



REPORT ON 11th SWISS RECEPTION

Hosted at the Annual Meeting of the Academy of Management in
Seattle, August 6th, 2022

We proudly celebrated the Swiss Reception's 11th anniversary this year, which has become a permanent feature of the AoM meeting. Perhaps because of the short break due to Covid in 2020 and 2021, the event attracted an incredibly high number of guests who celebrated this gathering with us, which was organized by a group of young business administration scholars from the University of Zurich.



The Swiss reception took place at Optimism Brewing in Seattle – just a short walk away from the Seattle Convention Center, where the conference took place. Matching the conference theme of this year's AoM (“Creating a better world together”), the brewing company seeks to do so by providing optimism and celebrating optimists, as they are the ones improving the world. The brewery aims to not only make craft beer more easily accessible, but also seeks to provide an inclusive space for exchange.



Thus, this was a perfect place for intriguing and critical conversations about how to create a better world, refreshing drinks, and some Swiss chocolate, which has been imported from Switzerland. We hope that again the Swiss reception brought scholars together and kick-started new connections and conversations which will flourish ideas to critically investigate the role of management scholarship to tackle today's grand challenges. We were happy to see a great mix of junior and senior scholars at the reception and hope that also here multiple connections arose for future collaborations.



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 local craft beers as well as non-alcoholic drinks, a delicious buffet and pizza—and of course Swiss chocolate! We were

happy to see so many well-known faces as well as many new faces that we welcomed at the Swiss Reception for the first time.

Many thanks to all the guests who made their way to the brewery to join 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. Jochen Menges, Prof. Andreas Georg Scherer and Prof. David Seidl. The organization team (Prof. Lauren Howe, Florence Bernays, Vera Hampel, Bennet Schwoon, and Dorothee Winkler) says thank you very much!



Next year's AoM Annual Conference and 12th Swiss Reception will take place in Boston, Massachusetts. We are very much looking forward to seeing you there!

By Lauren Howe, Bennet Schwoon and Dorothee Winkler