



FAQ

Center for Geopolitics and Corporate Strategy at the University of St.Gallen (HSG)

1. What is the Center for Geopolitics & Corporate Strategy?

It is a transdisciplinary center at the University of St.Gallen combining five academic fields –Strategic Management, Political Science, Economics, International Law & Taxation, and AI & Cybersecurity – to help businesses and policymakers navigate an increasingly multipolar, volatile world.

2. Why is an entity like this necessary now?

For two reasons, essentially. The first pertains to the state of the world itself which is uncertain and shifting: geoeconomic fragmentation, conflicts, AI-driven cyber risks, political polarization, and energy insecurity have ranked among the top global risks for 2026. The second reason is that the Center fills a gap: a 2025 BCG survey of strategy leaders found that “the potential impact of geopolitics” ranked among the least addressed issues in corporate strategy today, despite being high on executives' minds. The Center closes the gap between academic research, real-world urgency and strategic practice.

3. What makes the Center different from other geopolitics-focused entities?

Five points, per the Center's own positioning:

- 1) Its "pentagon" model, in which five disciplines work conjointly;
- 2) Network effects: the Center is a platform connecting academics, executives, and policymakers;
- 3) A data-driven approach, drawing on deep, proprietary research;
- 4) Tailored advisory services for organizations, trade associations, and political institutions;
- 5) Global connections – links to institutions like security councils, the World Economic Forum (WEF), embassies, and the HSG alumni network.

4. Who is involved in the project?

The Center spans five HSG institutes, with accomplished researchers and experts in each:

- Strategic Management: Christoph Lechner, Björn Ambos, Nikolaus Lang, João Albino-Pimentel.
- Political Science: Patrick Emmenegger, Elsa Massoc, Aydın Barış Yıldırım.
- Economics & Trade: Reto Föllmi, Ferdinand Rauch.
- International Law & Tax: Thomas Burri, Peter Hongler.
- AI & Cybersecurity: Damian Borth, Katarina Mitrokotsa, Jan Marco Leimeister.

Beyond HSG, a wide network of practitioners in defense, corporate diplomacy, industrial policy, private equity, international logistics, and other fields advises the Center.

5. What will the Center produce, what is its output?

The output of the Center will be fourfold: Research (whitepapers, an index in development, and data access through a BCG collaboration); Teaching (dedicated courses in HSG Master programs, for instance, on "Geopolitics and its Impact on Corporate Strategy" and "Geopolitical Advisory Services"); Executive Education (a planned Geopolitics & Strategy Executive Summit and short seminars); and Transfer (industry collaborations, conferences and a speaker series).



6. What will the white paper series cover?

The white paper series is led by Prof. Elsa Massoc. It will start with nine initial topics, including the impact of geopolitics on European banks, value chain resilience, global differences in AI governance, the impact of violent conflict on multinationals, the weaponization of raw materials and digital assets, and competition for talent. Each paper follows a "geopolitical force × industry × region" framework. Papers are written in accessible language for a multi-stakeholder audience and are peer-reviewed by internal and external practitioners.

7. Is there an international dimension, or is this focused on Switzerland?

Both. By way of example, the Center is currently considering a collaboration with Singapore. Focused on the themes and topics such as "Small State Strategies in a Multipolar World", neutrality as a strategic asset, global cities, digital sovereignty and lessons from Singapore's maritime logistics model. Such collaborations are relevant for Switzerland and beyond.

8. Does the Center have corporate partners?

A wide range of potential corporate partners is currently under discussion, spanning consulting, finance, industrials, tech, and consumer sectors.

9. What is the vision for the future of the Center?

Our ambition is to become an impactful think tank for theory and practice in geopolitics and strategy. In the long term, we want further to hone HSG's profile as a lighthouse in a fragmented geopolitical landscape. We feel that we are at a fortunate position allowing us to utilize our access to firms and growing international ties and expand from research and teaching into deeper executive education and industry advisory work. Our intrinsic motivation, ultimately, is to live our passion for novel and unique insights, theory, data, and projects, to expand the knowledge frontier through collaboration.

10. How is the Center funded?

At the moment, all activities are funded from within the University. We are currently contacting external sources to attract funding (while maintaining academic independence and integrity).

For more information:

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