



Geert Hofstede Consortium

We Belong to...Iekje Smit, Chair

Geert Hofstede Consortium:

- Italy: IULM, University of language and communication, Milano
- Lithuania: Vilnius University
- Netherlands: Hanze UAS, Groningen
- United Kingdom, Leeds Metropolitan University

- = 90 000 thousand students

Joint master

- Jointly developed and delivered
- Ongoing harmonization
 - of the curriculum,
 - the assessment criteria
 - the procedures, evaluation
 - insure comparability of the program
- Joint activities: Intensive programmes, research
- Joint communication & marketing
- Joint admissions

Mutually beneficial relationships

between universities and the professional field?

Important questions for universities

- Employability of graduates
- Development of the discipline
- Service to the community

Important questions for professional field

- Sustainability of the organisation
- Legitimacy of the organisation

Mutually beneficial relationships

Important questions for universities

- Employability of graduates: Are the students acquiring the knowledge, skills and competencies that the professional field needs?
- Knowledge is fleeting: Used car syndrome
- **Adaptability**
- **Creativity**

Mutually beneficial relationships

Important questions for universities

- Development of the discipline: How can universities contribute to the development of discipline through research and applying the results of research
- Standing still is going backwards
- **Innovation**

We belong to...

Mutually beneficial relationships

Important questions for universities

- Service to the community:
- **Socially responsible and embedded**

Mutually beneficial relationships

Important questions for professional field

- Sustainability of the organisation
- Legitimacy of the organisation

- **Adaptability**
- **Creativity**
- **Innovation**
- **Socially embedded**

Mutually beneficial relationships

European policy: **Horizon 2020** research innovation programme

- 80 Billion in the next 7 years
- smart, sustainable and inclusive growth and jobs
- excellent science, industrial leadership and tackling societal challenges
- International consortia of international institutions of higher education and the professional field
- evident need of the professional field
- Innovation agenda, practical application

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Mutually beneficial relationships

“We are the facilitators of innovation”

- Herbert Heitmann

How do we together create the chemistry need???

How do we create this win-win situation catering to:

Adaptability, creativity, innovation, socially embedded?

Mutually beneficial relationships

Best practice: The Talent Agency
International NRG Battles.

EC: most innovative and pioneering low-carbon project of the Netherlands

US State Dept: NRG Battle was the most innovative project of Europe

International Gas Union (IGU): best practice for attracting and engaging top talents for the energy sector

Mutually beneficial relationships

Concept: Organisations/companies:

- Provide
 - puzzling complex problems
 - for which they do not have an answer
 - to multi-disciplinary international student teams
 - that compete in creating innovative solutions
- Receive:
 - Creative ideas, practical solutions, inspiration
 - First pick in talent

Mutually beneficial relationships

Concept: Students:

- Provide
 - online profile, including domain, degree, personality (test)
 - Time, commitment, ideas
- Receive
 - a place in a multidisciplinary international team, put together by the organisation
 - a limited amount of time to work together (online) before the Battle.
 - Expert supervision
 - Exposure to top management of major international companies

Mutually beneficial relationships

Concept: Battle

- Three rounds, each round yields 5 winning teams
- Finals with 15 teams during related international conference
- Jury = senior management (ceo level)
- Report + 3 minute pitch + Q & A by jury
- Winning team receives € and documentary on National Geographic Channel
- Many times: job offers or offers to implement the solution
- Starting companies; patents

Mutually beneficial relationships

Win-Win situation

Education:

- Creativity & adaptability > applying knowledge, (research) skills, competencies
- Showcasing talent
- Practical follow-up (jobs & start-ups & patents)

Professional field:

- Innovative, unexpected solutions
- Talent hunting
- Inspiration

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Mutually beneficial relationships

Movie – student made

World Gas Conference

60 students chosen from 3000 by organisations

5 days in Kuala Lumpur



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Geert Hofstede Consortium.eu

Master International Communication.eu