CONFERENCE PROGRAMME

Thursday, 16 September

Academic part (in English)

Plenary session

Welcome speech

Moderator: Marek Zinecker

Vojtech Bartos, Stanislav Skapa

Panel discussion

Vit Chlebovsky, Robert Zich

Break with culture programme by students of the Faculty of Business and Management

Parallel sessions

Economic in Digital Transformation

Moderators

Jana Hornungova (FBM BUT, CZE)
Natalia Lace (RTU, LV)

Finance in Digital Transformation

Ondrej Zizlavsky (FBM BUT, CZE)
Zuzana Krizova (FBM BUT, CZE)

Management in Digital Transformation

Lucie Kanovska (FBM BUT, CZE)
David Schuller (FBM BUT, CZE)
Jarmila Strakova (ITB, CZE)

Systems in Digital Transformation

Karel Doubravsky (FBM BUT, CZE)
Zuzana Jankova (FBM BUT, CZE)
Irada A. Dzhalladova (KNEU, UKR)

Universities in Digital Transformation

Zdenka Konecna (FBM BUT, CZE)
Feybi Ariani Goni (FBM BUT, CZE)

Master's Degree Students' section

Veronika Bumberova (FBM BUT, CZE)
Frantisek Milichovsky (FBM BUT, CZE)

Conclusion of conference

Moderator: Marek Zinecker

Summary of the Day, Sessions Moderators
CONFEREE PROGRAMME

Friday, 17 September  
Company part (in Czech)

Digital Transformation for Business Model Innovation
What can you expect?
Guidance on how to effectively and purposefully digitise your company in relation to your business model. Sharing of experiences of specific companies, presentation of a tool to verify the digital maturity of the company, design of digital transformation scenarios, and joint discussion on the experience of implementing digitisation.

Plenary session  
Moderator: David Schuller

Link MS Teams (call) Chat

10:00 – 10:20 Opening and Introductory Remarks on Digital Transformation in the Czech Republic
Support for digitisation and innovation by the Government of the Czech Republic
Karel Havlíček, Minister of Industry and Trade
Everybody has to go digital. Big and small.
Michal Stefl, Vice President of the Czech Chamber of Commerce
Pavla Břečková, Vice-Chairwoman of the Association of Small and Medium-sized Enterprises and Crafts of the Czech Republic
Digital transformation and Industry 4.0
Josef Bures, Member of the Board of Directors of NC LINE, a.s.

Digital Transformation: “Good Practices”
10:20 - 11:30 Interesting cases of digital transformation solutions for SMEs (from different areas of operation and different company sizes)

Case Study of Digitisation in ASTRA MOTOR
Jan Keprda, Executive Director, ASTRA MOTOR spol. s r.o.
Using the digital twin principle for small series production, the so-called Digital Cockpit 4.0. The new system helps to optimise individual areas of the production process, from planning through technical preparation and machine utilisation monitoring to reporting and providing data for further use or analysis. The entire process is integrated with Astra Motor’s other existing systems.

Case Study of Digitisation in METALKOV
Evžen Reitschlag, Business Director and Executive Director, METALKOV

Break
Experiences from the Implementation of Digitisation of Small and Medium-Sized Enterprises in the Czech Republic

Frantisek Podzimek, Head of Digital Enterprise, Siemens

Digitisation and automation serve as the key to further growth of companies and enterprises. Together we will present several successful examples from the Czech market.

How can you Save Time and Money when Innovating?

Martin Frelich, Director of the Research Institute for Entrepreneurship and Innovation at the Czech Chamber of Commerce

Accelerate and automate your business. How to do it? Digitise and innovate with powerful tools! Discover the way to digitise efficiently, how to reduce your costs, and how to supplement or save your human workforce.

11:25 - 11:30 Break

11:30 - 12:30 SME Digital Maturity Measurement Tool and Digital Transformation Scenarios

Robert Zich, Iveta Simberova, Vit Chlebovsky, Faculty of Business and Management, BUT Brno, Czech Republic

- Introduction of a tool for measuring the digital maturity of SMEs
- Selected digital transformation scenarios

12:30 - 13:00 Break with culture programme by students of the Faculty of Business and Management

Panel Discussion – a Platform for Discussion between Academics and Practitioners on the topic: Experience with the Implementation of Digitisation

13:00 - 14:15 Chairs: Vit Chlebovsky and Robert Zich, FBM, BUT Brno + online inputs from the South Bohemia Region: Jan Vachal, ITB, Ceske Budejovice

Conclusion

14:15 Conclusion

Moderator: David Schuller