

# Unity in Diversity?

## Cultivating Inclusive Excellence

**26<sup>TH</sup> MARCH 2024**

Media, Management and Transformation Centre  
Jönköping International Business School

**VENUE:** Room B3008, Jönköping International Business  
School, Gjuterigatan 5, Jönköping

In today's interconnected world, the journey towards embracing diversity, equity, and inclusion across different levels of the economy is both vital and challenging. This conference brings together researchers, practitioners, and experts, including a keynote from Sweden's Minister for Gender Equality and Working Life, Paulina Brandberg, aiming to deepen our understanding of diversity and inclusion from national to individual levels. Join us for a day filled with insightful discussions intended to inspire new thoughts and generate discussions to cultivate inclusive excellence!

## Conference Program

09:00 – 09:10

### Welcome Remarks

Prof. Salem Seifeddine, Executive Vice President,  
Jönköping University  
Prof. Leona Achtenhagen, Director of MMTC  
Dr. Sumaya Hashim, MMTC

09:10 – 09:50

Opening Talk

### Women's Wallets: A Speech on Economic Equality and Action

Paulina Brandberg, Minister for Gender Equality  
and Working Life

**Discussant:** Prof. Helene Ahl, HLK

**Open Discussion**

**Moderator:** Dr. Emilia Florin Samuelsson, MMTC

09:50 - 10:30

Keynote Speaker

### Inclusive design – Nothing is Neutral

Petter Björkeback, The Village, JIBS Practitioner  
in Residence

**Discussant:** Dr. Marcela Ramirez Pasillas, MMTC

**Open Discussion**

**Moderator:** Dr. Thomas Cyron, MMTC

**10:30 – 11:00 Coffee Break**

11:00 – 12:00

### Session 1: Innovation Unleashed: The Power of Inclusive Organizing

**Presentation:** Dr. Greta Gober & Dr. Anna Ginalska,  
University of Warsaw

**Panel Discussion**

Anna Mårtensson, Prosecutor, Jönköping  
Anna Edstedt, Head of Q By Consid

**Moderator:** Dr. Joaquin Cestino Castilla, MMTC

**12:00 – 13:00 Lunch Break**

13:00 – 14:00

### Session 2: The New Workforce Paradigm in the Nordics: Navigating Diversity for Success

**Presentation:** Rosa Indenbaum, Diversity Champion

**Presentation:** Sandra Subel, Change Leader, DEIB  
Expert, Facilitator

**Discussant & Moderator:** Prof. Timur Uman, MMTC

**14:00 – 14:15 Coffee Break**

14:15 – 15:15

### Session 3: Investing in Diversity: A Blueprint for Inclusive Economy

**Presentation:** Nora Bavey, Entrepreneur

**Presentation:** Evelina Anttila, Founder & Investor

**Discussant & Moderator:** Dr. Anna Nordén, JIBS

15:15 – 15:30

### Closing Remarks

Prof. Lucia Naldi, Vice-Dean of Research,  
Jönköping University and MMTC

## Short biography of speakers and panellists

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### **Prof. Salem Seifeddine**

Salem Seifeddine took on the role of Executive Vice-President of Jönköping University in October 2023. He was Associate Dean of Research in the School of Engineering at JU for more than 4 years and is a full Professor of Mechanical Metallurgy – a research and education journey that has been characterized by a constant exchange, driven by and between the business sector and Academia.



### **Prof. Leona Achtenhagen**

Leona Achtenhagen is a Professor of Business Administration with a focus on Entrepreneurship and Business Development at Jönköping International Business School (JIBS). She serves as the Director of the Media, Management, and Transformation Centre (MMTC) at JIBS, and she also is the editor-in-chief of the Journal of Media Business Studies. Her main research interests are related to entrepreneurship in different types of contexts, including the media industries, as well as the digitalization and sustainability transition of SMEs.



### **Dr. Sumaya Hashim**

Sumaya Hashim is an Assistant Professor at Jönköping International Business School, specializing in family business and entrepreneurship. She holds a PhD from JIBS. Born to a Bahraini family and raised and educated in Sweden, her professional experiences span Bahrain, Ireland, Saudi Arabia, and Sweden, enriching her academic work with a diverse and practical perspective. Sumaya is the project manager of the conference.



### **Paulina Brandberg**

Paulina Brandberg serves as Sweden's minister for gender equality and working life. Paulina has a background in the legal profession with over a decade's experience working as a public prosecutor. Prior to becoming a government minister, she was the Liberals' legal policy spokesperson. Since becoming politically active in 2014, Paulina has worked to enforce stricter legislation to tackle organized crime and honour-based oppression. She is striving to make the discussion on equal economic opportunities include not just equal pay but equal ownership and entrepreneurship since she strongly believes that economic independence is fundamental to combating gender-based violence.



### **Prof. Helene Ahl**

Helene Ahl is a professor and researcher at the School of Education and Communication at Jönköping University. Her research projects include work on motivation and adult learning, research on workplace learning, research on integration, and research within feminist theory and entrepreneurship. At present she is engaged in an EU-project with ten participating countries on women-led innovations in rural areas. She teaches Gender and Organization at the Human Resources Program, and Feminist Theory to doctoral students.



### **Dr. Emilia Florin Samuelsson**

Emilia Florin Samuelsson is Associate Dean of Faculty at Jönköping International Business School. She teaches management accounting and control to students on all levels and her research is focused on management control in different organizational contexts. Currently, Emilia is also engaged in a project on the notion of intercultural competence in higher education which includes attention to the interpretation of diversity in her field of research.



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### **Petter Björkeback**

Petter Björkeback is the founder and CEO of Village Organizational Development, a People & Culture Partner that helps organizations growing sustainably. He has been working 18+ years at IKEA, recently leading various strategic initiatives at Inter IKEA Group, mainly focusing on People, Culture, Organization and Sustainability. The latter focusing primarily on inclusive design and social impact. He also serves in JIBS Board of Advisors, and in this capacity, he has been working with the Inner Development Goals framework to support the school in the sustainable transformation. He has also been connected to Global Centre for Human Resources Management at Gothenburg University, as member of the advisory board. From March 1st Petter will be JIBS first “practitioner-in-residence”, which aims to strengthen JIBS commitment of academic excellence and practical relevance. This is a new format of collaboration based on mutual learning, societal impact and relevance.



### **Dr. Marcela Ramirez Pasillas**

Marcela Ramirez Pasillas is the Programme Director for the Bachelor’s in Sustainable Enterprise Development (SED) at Jönköping International Business School. She is also an Assistant Professor in Business Administration focusing on Entrepreneurship, Sustainability and Family Ventures. Her research projects include gender inclusion in Swedish MNE operating in developing countries, and migrant integration through entrepreneurship. In her courses, she considers gender diversity and inclusion in student projects.



### **Dr. Thomas Cyron**

Thomas Cyron is an Assistant Professor in Business Administration focusing on Entrepreneurship. His research focuses on the intersections between entrepreneurship, organization, and communication studies. In line with JIBS’s guiding principle of being international at heart, he emphasizes cultural diversity in his classroom and ensures an ongoing exchange and cross-pollination of ideas among students. Furthermore, he believes there is a need to study entrepreneurship among people with a physical or intellectual disability.



### **Dr. Greta Gober**

Greta Gober is a Polish researcher, living and working in Sweden (Stockholm). She’s a doctor of humanities (in the field of cultural studies) and her research focuses on production culture, communication, and power relations in organizations, with a particular focus on media organizations. She is currently the Principal Investigator of a Norway-grants funded “Diversity management as innovation in journalism” research project (2021-2023). Greta is Vice-Chair of the ECREA Gender, Sexuality & Communication section. In 2020-2022, she served as Vice-President for the International Association of Women in Radio and Television (IAWRT). <https://managingnewsroomdiversity.com>



### **Dr. Anna Ginalska**

Anna Jupowicz-Ginalska is an Associate Professor at the University of Warsaw, Faculty of Journalism, Information, and Book Studies. Professor Jupowicz-Ginalska’s research interests encompass media marketing and management, diversity and inclusion, the impact of new technologies on human life, FOMO, VR, and media polarization. Anna leads the Organizing Committee of the World Media Economics and Management Conference 2025, scheduled to be held in Warsaw on May 20-24. Currently, she is also a Co-Investigator in the Norway-grants funded “Diversity Management as Innovation in Journalism” research project (2021-2023), where she leads the Ukrainian Task Force focusing on diversity and inclusion related to the war in Ukraine.



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### **Anna Mårtensson**

Anna Mårtensson was employed as a prosecutor in 1992 and one of the first in Sweden to be promoted to a domestic violence specialist. In the years 2011-2014 she was a municipal councilor in Jönköping with responsibilities including equality, integration and human rights. She was the driving force both for setting up "Stödcentrum för unga brottsutsatta" and "Barnahus" (Children's house). Since 2019 she has been active as a university lecturer in Växjö, Gothenburg and Jönköping and during this time she was one of the co-authors of the book "Barnförhör - att få vetenskap och juridik att fungera i praktiken" (Child interrogation - to make science and law work together in practice).



### **Anna Edstedt**

Anna Edstedt has a background as a journalist and entrepreneur. Today, she works as the Head of Q by Consid, one of the leading platforms in the Nordic region for diversity, equality, and inclusivity in the tech industry. Digitalization is fundamentally changing the way we live, and yet, the tech industry today consists of only 30% women - a factor that poses significant risks to our future infrastructure.



### **Dr. Joaquin Cestino Castilla**

Joaquin Cestino is Assistant Professor at Jönköping International Business School and is affiliated to the Centre for Family Entrepreneurship and Ownership (CeFEO) and the Media, Management and Transformation Centre (MMTC). His award-winning studies commonly focus on the interaction that takes place between entrepreneurship phenomena and their environments. Joaquin has an extensive experience in industry and remains engaged with practitioners through teaching and consulting. His work has been published in academic journals and books.



### **Rosa Indenbaum**

Rosa is a Peruvian-American lawyer and environmentalist who has specialized in organizational management. She is the Director of Operations at Trase, an initiative co-founded out of the Stockholm Environment Institute. Rosa has over ten years of experience building and managing international and multicultural teams, enabling them to deliver high-impact goals for a sustainable future. She centers diversity, equity and inclusion at the core of her work. Having lived on four continents, she draws heavily on her own lived experience in navigating and promoting DEI in the workplace.



### **Sandra Subel**

Sandra Subel is a passionate changemaker who values growth, integrity, and curiosity. Her mission is to help people unleash their creative confidence and enable businesses to leverage the potential of their employees. In her pivotal role as the global head of diversity and inclusion at Axel Springer since 2020, Subel has dedicated over four years to fostering and enabling diversity and inclusion strategies across the group, aligning them with the company's objectives and the broader ESG agenda. Prior to this, Subel spent nine years at Accenture, mentoring teams and leading transformation programs. Currently she is in the transition to a new role. Since 2018, she has been a visiting lecturer at the Pozna University of Economics and Business, teaching MBA students about leadership and unconscious bias.



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### **Prof. Timur Uman**

Timur Uman is a Professor of Accounting and Control at Jönköping International Business School. He comes from a very diverse background being a Latvian, Russian-speaking Jew with Swedish citizenship, German wife and Swedish children, so he lives diversity. Timur has extensive teaching and research experience on cultural and ethnic diversity in different organizational teams such as top management teams, board of directors, auditor teams, medical teams, and teacher teams. Recently Timur shifted his research focus on Diversity Equity and Inclusion initiatives and their implementation in different organizations. Timur has published on these topics in premier journals such as Strategic Entrepreneurship Journal, Journal of World Business and Academy of Management Perspectives.



### **Evelina Anttila**

Evelina Anttila is Managing Partner/CEO at early-stage venture capital fund Wellstreet. She is active in AI, tech and business forums, where she frequently speaks about AI investments, ethics and policy matters. Evelina previously served as an executive at AI company Peltarion (acquired) and has a background as an M&A lawyer. She is also co-founder of legal tech company Justic, advisor to AI Sweden and holds board positions.



### **Nora Bavey**

Nora Bavey is an award-winning brand strategist who became a tech entrepreneur only to become the investor she needed, focusing on diverse founders and sees ownership and entrepreneurship as the strongest tools for equality. With her understanding and focus on Sustainability, DEI and future trends, she is building ecosystems in the Nordics region as well in Europe to take advantage of the potential she sees being lost today. Nora was named one of the 50 most influential in Tech 2022, Most important Female investor 2021, Role model of the year 2020 and among Sweden's 101 Sustainability Leaders 2020.



### **Dr. Anna Nordén**

Anna Nordén is an Assistant Professor at Jönköping International Business School, and researcher at the Ownershift foundation. She also affiliates to the Environment for Development Initiative and the Focali network. Her research focus is on economic policy and behavioral economics, particularly sustainable development policies, human behavior, and decision-making. Her projects include studying women's roles in resource management, and gender-ownership intersections. Anna also contributes to an Inclusive Green Economy program in East Africa.



### **Prof. Lucia Naldi**

Professor Naldi's research interests span across the areas of entrepreneurship and internationalization. Her research focuses on growth, internationalization and innovation in small and young firms and in family firms. More recently, she has been interested in women's entrepreneurship and entrepreneurs' well-being. Her research has been published in leading international journals, including, among others, Management Science, Organization Science, Journal of Management, Research Policy, Journal of Business Venturing, Strategic Entrepreneurship Journal, and Entrepreneurship Theory and Practice.

## About MMTC

At the Media, Management and Transformation Centre (MMTC), we take interest in the business and industry implications triggered by the driving forces of digitalization, sustainability and globalization. This includes the study of the market dynamics, innovations and strategic responses in the media and other industries. Beyond conducting high-quality research, meaningful to practice and policy, in areas such as strategy, (digital) entrepreneurship, innovation and marketing. MMTC aims to be a meeting place and service provider to academia, practitioners and the wider society. The center continuously offers programs for visiting scholars, conducts seminars and doctoral courses. It is the home of the Journal of Media Business Studies – one of the main journals in the field. Scholars at MMTC regularly participate in the public debate and provide advisory services to government bodies, trade associations and companies.

For more information visit:

**MMTC.SE**