

Symposium "Leadership in a Digital World"

November 22nd 2019



SCHOOL OF INTERNATIONAL
BUSINESS AND ENTREPRENEURSHIP
STEINBEIS UNIVERSITY

Time	Topic	Speaker	Venue
08:30 - 08:45	Welcoming speech	Prof. Dr. Dr. h.c. Werner G. Faix Dean of the Faculty Leadership & Management, Steinbeis University, Managing Director, School of International Business and Entrepreneurship	König Karl Halle 2. OG
08:45 - 09:10	Artificial intelligence - When do machines take over?	Prof. em. Dr. Klaus Mainzer Lehrstuhl für Philosophie und Wissenschaftstheorie an der TU München	König Karl Halle 2. OG
09:10 - 09:55	Keynote: Leadership Constellations in International Economic Relations	Dr. Andrej Heinke Vice President, Future Research and Technology Strategy, Robert Bosch GmbH	König Karl Halle 2. OG
09:55 - 10:15	Bridging the Gap for better Leadership 4.0. How to strengthen a competent working environment of organizations 4.0 with "Strategy 4.0"?	Dr. Arnulf Schircks CEO, Know-how Consulting	König Karl Halle 2. OG
10:15 - 10:45	Coffee break		Foyer König Karl Halle 2. OG
10:45 - 11:30	Keynote: Digitisation: What is the specific role of tourism?	Prof. Dr. Harald Pechlaner Professor for Tourism, Katholische Universität Eichstätt-Ingolstadt, Director of the Center for Advanced Studies, Eurac Research	König Karl Halle 2. OG
11:30 - 11:50	War for talents meets eyetracking – leveraging recruiting videos in professional service firms	Prof. Dr. Veit Etzold, Tabea Wanner, Kompetenzzentrum Neuromarketing Hochschule Aalen	König Karl Halle 2. OG
11:50 - 12:10	The Myths of Online Education	Alisa Hunt, PhD Director of Graduate Business Studies, Malcolm Baldrige School of Business at Post University	König Karl Halle 2. OG
12:10 - 12:30	Announcement M. Sc. Digital Leadership	Prof. Dr. Stefanie Kisgen Professor at the Faculty Leadership & Management, Steinbeis University, Managing Director, School of International Business and Entrepreneurship	König Karl Halle 2. OG
12:30 - 13:30	Lunch break		Mia Seeger Saal 4. OG
13:30 - 14:15	Workshop: Qualification of executives in the context of AI	Dr. Sylke Piéch Senior Research Manager, German Research Center for Artificial Intelligence	Studio A 3. OG
	Poster Presentation: Topics will be displayed in the program booklet	Authors will be displayed in the program booklet	König Karl Halle 2. OG
14:15 - 15:00	Keynote: Education and Work in Times of AI and IoT	Prof. Dr. Christoph Igel Professor for Information Technology at Steinbeis University	König Karl Halle 2. OG
15:00 - 15:20	Coffee break		Foyer König Karl Halle 2. OG
15:20 - 15:40	Investigation of the added value of change management with a focus on a success measurement adequate to complexity	Lukas Ebert Wissenschaftlicher Mitarbeiter, Lehrstuhl für E-Business und E-Entrepreneurship der Universität Duisburg-Essen	König Karl Halle 2. OG
15:45 - 16:30	Keynote: Digital Healthcare, a dream becomes reality	Dr. Ingmar Hoerr Co-Founder / Chairman of the Supervisory Board CureVac AG	König Karl Halle 2. OG
16:30 - 17:00	Announcements and closing speech	Prof. Dr. Dr. h.c. Werner G. Faix Dean of the Faculty Leadership & Management, Steinbeis University, Managing Director, School of International Business and Entrepreneurship	König Karl Halle 2. OG
17:00	End of Event		