

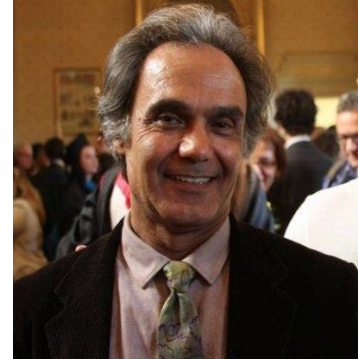
The Cross-Cultural and Sustainable Business Management  
Graduate Program invites you to attend:

**Sustainable Business Management  
from  
Ecological and Cultural Values Perspectives**



**September 28  
17:00-20:00  
Room 102**

**6 Rue du Colonel Combes  
75007 Paris**



Featuring a discussion between

**Dr. Steve Schein**

is the Sustainable Leadership Expert in Residence at the Presidio Graduate School in San Francisco. In his recent book, "*A New Psychology for Sustainability Leadership: the hidden power of ecological world views*" he discusses the evolution of business leadership towards ecological sustainability as a global imperative. Dr. Schein will explore the deeper psychological motivations of sustainability leaders, and show how these motivations relate to overall effectiveness and capacity to lead transformational change and drive new approaches to leadership.

**Dr. Mehdi Majidi**

is the Director of the Graduate program on Cross-cultural and Sustainable Business Management at the American University of Paris. He focuses on the holistic view of sustainable development from the perspective of cultural values systems and active participation of the private sector and younger generation in defining new socioeconomic forms adapted to cultural differences. Dr. Majidi will discuss the importance of cultural factors in balanced and stable socioeconomic development and expand it by looking at spirituality and sustainability in different cultures.

**Together they will debate the future direction of corporate leadership in the realm of sustainability from both an ecological and a cultural standpoint.**