

RED 2023 KEYNOTE SPEAKERS

Meet our RED 2023 keynote speakers:

Prof. dr. Slavica Singer, Professor Emerita will speak on the topic „**UN Sustainable Development Goals 2050 are a shared ‘destination’ – does it hold for regional ecosystems?**“

Prof. Dr. Thomas Cleff will speak on the topic of “**International accreditation as a means of strengthening the competitiveness of business schools.**“



Slavica Singer is Professor Emerita of Entrepreneurship at the J.J. Strossmayer University in Osijek, Croatia. Slavica's research focus is on connecting holistic approach with understanding of entrepreneurship as a mindset, the role of small businesses in the economic development, gender gap in entrepreneurship, entrepreneurship ecosystem and the role of the entrepreneurial university in the Quintuple Helix model (academia, government, business, civil society and environment). From 2010 she is leading the interdisciplinary interuniversity doctoral program ENTREPRENEURSHIP AND INNOVATIVENESS which has been started as a result of collaborative efforts of five universities (Osijek, Croatia; Turku, Finland; Maribor, Slovenia; Klagenfurt, Austria and Durham, UK). Next to students from Croatia, there are doctoral students from Bosnia and Herzegovina, Canada, China, Greece, Kosovo, Nigeria, Oman, Spain, USA. With her team she contributed to building institutional infrastructure (ecosystem) needed to support entrepreneurship activities in Croatia (micro credit institution NOA in Osijek, 1996; Center for Entrepreneurship in Osijek, 1997; CEPOR Policy center for development of SMEs and entrepreneurship in Zagreb, 2001.). Professor Singer leads Global Entrepreneurship Monitor (GEM) research team in Croatia, from 2002. Slavica is often engaged by the OECD as a consultant/expert in the field of reviewing national policies on entrepreneurship, inclusivity and entrepreneurship education. For her contributions to the development of research / university based entrepreneurship education, in 2008 she was awarded with the UNESCO Chair in Entrepreneurship Education, in 2010 with the honorary doctorate by the University of Turku, Turku School of Economics, Finland. In 2021, she was awarded with the European Entrepreneurship Education Award, by the Lund University, Sweden: <https://entrepreneur.lu.se/en/events/eeeea/winner-2021>



Prof. Dr. Thomas Cleff has been a professor of quantitative methods in business administration at the Pforzheim University of Applied Sciences since 2000. He holds a degree in business administration and economics from the Université de Panthéon-Sorbonne (France) and the University of Wuppertal. Between 1997 and 2000 he was senior researcher at the Center for European Economic Research Mannheim (ZEW). In Pforzheim, Thomas Cleff has held various management positions since his appointment: He developed the International Marketing bachelor's degree, was elected Vice Dean in 2012 and has been Dean of the Pforzheim Business School since 2014. He is an expert on issues relating to international accreditation and international cooperation between universities.

In 2013 he was elected to the board of the Network of International Business and Economic Schools (NIBES) and has been its Secretary General since 2019. Between 2016 and 2019 he served on the AACSB Initial Accreditation Committee (IAC-z) and on the board of the AACSB European Affinity Group. Since 2020 he has been a member of the AACSB Initial Accreditation Committee (IAC-y) for an additional term. As a member of various AACSB peer review teams, he is and was involved in the (re)accreditation of many universities worldwide. Since 2014 he has also been a member of the international advisory board of the accreditation organization Education Quality Accreditation Agency (EQUAA). Thomas Cleff is a member of the International Academic Council of the School of Management at the National Taiwan University of Science and Technology, Member of the International Advisory Board of Brest Business School (France) and member of the International Academic Board of ESC Clermont Business School (France). In addition to his teaching activities, Thomas Cleff is involved in research projects in the fields of international marketing research, brand research, innovation research and industrial studies. Between 2000 and 2018 he carried out part of his research as a Research Associate at ZEW Mannheim. He is a regular visiting professor at various international universities. innovation research and industrial studies. Between 2000 and 2018 he carried out part of his research as a Research Associate at ZEW Mannheim. He is a regular visiting professor at various international universities. innovation research and industrial studies. Between 2000 and 2018 he carried out part of his research as a Research Associate at ZEW Mannheim. He is a regular visiting professor at various international universities.