

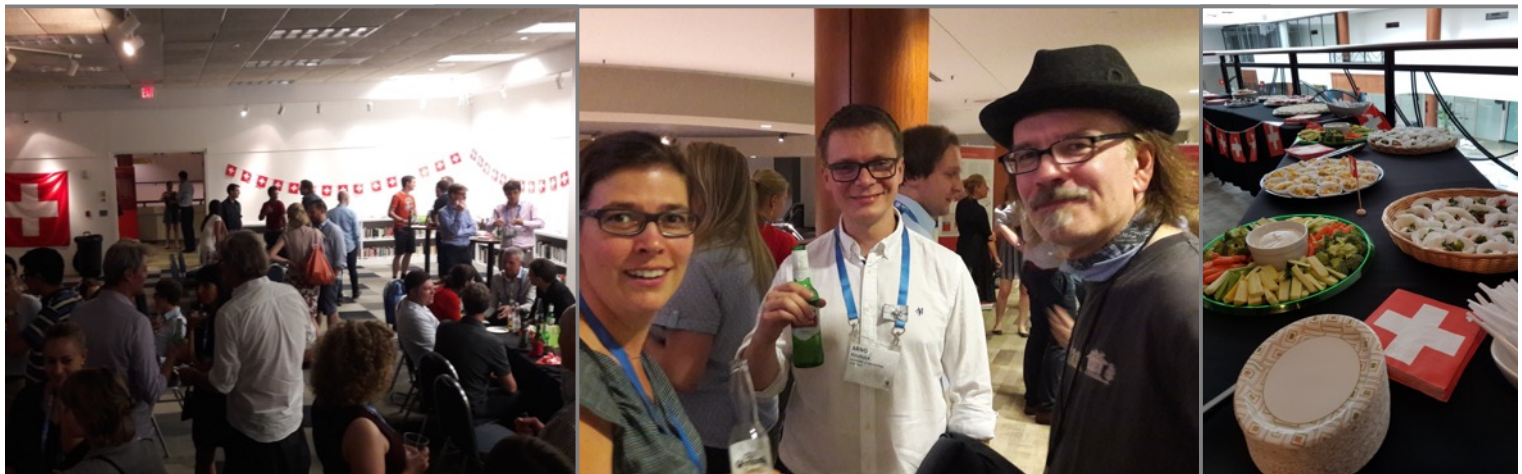


REPORT ON 8th SWISS RECEPTION

Hosted at the Annual Meeting of the Academy of Management in
Atlanta, August 5th 2017



For the eighth time, a group of young business administration scholars from the University of Zurich jointly organized the Swiss Reception @ the AoM Annual Meeting –this year in the capital of Georgia, Atlanta.



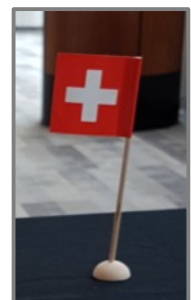
The Swiss reception took place in the Goethe Zentrum/ German Cultural Center Atlanta. Johann Wolfgang von Goethe traveled to Switzerland three times and when browsing his literary masterpieces, the reader might notice the one or other impression that Switzerland left on Goethe. Today, the Goethe Zentrum is dedicated to the promotion of relationships between German-speaking people and American people and facilitates projects that foster the understanding of the German-speaking cultures –an ideal location for our Swiss reception.



Reflecting the popularity of this event, we were happy to welcome more than 100 personally invited guests. Together, we enjoyed a relaxing and informal get-together, including a great selection of alcoholic as well as non-alcoholic drinks including local beers and Swiss wine, a delicious buffet with traditional Swiss-German cuisine, and a selection of Swiss ‘Ländlermusik’ as well as more modern tunes –and of course Swiss chocolate!



Many thanks to all the guests who have joined us in this great evening for bringing good conversations and a joyful spirit to the party! We are especially thankful for the generous funding of this event by Prof Andreas Georg Scherer and Prof David Seidl. We would also like to thank the Swiss Consulate in Atlanta, in particular former Consul General Andreas M. Maager for the kind donation of Swiss chocolate and Swiss wine, and the now Consul General Peter Zimmerli for his attendance. Also, we like to thank Michaela Schulze and her colleagues from the Goethe Zentrum for their fantastic support in organizing the Swiss reception. The organization team (Nadine Hietschold, Hannah Trittin, Florian Überbacher, and Dorothee Winkler) says thank you very much!



Next year's AoM Annual Conference and Swiss Reception will take place in Chicago, Illinois. We are looking forward to seeing you there!