

Call for Applications!

Transcultural Student Research Group 2025

“Transcultural Perspectives on Knowledge Exchange”

The Transcultural Student Research Group of the Transcultural Caravan Network at Zeppelin University is part of the *Baden-Württemberg-STIPENDIUM for University Students–BWS plus*, a program of the Baden-Württemberg Stiftung.



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LEIZ · Leadership Excellence Institute Zeppelin
Initiated and supported by the Karl Schlecht Foundation KSG



Including SDSN SA member institutions



UNISA | university of south africa



- Interested in thinking about and researching “**Transcultural Perspectives on Knowledge Exchange**”?
- Keen on cooperation with **international peers**. Interested in tackling the **big challenges and opportunities** of our times?
- Motivated to become part of the “**Transcultural Caravan Network**” project and join an **interdisciplinary group**?

- Do you want to **publish your first chapter in an international academic publication**?

If you answered yes to at least two of these questions, we look forward to receiving your application! For further information on the application process, please see the corresponding section in this document.

Transcultural Student Research Group | TSRG 2025

What is the Transcultural Student Research Group about?

Since 2017, the Transcultural Caravan at the Leadership Excellence Institute Zeppelin | LEIZ (Zeppelin University - Germany) has been running Transcultural Student Research Groups | TSRGs. The research project is designed to provide opportunities to **deepen knowledge of specific research topics** and to have a genuine **transcultural experience**. Over the last seven years, more than a hundred participants from more than ten different countries have participated in the project.

Each year, the TSRG has a different regional and thematic focus (2017 Hybridity and Transculturality in Hong Kong; 2018 Transculturality and Community in Uganda; 2019 Relational Leadership in Brazil; 2020 Civil Society Cooperation in Europe; 2021 Impacts of the BRI on Europe; 2022 Partnerships for the SDGs in Southeast Asia, 2023 The Future(s) of Transcultural Leadership in Berlin, Germany, 2024 Transcultural Perspectives on Sustainable Futures, South Africa.



How does the TSRG work?

The students involved in the project are divided into research groups based on **common research interests**. Each group works together on specific research questions correlating with their disciplinary background and the TSRG's overarching research topic in an academic co-authoring process over **a year**. Accordingly, the TSRG consists of several such transcultural groups that apply the common research theme to their respective case studies and disciplines. A

team of experts will supervise the students throughout the process. In the end, the **research results** of each group will be **published in a joint volume in the book series "Transcultural Management Series"** (Metropolis Publisher):



For more information on the book publication, see <https://www.metropolis-verlag.de/Reihen/Transcultural-Management-Series/catalog.do>.

For more information on the schedule, please refer to the time frame section of this document.

What does the TSRG offer to you?

- A unique transcultural learning experience.
- Research experience in an international team of students, professors, practice partners, and researchers.
- Certificate of participation and record of work.
- Up to 20 credits.¹
- Publication of your first academic paper.
- Possibility to write your BA or MA thesis within the project (depending on institution/supervisor).

Why a TSRG on “Transcultural Perspectives on Knowledge Exchange”?

The TSRG on "Transcultural Perspectives on Knowledge Exchange" explores how knowledge sharing across cultures fosters innovation and mutual understanding. In a globalized world, exchanging ideas transcends borders, enabling diverse perspectives to address complex challenges like climate change, digital transformation, and social equity. By bridging cultural differences, we can develop inclusive

¹ The number of credits is calculated according to how many credits Zeppelin University students who complete a curricular project within the TSRG can receive. Please note that the number of credits may vary from institution to institution and the official recognition of credits depends on the policies and procedures of the individual institutions.

solutions and promote collaboration that drives sustainable progress. This theme highlights the transformative power of transcultural exchange in shaping a connected and resilient future.

Topics for the sub-research projects 2025

The TSRG is an interdisciplinary project. The topic "Transcultural Perspectives on Knowledge Exchange" can be explored from different angles, raising various research questions.

Participants interested in the following topics are welcome:

- **Economic and Corporate Perspectives:** Cross-cultural management, global knowledge sharing, intellectual property, and knowledge-driven innovation.
- **International Regulations Perspectives:** OECD guidelines, UNESCO conventions, intellectual property laws, and cross-border collaboration frameworks.
- **Political Perspectives:** Knowledge diplomacy, global power dynamics, policies for development, and technology transfer.
- **Social-Cultural Perspectives:** Decolonization of knowledge, transcultural learning, intercultural dialogue, and equity in access.
- **Technological Perspective:** AI in knowledge sharing, open-access platforms, digital collaboration tools, and ethics in knowledge exchange.

Open topic: Do you have any different ideas on how to research "Transcultural Perspectives on Sustainable Future(s)"? Please feel free to submit your ideas. Different ideas will be evaluated.

Timeframe

- **Mid-February/Late February 2025:** Kick-off and participant matching (online).
- **March – June 2025:** Preparatory Phase (online).
Workshops related to different topics (e.g., Transcultural Cooperation, Research Methods, Sustainability, etc.).
- **Mid-July- Late July 2025:** Research Trip to Vietnam.
- **November 2025:** A Weekly Online Transcultural Research School and Transcultural Leadership Summit at Zeppelin University.
- **January 2026:** Submission of first drafts for the joint publication.

As for the TSRG 2025, the project will start in February. After a kick-off meeting, all selected participants of the TSRG 2025 from the different partner universities will be matched into transcultural groups. After the groups and the specific research questions have been determined, the participants will be prepared to conduct their research in a preparatory phase. The preparatory phase includes both thematic and

methodological workshops. In addition, a workshop on transcultural competencies will provide participants with the necessary skills to work together across their cultural boundaries.

A research trip to Vietnam in mid or late **July 2025** will provide the opportunity to conduct field research and exchange views with local experts.

The studies' initial results will be discussed during the online Transcultural Research School in November 2025, and a final presentation will be in mid-February 2026. In addition to the preliminary results, the Transcultural Research School offers the opportunity to maintain dialogue and interaction both within one's research group and between different groups.

Metropolis Publisher will then publish the final research results in a joint book in the "Transcultural Management Series".

Application

Interested students from all study programs are welcome and can apply for the TSRG 2024 until **21 February 2025**. The following conditions apply:

- Students must belong to one of the participating **SDSN South Africa member institutions, currently namely University of Pretoria, Huguenote Kollege and University of South Africa**
- Students must have **completed at least two (2) years of study** in any degree successfully.
- Applicants should specify **the topic of interest (political science, economic or socio-cultural and environmental topic)** for the research project they want to work on, and should indicate possible **alignment with their current studies** or interests.
- Applications of students currently enrolled for a Master's or Doctoral study, who would like to integrate the TSRG work in their study, should include a **statement of support by their supervisors**.

To apply for the Transcultural Student Research Group 2024, please send your CV, academic transcripts, and a motivation of why you want to join the student research group to Mr. Kamagano Sethono (kamagano.sethono@up.ac.za).

Team and Partners

The TSRG is a project by the Transcultural Caravan Network:

- Zeppelin University in Friedrichshafen, Germany:
<https://www.zeppelin-university.com/>
 - Represented by Josef Wieland, Jessica G. Schwengber, Quratul Aan and Tobias Grünfelder.
- Pontifical Catholic University of Rio de Janeiro (PUC-Rio), Brazil:
<https://www.puc-rio.br/index.html>

- Represented by Ruth Espinola Soriano de Mello.
- University of Łódź, Poland
www.uni.lodz.pl
 - Represented by Tomasz Kamiński.
- Hochschule Furtwangen University | HFU Business School, Germany.
<https://www.hs-furtwangen.de/en/faculties/hfu-business-school/>
 - Represented by Julika Baumann Montecinos.
- SDSN SA
<https://www.unsdsn.org/our-networks/south-africa/>
 - Represented by Priscilla Morley
- Vietnamese German University
www.vgu.edu.vn
 - Represented by Ngoc Lan Dang.

Further impressions:

- The Transcultural Caravan - Who we are:
<https://www.youtube.com/watch?v=bQMBMePANus&t=155s>
- Transcultural Student Research Group 2019:
<https://www.youtube.com/watch?v=dbZmDh3sYvg&t=44s>
- Overview of the past TSRG projects:
<https://transcultural-caravan.org/blog/transcultural-student-research-groups/>

For further information

- The Transcultural Caravan - Website:
www.transcultural-caravan.org
- Leadership Excellence Institute Zeppelin | LEIZ:
<https://www.zeppelin-university.com/research-issues/research-centers/leiz/>

Contact

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