



*Parallel session on*

## **Sustainable and responsible investment in International Business**

**Friday July 22, 2016**

**9.00a.m. – 12.00noon**



Nairobi, Kenya

---

## **PROGRAMME**

### **SPEAKERS**

***Overview on the universal agreements 2016-2030 and how these might affect International Business***

**Professor Maria Alejandra Gonzalez-Perez**, Full Professor of Management at Universidad EAFIT (Colombia), Vice-President of the Academy of International Business

***Sustainable Development Goals (SDGs) and International Business***

**Professor Tomas Hult**, Executive Director, Academy of International Business, Michigan State University

***Sustainability and Internationalization: Case of Amatheon Agri. N.V.***

**Carl Heinrich Bruhn**, founder and CEO of Amatheon Agri Holding NV.

***Sustainability and Internationalization: The Kenyan Perspective***

**Professor Bitange Ndemo**, former Permanent Secretary, Ministry of Information and Communication, and Professor Entrepreneurship and Research Methods, School of Business, University of Nairobi.

**Hon. Adan Mohamed**, EGH, Cabinet Secretary for Ministry of Industry, Trade and Co-operatives (TBC).

**Anne Kirima-Muchoki**, Kenyan Investment Authority, Chairperson (TBC).

### **Q&As**

Conclusions and identification of topics for further research in International Business

### **Refreshments**

---

For Participation email/call: [amburu@riarauniversity.ac.ke](mailto:amburu@riarauniversity.ac.ke) / Ann Mburu on 0703 038 421 / 0703 038 000

## SPEAKERS' PROFILES



**Dr. Tomas Hult** is the Byington Endowed Chair, Professor of Marketing and International Business, and Director of the International Business Center (IBC) in the Eli Broad College of Business at Michigan State University (John W. Byington, a marketing research expert, was a former president of the NPD Group Worldwide Inc.). He has been at Michigan State University since January 2001. IBC is one of the 17 centers designated by the U.S. Department of Education as a country-level resource in international business and trade (i.e., CIBER). In 2015, IBC celebrated 25 years of continuously being funded by the U.S. Department of Education (IBC was founded in 1990). On behalf of the State of Michigan, IBC also serves as the Regional Export Network (REN) for 27 counties in mid-Michigan. Dr. Hult's focus areas are international business, global supply chain management, global strategy, and marketing strategy. These areas nicely intersect on his radio program globalEDGE Business Beat on the Michigan Business Network (MBN), promoted worldwide to more than 200 countries on globalEDGE. Dr. Hult has been the Executive Director of the Academy of International Business (AIB) and President of the AIB Foundation since 2004. He is President and Board Member of the Sheth Foundation (since 2010), and board member of the International Trade Center of Mid-Michigan and the Economic Club of Greater Lansing. The Mayor of Lansing has also appointed Dr. Hult to the Lansing Regional Sister Cities Commission (since 2014). Dr. Hult was elected President of the coalition of CIBER schools for 2015-2016, funded by the U.S. Department of Education; he previously served as the Coalition's President in 2011-2012.

A prolific grant writer, Dr. Hult is currently a member of a multi-university team (MSU and Duke University) that received a \$5 million grant from the U.S. National Science Foundation to study the intersection of water, energy, and commerce. IBC currently has grants from the U.S. Department of Education and the National Science Foundation and a contract with the State of Michigan (MEDC). In fund raising, Tomas has been responsible for raising some \$14 million for Michigan State University and some \$3 million for the Academy of International Business. Dr. Tomas Hult is a well-known keynote speaker and executive trainer on international business global supply chain management, global strategy, and marketing strategy. Interviews with Tomas dealing with global strategy and global SCM can be found on globalEDGE. He regularly does op-ed articles on international trade, and has had work included in Time, Fortune, World Economic Forum, The Conversation, Lansing State Journal, and others. Some of his trade books include: Global Supply Chain Management (2014) with David Closs and David Frayer (published by McGraw Hill Professional) and Total Global Strategy (2012) with George Yip (published by Pearson Prentice Hall). He is also co-author of a number of academic textbooks, including the #1 market-share leading Global Business Today 9e (2016) and International Business 11e (2017) with Charles W. L. Hill (published by McGraw Hill Education) as well as Partial Least Squares (PLS) Path Modeling (2014, 2017) with Joe Hair, Christian Ringle, and Marko Sarstedt (published by Sage).

In research, Hult was ranked the 75th "most cited scientist in economics and business" (and 3rd in marketing) in the world by Thomson Reuters in their Essential Science Indicators covering a period from 1997 to 2007. In a 2012 study by Aguinis et al. (in the Academy of Management Perspectives), Hult was 6th among influential scholars who received their degrees since 1991 (he received his degree in 1995). Based on the Microsoft Academic Search, Tomas Hult is in the top 5 authors in "business administration and economics." Based on a University of Minnesota study, Tomas is also 14th in citations among the worldwide marketing professorate since 2013, and MSU's marketing department is Number 7 and 14, respectively in studies published in the Australasian Journal of Marketing (2015) and by University of Minnesota (2014). Overall, his research has been cited some 28,000 times per Google Scholar. Professor Hult is an elected Fellow of the Academy of International Business (one of only about 85 scholars in the world bestowed with this honor and one of only 5 marketing scholars). He is also the 2016 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator. He was Editor-in-Chief from 2009 to 2015 of the Journal of the Academy of Marketing Science. He is serving as Associate Editor of Journal of Marketing and Journal of Supply Chain Management; and has served as Associate Editor of the Journal of International Business Studies, Journal of Operations Management, Decision Sciences, and International Journal of Research in Marketing. He also serves on or has served previous terms on the review boards of the Journal of Marketing, Academy of Management Journal, Strategic Management Journal, Global Strategy Journal, Journal of Retailing, Industrial Marketing Management, Journal of International Marketing, and International Marketing Review, among others. Dr. Tomas Hult was named 2016 Academy of Marketing Science / CUTCO-Vector Distinguished Marketing Educator; by April 2016 he had 28,000 citations in Google Scholar.



**Maria-Alejandra Gonzalez-Perez** (PhD, MBS, Psy) is Full Professor of Management at Universidad EAFIT (Colombia). Maria-Alejandra is the Vice-President of the Academy of International Business (AIB) (2015-2017), coordinator of the Colombian universities in the virtual institute of the United Nations Conference for Trade and Development (UNCTAD) (2009-present), Distinguished Fellow of the Association of Certified Commercial Diplomats (2008-present); and Editor-in-Chief of the business journal AD-minister. Dr. Gonzalez-Perez holds a PhD in International Business and Corporate Social Responsibility, and a Master's degree in Business Studies in Industrial Relations and Human Resources Management from the National University of Ireland, Galway. She also did postdoctoral research at the Community Knowledge Initiative (CKI) in NUI Galway. Prof. Gonzalez-Perez is the past Head of the Department of International Business (2009-2013) and former Director of the International Studies Research Group (2008-2013) at Universidad EAFIT (Colombia). Prior to her positions in Colombia, she worked as a researcher in various organisations such as the Centre for Innovation and Structural Change (CISC), Irish Chambers of Commerce, and the Economics of Social Policy Research Unit (ESPRU) in Ireland. Dr. Gonzalez-Perez has published books, several academic papers and book chapters in the areas of internationalisation, corporate social responsibility and international migration. She is a regular contributor to Latin American business media. Her research results have been presented in over 70 international academic conferences in all the continents. Also, she was trained as a Clinical Psychologist at the Universidad Pontificia

Bolivariana (UPB) in Colombia. Maria-Alejandra has lived, studied or worked in the UK, USA, Ireland, France, Spain, and Colombia, and have travelled as a tourist to nearly 60.



**Carl Heinrich Bruhn**, is the founder and CEO of Amatheon Agri Holding NV. Mr Bruhn, an agronomist by training and an experienced entrepreneur, has been in the agribusiness for more than 20 years. He has gained extensive international and management expertise, e.g., as head of Mergers & Acquisitions at Nordmilch or as the Executive Director of Sachsenmilch Group, one of the leading German dairy companies. In 2004, he started his own farm management, agri consulting and bioenergy company before focusing entirely on Amatheon since 2011.

## SPEAKERS' PROFILES



**Professor Bitange Ndemo**, former Permanent Secretary of Kenya's Ministry of Information and Communication, teaches entrepreneurship and research methods at the University of Nairobi's Business School. He holds a PhD in Industrial Economics from the University of Sheffield in the UK, an MBA and Bachelor's degree in Finance and Accounting from The University of St. Thomas and University of Minnesota respectively. He is highly skilled in the design and implementation of both short and long training curricula and has taught various courses including entrepreneurship, research methods, statistics, commerce, management and economics. My responsibilities as a senior lecturer include the supervision of both PhD and Masters Students as they undertake their research. He has published in several journals and book chapters, and given talks at various international conferences. He is an advisor to iHub, the premier innovation hub in Sub-Saharan Africa, Senior Advisor to the UN on global digitization of payments - Better than Cash Alliance and immediate former Chairman of the Global Alliance for Affordable Internet (2013 - 2014).



**Hon. Adan Mohamed**, EGH is the Cabinet Secretary for Ministry of Industry, Trade and Co-operatives. Prior to this appointment, he was the Chief Administrative Officer for Barclays Africa, with responsibility for ten (10) Barclays Bank subsidiaries in Africa. In addition, he was responsible for Brand & Marketing, Corporate Communications and Citizenship across Barclays Africa businesses. Before taking up the role in Barclays on 1 February, 2013, Hon. Mohamed performed various senior roles in Barclays including CEO of Barclays Kenya for over 10 years, and Managing Director - Barclays East and West Africa since 2008. He also worked in senior Finance roles in Barclays Bank. Prior to joining Barclays, he worked for PricewaterhouseCoopers (London) in the Management Consultancy and Business Advisory Services. His international career has seen him serve in the UK, US and Africa. He has also served in many other capacities both in private and public sector in Kenya, including: Chairman of Kenya Bankers Association, Member of the Kenya National Economic and Social Council (NESC), and as the Chairman of Jomo Kenyatta University of Agriculture and Technology (JKUAT) amongst others. Hon. Mohamed received Presidential recognition and was bestowed the Elder of the Golden Heart (EGH) Award for his leading role and distinguished service in both the private and public sector. Adan is an MBA graduate from Harvard Business School and an alumni of the University of Nairobi, Kenya where he graduated with a First Class Honors degree in Commerce (Accounting option). He is also a Member of the Institute of Chartered Accountants in England and Wales (ICAEW).



**Anne-Kirima Muchoki** is the Kenya Investment Authority Chairperson. She holds an MBA in Project Finance, Master of Science in Commercial Property Management, and Bachelor's degree in Politics and Economics. She is an active member of the Association of Masters in Business Administration (AMBA), the Commonwealth Association of Surveying and Land Economy (CASLE), Royal Institute of Chartered Surveyors, and is a Registered Estate Agent with the Ministry of Lands, Kenya. With over twenty years of experience, Anne has been able to contribute to the creation of value for the Added Value Group offering investors a plug-n-play product for taking part in real estate development. Following her return from college abroad, she established Regent Management which quickly became a formidable letting, sales, developing and refurbishing outfit under her management. She left Regent Management and established another real estate firm which developed the first gated community of townhouses in Kenya, A Chartered Touch, under Anne's leadership, quickly gained a reputation for handling impressive sales even in soft market conditions. Anne is also involved as an investor and director in other significant real estate projects such as MIGAA, Dunes of Mamburi and Marriott Real Estate Co. She serves as Managing Trustee in Kirima Trust, a Board Chairlady at the Board of the Kenya Investment Authority and in KCB Rwanda as Board Member. Believing strongly also in volunteer and community work, Anne has spearheaded after school programs on prevention of drug abuse among youth, as well as served in various initiatives for Limuru Girls' School through the Old Girls' Association. These contributions in service of noted organizations, excellence in execution of duties, as well as dedication to continual progress have earned Anne awards and recognition. In 2013, she was bestowed the Order of the Grand Warrior in acknowledgment of distinguished service to the Republic of Kenya

## PARTNERS

