

# Redefining management education through innovations and innovative partnerships

26<sup>th</sup> CEEMAN Annual Conference  
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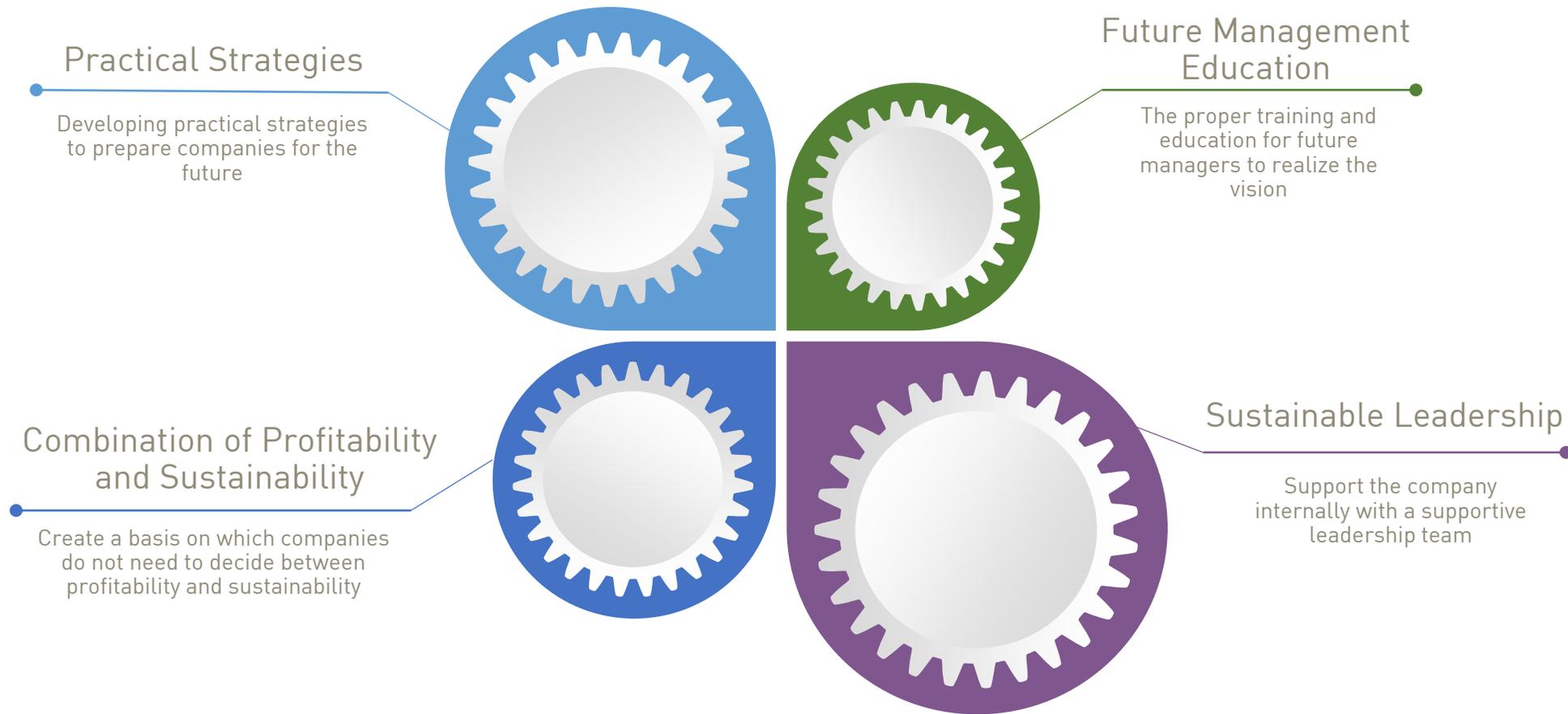


# Our Vision

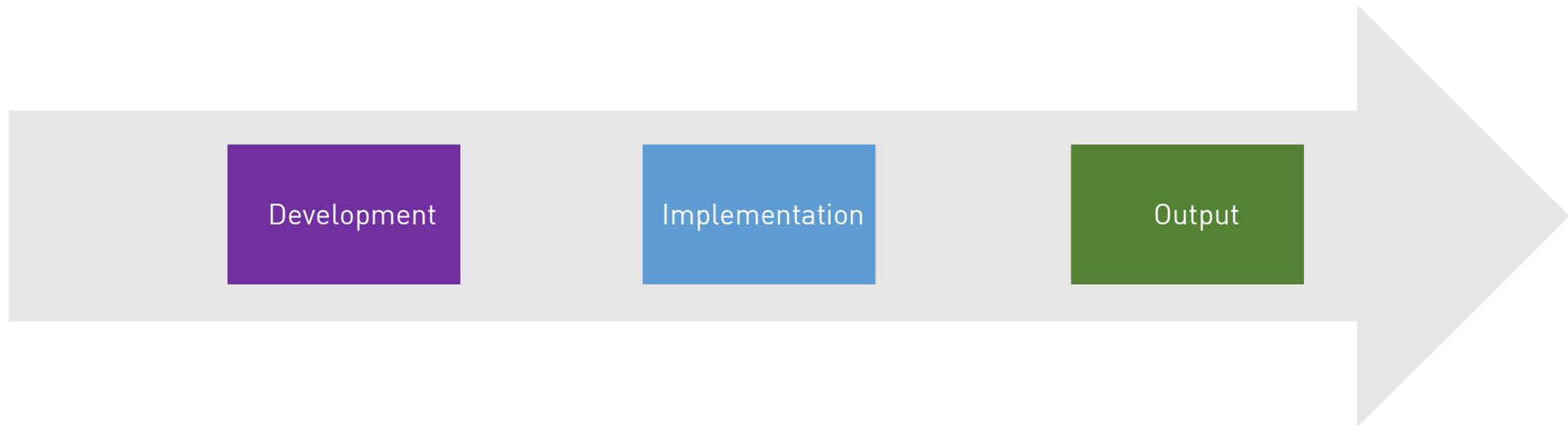


We want to justify on a scientific basis that there is no need for companies to decide between profitability and sustainability anymore, but a possibility to combine both.

# Steps to achieve the Vision



# An approach for sustainable management

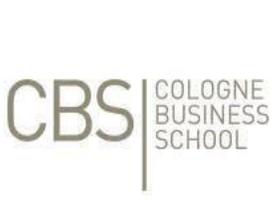


Development of practical strategies to ensure success in the future

Implementation of this strategy in the company on all levels with a supportive sustainable leadership

As an output companies seem to be prepared for the future, due to constant integration of sustainability for example the attraction of top talents or an increase in operational efficiency

# Sustainability at the CBS

Learning at CBS	CASM – Centre for Advanced Sustainable Management	Events at CBS
		
<p>Sustainability is part of all our lectures at CBS and is combined with economic topics</p>	<p>The CASM as an institution to do further research and to set up the needed educational approach</p>	<p>Various events support Sustainability at the CBS, for example the 'Ethics and Sustainability Award' or the Sustainability Week</p>

**The 8th International Conference on Sustainability and Responsibility**  
 Responsible Leadership in Times of Transformation | November 14th -16th 2018 in Cologne, Germany