post-industrial city of Rotterdam
Mitullah	Public transportation in African cities

Topics of Presentations:

HHL and others

Kelvin Willoughby	Cities and Innovation — Virtual and Physical
Eric Maier	Death of the High Street (Leipzig and Saxony)
Manfred Kirchgeorg	Regional Characteristics in Crisis Management among 127 Universities during the COVID-19 Period
Hennubg Zulch	HHL – a globally connected and locally rooted management school
Philipp Shapira	Innovation, missions, and cities in the permacrisis: Challenges and opportunities for innovation districts
John Renne	How city centers can improve transportation in response to rebuilding post-covid: the expansion of high speed rail connecting Miami, Fort Lauderdale and West Palm.

Cities as Innovation Spaces

Special Panel Discussion at the HHL SpinLab Wednesday afternoon, 20 September

What are the practical and policy ingredients of successful urban innovation spaces? Why do some cities flourish as locations for innovation while others languish?

Four panelists from the GUCP will lead a discussion on cities as spaces for innovation, citing various examples of urban regions from around the world that have managed to emerge from the COVID period as vibrant milieux for innovation in contrast with those that have struggled or failed. The panel will also be joined by participants from the SpinLab who will discuss the innovation environment of their home cities.

Chair: Prof. Peter Kresl, United States

GUCP Panelists: Prof. Edward Blakely, United States and Australia

Prof. Philip Shapira, United Kingdom

Prof. Clemente Ruiz Duran, Mexico

SpinLab Panelists: Robert Heinecke, Entrepreneur, Breeze Technologies (Germany)

Michal Resl, Entrepreneur, Stato Test (Czech Republic)

Björn Bloss, Entrepreneur, WeCreate (Germany)

VENUES

GUCP Annual Research Conference Leipzig 20. – 22nd September 2023



Conference Venues:

City Hall Leipzig, Entrance 4, Turmzimmer (270), 2nd floor
Martin-Luther-Ring 4, 04109 Leipzig

SpinLab – The HHL Accelerator
Spinnereistraße 7 14 / 2nd floor, Entrance B, 04179 Leipzig

Dinner Locations:

Thüringer Hof zu Leipzig
Burgstraße 19, 04109 Leipzig

Auerbachs Keller Leipzig
Grimmaische Str. 2-4, 04109 Leipzig

Hotel:

Premier Inn Leipzig Hahnekamm
Brandenburger Str. 2B, 04103 Leipzig

ADDITIONAL INFORMATION

**GUCP Annual Research Conference Leipzig
20. – 22nd September 2023**



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The *HHL Leipzig Graduate School of Management* is a prestigious doctoral degree granting German university. Established in 1898, HHL was the first business school in Germany and the first to receive AACSB accreditation. It is ranked amongst the leading international business schools worldwide. Our mission is to educate entrepreneurial, responsible, and effective business leaders through excellence in research, teaching and practice. HHL stands out as a globally oriented entrepreneurial institution with a clear research focus, outstanding teaching and effective knowledge transfer into practice. HHL has been named five times by the German *Stifterverband* as the leading Entrepreneurship University amongst its peers.

HHL Leipzig Graduate School of Management's history and tradition is a story of pioneering success that goes back to the 19th century. Leipzig's entrepreneurs realized the need of educating business people to prepare them for the upcoming changes and challenges in a world becoming more globalized with its international trade. The foundation of *Handelshochschule Leipzig* in 1898 marks the birthplace of management education and is the first business administration faculty in German-speaking countries. Since those early days, the "honorable merchant" is recognized in the school's emblem. Eugen Schmalenbach is one of the *Handelshochschule* first and most prominent alumni, also well-known as the founder of today's business administration as an academic field in science and research. Throughout the 20th century *Handelshochschule Leipzig* again faced a time of continuous changes. After the fall of the Berlin Wall in 1989, *Handelshochschule Leipzig* was finally re-founded in 1992 to train a new generation of business leaders – a generation who will be actively engaged to form transformation in the reunited country.

Today, with more than 500 startups founded by HHL Alumni, HHL is the top business school address for entrepreneurship in Germany. Our HHL family consists of a wide variety of members from different countries, speaking multiple languages, bringing enriching backgrounds, renowned expertise, various responsibilities and diverse focuses.

Our Mission & Vision

"We educate entrepreneurial, responsible and effective business leaders through outstanding teaching, research and practice. We are driven by excellence in teaching and research to benefit our students, stakeholders and society. Our academic quality is underscored by our global outlook and a lifelong premier service and support network."

To achieve our mission, we build on entrepreneurship and leadership, two pillars grown with HHL's history of leading change and transformation. While entrepreneurship enables transformation, leadership is relevant to lead transformation.

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