

Dear colleague,

We are pleased to announce that two researchers from Stetson University are visiting Windesheim this month. Ramachandran Subramanian has started at Windesheim the 9th of May, he was accepted for a scholarship and will be combining research and teaching. Ram's academic background is in strategic management. In addition, he teaches courses in a variety of areas in the broad field of management including family business, entrepreneurship, and organizational behavior. Isabel Botero will arrive on the 24th of May and will be staying for one week. She is manager of the Family Enterprise Centre of Stetson University's School of Business Administration. Isabel is also an educator, researcher and consultant in the areas of management and family enterprises.

More information about Ramachandran Subramanian or Isabel Botero?

Go to: <http://www.stetson.edu/other/faculty/profiles/ram-subramanian.php> or <http://www.stetson.edu/other/faculty/profiles/isabel-botero.php>

To be able to learn from the knowledge and experience of these two renowned researchers, we organized several workshops. We think that these workshops provide added value for researchers, teachers, family businesses and students who are interested in these specific themes.

The following table presents more practical information about the topics, dates and times of the workshops.

Date: **Monday 23rd of May 2016**
Time: from 10:00 to 11:30 am
Room: information on the location follows a.s.a.p.

Workshop 'Case methodology in strategic entrepreneurship discipline' part one:
Writing a teaching case by Ramachandran Subramanian.
Teaching cases are frequently applied for educational purposes in the daily practice of Stetson University's School of Business Administration. This method stimulates students to be more proactive and participative in the class room.
The follow up on this work shop is on Monday the 30th of May. You can take the workshops separately if you cannot attend both.

Date: **Wednesday 25th of May 2016**
Time: from 10:30 to 12:00 am
Room: information on the location follows a.s.a.p.

Workshop Strategic Management in Family Firms: The "Inside-Out" Approach by Ramachandran Subramanian.
The "inside-out" part is to use the resource-based view of the firm as the preferred approach to strategic management specifically in family firms. Ram will focus his workshop on helping family firms identify and evaluate their key resources and deploy them to get a competitive advantage.

Date: **Wednesday the 25th of May 2016**
Time: from 13:00 to 14:30 pm
Room: information on the location follows a.s.a.p.

Workshop Reputation/brand management in Family Firms by Isabel Botero.
The main topics in this workshop are Corporate Communication, Marketing, and Branding in the context of family enterprises.

Date: **Monday the 30th of May 2016**

Time: from 10:00 to 11:30 am

Room: F117

Workshop 'Case methodology in strategic entrepreneurship discipline' part two:

Using a teaching case by Ramachandran Subramanian.

This is the follow up the workshop from Monday the 23rd of May, but you can take the workshop although you did not attend part one.

We want to invite and welcome you to these interesting workshops. You can register yourself for the workshops by sending an e-mail to Karin Rozendal-de Groot: K.Rozendal-de-Groot@windesheim.nl

Please feel free to circulate this information to colleagues who might be interested.

We hope to see you soon,

Ilse Matser

Albertha Wielsma

Margré Heetebrij-van Dalssen