17th International Scientific Conference
Perspectives of Business and Entrepreneurship Development in Digital Transformation of Corporate Business

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
10:15 - 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**
*Modemors:* Nina Bočková (FBM BUT, Czech Republic), Natalja Lace (RTU, Latvia)

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

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

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

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

**Master Students Section**
*Modemors:* 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