

Planet Positive Entrepreneurship

New Business Models
for Ecological &
Human Flourishing

Summer Course
July 6–11, 2026
Budapest, Hungary

Venue:
Corvinus University of Budapest
Ménesi út 5, 1118 Budapest

The Corvinus University of Budapest organizes a summer course on “*Planet Positive Entrepreneurship: New Business Models for Ecological & Human Flourishing*” in July 6–11, 2026, in Budapest, Hungary.

The course provides the participants with a fresh knowledge about the new reality of the Anthropocene era and the role of business in it. It criticizes today’s dominating, extractive, shareholder-value-maximizing way of doing business and offers a planet-positive approach that targets human wellbeing and ecological regeneration.

The course introduces new working models and philosophies of entrepreneurship that represent sustainable value creation in a true sense. “*Sustainable value creation*” is understood as developing products, processes, organizations, and actions that serve the real needs of people and make a positive impact on nature, society, and future generations.

By theoretical models and practical cases, it will be demonstrated that unless business managers redirect their activities to serve the common good of humanity and nature, the survival and flourishing of humanity cannot be assured on the planet. During the course, a series of cases about planet-positive business models will be presented and innovative practitioners from business will be invited.

Basic literature for the course includes the following:

- ▶ Paul Polman & Andrew Winston: *Net Positive: How Courageous Companies Thrive by Giving More Than They Take*. 2021. Boston, Harvard Business Review Press.
- ▶ Laszlo Zsolnai, Thomas Walker & Paul Shrivastava (Eds.): *Value Creation for a Sustainable World: Innovating for Ecological Regeneration and Human Flourishing*. 2023. London, Palgrave Macmillan.
- ▶ Laszlo Zsolnai: *Planet Positive Economy*. 2026. New York, Springer.

The course is designed for university students, PhD scholars, and interested young academics and practitioners.

Information and Application: <https://www.uni-corvinus.hu/post/landing-page/summer-university-2026/?lang=en&cmplz-forcereload=1767871751931>

The Planned Program of the Course

Day 1 July 6 (Monday)

Business in the Anthropocene

Laszlo Zsolnai | Corvinus University of Budapest & University of Oxford

Net Positive Business

Paul Polman | Business leader, investor, philanthropist

GROUP WORK & CONSULTATION

Legacy Leadership: The Case of Bridge Budapest

Day 2 July 7 (Tuesday)

Business and Sustainable Development Goals

Eleanor O'Higgins | University College Dublin & London School of Economics

Finance for Biodiversity Preservation

Thomas Walker | Concordia University, Montreal

GROUP WORK & CONSULTATION

Ethical and Sustainable Banking: The Case of MagNet Community Bank

Day 3 July 8 (Wednesday)

Purpose in Business

Romain Briat | Sustainability & Organizations Institute, Purpose Center, HEC, Paris

ESG Governance and Wise Leadership

Mike Thompson | Impact HUB, London

GROUP WORK & CONSULTATION

Helping the Homeless: The Case of Budapest Bike Maffia

Day 4 July 9 (Thursday)

Conscious Business: Christian and Buddhist Working Models

Gabor Kovacs | Corvinus University of Budapest

Consumers and Citizens in the Postgrowth Economy

Andras Ocsai | Corvinus University of Budapest

GROUP WORK & CONSULTATION

Green Digitalization Strategies

Tamas Veress | Corvinus University of Budapest

Day 5 July 10 (Friday)

Regenerative Businesses

Wendelin Küpers | Corvinus University of Budapest & Karlshochschule International University, Karlsruhe

Reducing Food Waste: The Case of Munch.eco

Ecological and Human Flourishing

Paul Shrivastava | Smeal College of Business, Pennsylvania State University & The Club of Rome

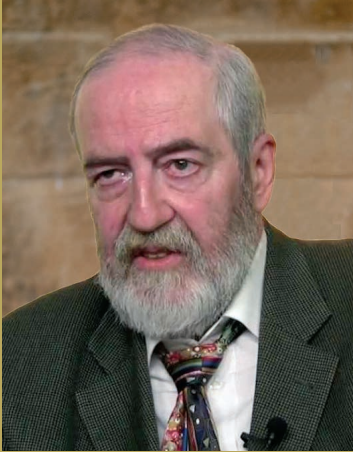
Summary & Conclusions

Laszlo Zsolnai | Corvinus University of Budapest & University of Oxford

Day 6 July 11 (Saturday)

Sightseeing Tour of Budapest and Farewell

DIRECTOR OF THE COURSE



LASZLO ZSOLNAI is Professor and Director of the Business Ethics Center of Corvinus Institute for Advanced Studies, Corvinus University of Budapest. He is President of European SPES Institute in Leuven, Belgium, and Associate Member of Blackfriars Hall, University of Oxford in the UK.

Laszlo Zsolnai's research field includes business ethics, sustainability management, and spirituality in economics and business. He published thirty-five books and more than three hundred papers.

His academic website is <http://laszlo-zsolnai.com/>

Further information about the course:

laszlo_zsolnai@yahoo.com

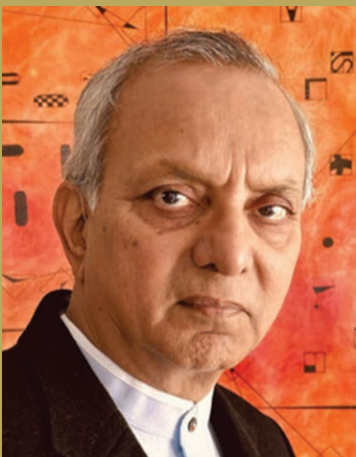
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LECTURERS



PAUL POLMAN is an internationally recognised leader in sustainable business and a co-architect of the UN Sustainable Development Goals. As CEO of Unilever (2008–2019), he proved that purpose-driven strategies deliver exceptional results. Through board roles, impact investments, and his bestselling book *Net Positive*, Paul continues to inspire responsible leadership and drive global progress towards a sustainable future. Thinkers50 named Paul and his co-author Andrew Winston 1st in its 2025 Ranking, recognising their lasting influence on business and management.



PennState



PAUL SHRIVASTAVA is Professor of Management at the Smeal College of Business of Pennsylvania State University and serves as Co-President of The Club of Rome. Previously, he was Executive Director of the Future Earth and Director of the David O'Brien Center for Sustainable Enterprise at Concordia University in Montreal. He is a world-renowned expert in corporate sustainability. He published more than three hundred scientific papers. Paul Shrivastava is an Honorary Doctor & Professor of Corvinus University of Budapest.

LECTURERS



ELEANOR O'HIGGINS is Adjunct Associate Professor in the College of Business, University College Dublin and an Affiliate at the London School of Economics. She specializes in business ethics, corporate governance, business in society, and strategic and public management. She is the author of numerous papers in academic and professional journals, newspaper articles, book chapters, and case studies. She has received several international awards for peer-reviewed articles on business ethics and governance. Eleanor serves on the editorial boards of several international management, ethics, and corporate governance journals.



THOMAS WALKER is Professor of Finance in the John Molson School of Business, Concordia University in Montreal. He also serves as Director of the Emerging Risks Information Center at Concordia University. His expertise includes risk management, corporate governance, securities litigation and regulation, sustainability and climate change, banking, initial public offerings, insider trading, institutional ownership, and venture capital.

LECTURERS



ROMAIN BRIAT is Executive Director of the Purpose Center at the Sustainability & Organizations Institute, HEC, Paris. As a Sciences Po graduate in public policy, he is interested in exploring the expanding social economy and entrepreneurship paradigm. He is impassioned by high-impact enterprises, community building and empowerment, socially-responsible and impact investing.



MIKE THOMPSON is Co-Founder of the Impact Hub London. He was Director of Wise Governance at Anthesis, the global sustainability consultancy in London. He served as Adjunct Professor at the Gustavson School of Business, University of Victoria, and was Professor of Management Practice at the China Europe International Business School (CEIBS) in Shanghai. His teaching and research focus on sustainability innovation, entrepreneurship, wise leadership, and corporate governance.

LECTURERS



WENDELIN KÜPERS is Research Professor at the Corvinus University of Budapest and Affiliated Professor of Leadership & Organization Studies at the Karlshochschule International University in Karlsruhe. Combining a phenomenological and cross-disciplinary orientation, his research, teaching, and consultancy focus on mindful and creative dimensions of organizing and managing. He is interested in responsible and sustainable practices of organizations and leadership as an enacted form of practical wisdom.



GABOR KOVACS is Associate Professor in the Business Ethics Center at the Corvinus Institute for Advanced Studies, Corvinus University of Budapest. His research interests include Buddhist economics, business spirituality, and business ethics. He is the secretary of the Hungarian Bhutan Friendship Society. He serves as book review editor for the Journal of Management, Spirituality & Religion. He is a member of the European SPES Institute in Leuven, Belgium. He gave presentations on Buddhism-related topics at international conferences in Thailand, India, Vietnam, China, Belgium, Israel, and Hungary. His book on "The Value Orientations of Buddhist and Christian Entrepreneurs: A Comparative Perspective on Spirituality and Business Ethics" was published by Palgrave Macmillan in 2020.

LECTURERS



ANDRAS OCSAI is Assistant Professor in the Business Ethics Center at the Corvinus Institute for Advanced Studies, Corvinus University of Budapest. Before joining Corvinus University of Budapest, he worked for several multinational companies and in the Hungarian public sector. His research interests include business ethics, and ecological consciousness, Buddhist economics, and spirituality in business. He is a member of the European SPES Institute in Leuven, Belgium, and serves as the Hungarian national contact for Globethics.net in Geneva, Switzerland. His book on “Ecologically Conscious Organizations: New Business Practices Based on Ecological Commitment” was published by Palgrave Macmillan in 2021.



TAMAS VERESS is Assistant Professor in the Business Ethics Center at the Corvinus Institute for Advanced Studies, Corvinus University of Budapest. His research focuses on models that prioritize wellbeing and sufficiency in value creation. His teaching portfolio includes courses on Sustainable Value Creation, Business Ethics, Business Opportunities, and Digital Disruption. He was a junior research fellow in The Economy of Francesco Fellowship Program in Assisi, Italy. His book on “Sustainability and Community-Based Organizations: Cross-Cultural Cases” was published by Palgrave Macmillan in 2025.