PRELIMINARY CONFERENCE PROGRAM

Monday, 29 April (Faculty of Business and Management, Kolejni 2906/4)
19:00 - 20:00 Welcome Drink (Faculty of Business and Management, Kolejni 2906/4, Brno)

Tuesday, 30 April (Faculty of Business and Management, Kolejni 2906/4)
9:30 - 10:50 Registration

Plenary Session  Moderator: Marek Zinecker
11:00 - 11:15 Welcome speeches
Dean of the Faculty of Business and Management
Introduction of the projects
11:15 - 12:30 Panel discussion
  Moderators: Robert Zich, Vít Chlebovský (FBM BUT, Czech Republic)
12:30 - 13:30 Lunch

Roundtable “Toolbox for Digital Corporate Transformation Management”
13:30 - 15:00 Moderators: Zdeňka Konečná (FBM BUT, Czech Republic), Veronika Krassavina (University of Tartu, Estonia), Rainer Lenz (UAS Bielefeld, Germany)
15:00 - 15:30 Coffee break

Parallel Sessions
15:30 - 17:00

Economic in Digital Transformation
  Moderators: Nina Bočková (FBM BUT, Czech Republic), Natalja Lace (RTU, Latvia)

Management in Digital Transformation
  Moderators: Lucie Kaňovská, David Schuller (FBM BUT, Czech Republic), Bernd Kleinheyer (UAS Bielefeld, Germany)

Finance in Digital Transformation
  Moderators: Karel Brychta (FBM BUT, Czech Republic), Rainer Lenz (UAS Bielefeld, Germany)

Systems in Digital Transformation
  Moderators: Jan Luhan, Veronika Novotná (FBM BUT, Czech Republic)

Universities in Digital Transformation
  Moderators: Zdeňka Konečná (FBM BUT, Czech Republic), Kertu Laats (University of Tartu, Estonia)

Master Students Section
  Moderators: Veronika Bumberová, František Milichovský (FBM BUT, Czech Republic)

Conclusion  Moderator: Marek Zinecker
17:00 - 17:30 Summary of the Day, Sessions Moderators

Reception and Social Program
18:00 - 23:00 Faculty of Business and Management