



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

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)**
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- 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