Entrepreneurship in the Digital Age: CEEMAN members’ responses
in partnership with MCI | The Entrepreneurial School®
September 25-27, 2024
Innsbruck, Austria

Conference Program

Wednesday, 25 September - Pre-conference Events

10:00 – 12:30 Company visits, departure/arrival @ MCI | The Entrepreneurial School®
Option I: MED-EL, a global medical technology company
Option II: Swarovski Crystal Worlds

13:30 – 14:00 Conference registration & Networking

14:00 – 15:30 Poster Session for faculty and researchers, moderated by Zoltan Buzady, CEEMAN Board member, Hungary

15:30 – 16:00 Coffee Break

16:00 – 17:30 Interactive IQA Session – IQA Quick-Scan on Excellence, Relevance and Dynamism

Speakers:
Živa Žmavc Thongvanh, Head of IQA CEEMAN, Slovenia
Representatives of the IQA Accredited University

17:30 – 18.30 Individual Dean2Dean Meetings (CEEMAN Connect)
Use the opportunity to schedule individual meetings to share and/or get personal advice from other deans, discuss potential cooperation and partnerships, and any other topics of particular concern and interest.

18:45 – 19:00 32nd CEEMAN Annual Conference Opening
Welcome words
Danica Purg, CEEMAN President, Slovenia
Andreas Altmann, Rector, MCI | The Entrepreneurial School®, Austria

19:00 Welcome reception

Thursday, 26 September – Conference Day 1

09:00 – 09:30 Registration open, Coffee & Tea

09:30 – 09:40 Introduction by the Conference Chair Irina Sennikova, CEEMAN Vice President,
Vice Rector of Academic and International Affairs & Board member,
RISEBA University of Applied Sciences, Latvia

09:40 – 10.00 Welcome Address by officials

10:00 – 10:20 Keynote speech by Sarah Toms, Chief Learning Innovation Officer, IMD, Switzerland
10:20 – 10:30 **Q&A Session** moderated by Conference Chair

10:30 – 10:50 **Keynote speech** by Valters Kaže, Vice Rector for Research & Development, RISEBA University of Applied Sciences, Latvia

10:50 – 11:00 **Q&A Session** moderated by Conference Chair

11:00 – 11:30 Coffee Break

12:00 – 13:30 **Panel: Harnessing AI for transforming education**, Moderated by Andreas Altmann, Rector, MCI | The Entrepreneurial School®, Austria
   Panelists:
   - Luis Bollinger, CPO, Holo Light, Augmented & Virtual Reality Enterprise, Germany
   - Lorenz Schmoly, CEO, Studo - Digital Solutions for Universities, Austria
   - Raul Villamarin Rodriguez, Vice President, Woxsen University, India
   - Alejtin Berisha, CEO, UNI - Universum International College, Kosovo

13:30 – 14:30 Lunch

14:30 – 15:00 Press Conference

14:30 – 16:00 **CEEMAN Annual Meeting and Awards Ceremony**

16:00 – 16:30 Coffee Break

16:30 – 18:00 **Panel: Next Generation Business Models and AI-Innovation Leap through Value Co-Creation Ecosystems - From Theory to Practice**, moderated by Gerhard Kormann-Hainzl, Professor for Digital Business, IMC Krems & Co-founder of the Digital Champions Network, Austria
   Panelists:
   - Christian Steiner, Founder, IdeenTEAM (Digital Lean Management Tools), Core-member of Digital Champions Network, and Purpose-Driven Performance Coach, Austria
   - Cem Atacik, Founder, Advancity and Perculus, Turkey
   - Peter J. Mirski, Professor & Head of the Department Digital Business & Software Engineering, MCI | The Entrepreneurial School®
   - Sabrina Schneider, Professor of Strategy, Innovation & Human-AI-Collaboration, MCI | The Entrepreneurial School®

18:15 Dinner

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**Friday, 27 September – Conference Day 2**

09:00 – 09:15 Coffee & Networking

09:15 – 09:30 **Introductory Words by the Conference Chair**

09:30 – 11:00 **Best Practices from the CEEMAN Network on Cultivating Entrepreneurial Spirit and Scholarship in Management Education**, moderated by Representative of CEEMAN member school
   Speakers:
   Representatives of CEEMAN member schools and CEEMAN partners

11:00 – 11:30 Coffee Break
11:30 – 12.30 Keynote speech: AI, ChatGPT & Digitalization: What to expect?  
Hermann Erlach, CEO Microsoft Austria, Austria  
Q&A Session moderated by Lukas Staffler, Professor, MCI | The Entrepreneurial School®

12:30 – 13:15 Keynote speech: Quantum revolution - Next generation markets and opportunities  
Thomas Monz, CEO, Alpine Quantum Technologies, Austria  
Q&A Session moderated by MCI | The Entrepreneurial School®

13:15 – 14:30 Lunch

14:30 – 16:15 Interview on Hidden Champions with Hermann Simon, Founder & Honorary Chairman, Simon-Kucher & Partners Strategy & Marketing Consultants, Germany, led by Danica Purg, CEEMAN President, Slovenia  
Panel: Unveiling Excellence: Hidden Champions as a highlight of entrepreneurship, moderated by Denis Berberović, Associate Professor, University of Sarajevo School of Economics and Business, Bosnia & Herzegovina  
Speakers:  
Xiaobo Wu, CEEMAN Vice President, China  
Slavica Singer, Holder of the UNESCO Chair in Entrepreneurship Education and Head of the doctoral programme Entrepreneurship & Innovativeness, J.J. Strossmayer University in Osijek, Croatia  
Representative of Hidden Champion Company from Europe

16:15 – 16:30 Closing Observations by the Conference Chair

16:30 – 17:30 Individual Dean2Dean Meetings (CEEMAN Connect)  
Use the opportunity to schedule individual meetings to share and/or get personal advice from other deans, discuss potential cooperation and partnerships, and any other topics of particular concern and interest.

18:30 Transfer to the Gala Dinner venue, departure/arrival @ MCI | The Entrepreneurial School®

19:30 Gala Dinner and Dance at Restaurant Villa Blanka

Saturday, 28 September – Cultural Program (optional)

10:00 – 12:00 Memorable experience of Innsbruck’s Old Town with a guided walking tour, sponsored by MCI