

# CONFERENCE PROGRAMME

Thursday, 16 September

Academic part(in English)

## Plenary session

**Moderator: Marek Zinecker**

Link [MS Teams \(call\)](#) [Chat](#)

11:00 - 11:15 Welcome speech

*dean Vojtech Bartos*

*vice-dean Stanislav Skapa*

11:15 - 12:30 Panel discussion

*Vit Chlebovsky, Robert Zich*

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

## Parallel sessions

**Moderators**

13:00 – 14:30

Economic in Digital Transformation

*Jana Hornungova (FBM BUT, CZE)*

Link [MS Teams \(call\)](#) [Chat](#)

*Natalja Lace (RTU, LV)*

Finance in Digital Transformation

*Ondrej Zizlavsky (FBM BUT, CZE)*

Link [MS Teams \(call\)](#) [Chat](#)

*Zuzana Krizova (FBM BUT, CZE)*

Management in Digital Transformation

*Lucie Kanovska (FBM BUT, CZE)*

Link [MS Teams \(call\)](#) [Chat](#)

*David Schuller (FBM BUT, CZE)*

*Jarmila Strakova (ITB, CZE)*

Systems in Digital Transformation

*Karel Doubravsky (FBM BUT, CZE)*

Link [MS Teams \(call\)](#) [Chat](#)

*Zuzana Jankova (FBM BUT, CZE)*

*Irada A. Dzhalladova (KNEU, UKR)*

Universities in Digital Transformation

*Zdenka Konecna (FBM BUT, CZE)*

Link [MS Teams \(call\)](#) [Chat](#)

*Feybi Ariani Goni (FBM BUT, CZE)*

Master's Degree Students' section

*Veronika Bumberova (FBM BUT, CZE)*

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*Frantisek Milichovsky (FBM BUT, CZE)*

14:30 – 14:45 Break

## Conclusion of conference

**Moderator: Marek Zinecker**

14:45 – 15:15 Summary of the Day, Sessions Moderators

Link [MS Teams \(Call\)](#) [Chat](#)

# CONFERENCE 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 Havlicek, 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

*Evzen Reitschlager, 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*