



## Online Lecture Series in Summer Semester 2021

# Sustainability in China

18:00-20:00



### 19. April 2021 Opening Event

Welcome Speech

**Prof. Dr. André Habisch, KU Eichstätt-Ingolstadt / Prof. Dr. Peter Augsdörfer, THI Ingolstadt**

Sustainability Marketing: New Opportunities in the Digital Era  
**Assoc. Prof. Dr. Vignesh Yoganathan, Sheffield University**

### 26. April 2021

The Role of Sustainability in Sino-German Merger & Acquisition  
**Elva Liu, Business Manager China, Eversheds Sutherland (Germany)**

### 03. May 2021

Entrepreneurship for Sustainability in China & Germany  
**Erik Ackner, President, Mercku Europe**

### 10. May 2021

Intercultural Aspect of Sustainability  
**Prof. Dr. Xiaojuan Ma-Becker, FOM University of Applied Sciences**

### 17. May 2021

Sustainable development in Chinese Rural Areas – Observations on Community Initiatives  
**Dr. Xiuhua Zeng, Intercultural Management Coach / Conscious Business Promoter**

### 31. May 2021 08:00-10:00

Practice & Experience of Poverty Alleviation in Rural China  
**Assoc. Prof. Dr. Lin Hong, Chinese Academy of Social Science**

### 07. June 2021

Solar PV Policies for Rural Poverty Alleviation in China  
**Prof. Dr. Doris Fischer, University of Würzburg**

### 14. June 2021

How Sustainable is the Chinese Way of a Socialistic Market Economy?  
**Prof. Dr.-Ing. Naiming Wei, THN Nürnberg**

### 21. June 2021 08:00-10:00

Employment & Social Protection for the Chinese Employees & Residents: A Sustainable & Balanced Model as Responses to the Limits to Growth  
**Prof. Dr. Tao Liu, Zhejiang University**

### 28. June 2021 08:00-10:00

Sustainability in China Agriculture  
**Cynthia Wei, Bayer China Public Affairs and Sustainability Department**

Cooperation Partners:



AUDI  
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China Zentrum  
Bayern

\*The lecture series is open to the public, please contact [Lu.Bostanli@ku.de](mailto:Lu.Bostanli@ku.de).

\*KU students can register through KU-Campus (5 ECTS).