

SKODA AUTO University campus
Mlada Boleslav
Czech Republic



ŠKODA AUTO University

Beyond Horizons: Technology and Business World in 21st Century

Preliminary programme

13 November 2019

Pre-conference programme - ŠKODA Museum tour

14 November 2019

8:30–9:00 Registration

9:00–9:30 **Bernhard Maier**, CEO, ŠKODA AUTO: *Opening of event*

9:30–12:45 *Morning session - Digitalization and Labour Markets*

Pavel Mertlik, rector, Skoda Auto University
University Education for 21st Century

Corinne Hoisington, Central Virginia Community College in Lynchburg, Virginia, USA
Emerging Career Trends - The Fourth Industrial Revolution

Andrea Glorioso, European Commission, DG Communication Networks,
Content and Technology, Unit F4
Digitalization and Labour Markets TBC

12:45-14:15 Lunch

Afternoon sessions - Digital Approaches in the Industrial Environment

Erskin Blunck, University of Nürtingen-Geislingen, Germany
Industry 4.0 for a Circular Economy - opportunities and challenges

Ingo Gestring, University of Applied Sciences, Dresden, Germany
Mayor Players in the Digital World - their Strength, Weaknesses, Risks and Opportunities

Franz Staberhofer, University of Applied Sciences Upper Austria, Steyr, Austria
Physical Internet - Rethinking Logistics

15 November 2019

Morning session - Consumer Research

9:00–10:30 **Michael Solomon**, Drive a Kilometer in Your Customer's Shoes!
Increasing Consumer Engagement Via Human-Centered Design

10:30–10:45 Coffee break

10:45–12:15 **Sharon Thach**, Tennessee State University
- Leading expert on International Marketing and Consumer Behaviour

