

Beyond Horizons: Technology and Business World in 21st Century

14 November 2019

8:30–9:00 Registration

9:00–10:30 *Morning session: Automotive 4.0*

Pavel Mertlik, rector, Skoda Auto University
Welcome speech

Bernhard Maier, CEO, ŠKODA AUTO

The transformation process in the auto industry: Keep moving after the tipping point!

Itzhak Swary, Champion Motors

Business valuation – Start-ups vs. traditional companies

10:35–11:30 *Morning session: Digitalization and Labour Markets*

Corinne Hoisington, Central Virginia Community College in Lynchburg, Virginia, USA
Emerging Career Trends – The Fourth Industrial Revolution

Andrea Glorioso, European Commission, DG Communication Networks,
Content and Technology

Digitalization and Labour Markets TBC

11:30–12:00 Coffee break

12:00–13:00 *Automotive 4.0: Q/A with Corinne Hoisington & Andrea Glorioso*

13:00–14:15 Lunch

14:15–15:40 *Afternoon session: Digital Approaches in the Industrial Environment*

Erskin Blunck, University of Nürtingen-Geislingen, Germany
Industry 4.0 for a Circular Economy – opportunities and challenges

Ingo Gestring, University of Applied Sciences, Dresden, Germany

Major Players in the Digital World - their Strengths, Weaknesses, Risks and Opportunities

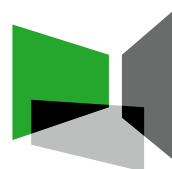
Franz Staberhofer, University of Applied Sciences Upper Austria, Steyr, Austria

Physical Internet - Rethinking Logistics

15:40–16:10 Coffee break

16:10–17:30 *Digital Approaches in the Industrial Environment:
Q/A with Erskin Blunck & Ingo Gestring & Franz Staberhofer*





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9:00–10:10 *Morning session*

Jana Šrámová, HR department, SKODA AUTO

Upskilling and reskilling as key factors for successful transformation in automotive industry?

Pavel Mertlik, rector, Skoda Auto University

University Education for the 21st Century

10:15–13:15 *Morning session: Topics in Consumer Research*

Michael Solomon, St. Joseph's University, Philadelphia

Drive a Kilometer in Your Customer's Shoes! Increasing Consumer Engagement Via Human-Centered Design

Sharon Thach, Leading expert on International Marketing and Consumer Behaviour, Tennessee State University

Headline of the topic is being considered

11:15–11:45 Coffee break

11:45–13:15 *Topics in Consumer Research: Q/A with Michael Solomon & Sharon Thach*

