I+VC2024

Research Seminar Innovation and Value Creation

Erfurt, 18. - 20. April 2024

Full Program

FHE
FACHHOCHSCHULE
ERFURT UNIVERSITY
OF APPLIED SCIENCES

Thursday, 18.04.2024

Time	Program
16:30 - 18:30	360Grad Thüringen Digital Entdecken (Willy-Brandt-Platz 1, 99084 Erfurt)
19:00 - 23:00	Pre-conference dinner at Kromers (Kleine Arche 4, 99084 Erfurt)

Friday, 19.04.2024

Time	Program
09:00 - 10:00	**Welcome to participants (Room 8.2.01/02)**
	- Speech Prof. Dr. Ralf Reichwald
	- Self-presentation and Warm-Up

10:00 - 11:30 - Parallel Sessions 1 - 3

Session 1 (Room 8.2.01/02)
Track Digital Transformation & Smart Services
Chair holder: Prof. Dr. Hagen Habicht;
Prof. Dr. Barbara Dinter

Session 2 (Room 6.1.19)
Track Sustainability & Circular Economy
Chair holder: Prof. Dr. Angela Roth;
Dr. Sascha Julian Oks

Session 3 (Room 6.1.21)
Track Innovation & Value Creation
Chair holder: Prof. Dr. Claudia Lehmann;
Dr. Christian Hoßbach

Session 1	Time	Session 2	Time	Session 3
Luca Dörr Institution: HHL Title: Navigating Wiewald through the Wind of Change - again: Closing the digital transformation gap via family business succession	10:00 / 10:30	**Patrick Frey** Institution: JKU Title: Circular Ecosystem Dynamics: The Importance of Collaboration for Circular Innovation Process	10:00 / 10:30	**Matthäus Wilga** Institution: FAU Title: Boost or Bust: Characterizing Value Co-Creation with AI-Based Non-Human Agents from a User Perspective
Dörte Schulte-Derne Institution: HHL Title: Leaders fostering employee´s acceptance of and participation in digital transformation	10:30 / 11:00	**Vittoria Tudisco** Institution: POLIMI Title: Towards Sustainable and Human-centric Warehousing: a State-of-the-art	10:30 / 11:00	**Layla Hajjam** Institution: FAU Title: Human-Cognitive System Integration: Driving Innovation and Performance Excellence in Organizations
Daniel Rose Institution: TUC Title: Benefits of RPA for autonomous processes in Digital Twins	11:00 / 11:30	**Robert Schmelzer** Institution: TUC Title: Unveiling the Dynamics: Using digital product passports to overcome the challenges of sharing sustainability data in supply chains	11:00 / 11:30	**Joni Riihimäki** Institution: FAU Title: Optimizing Outbound Open Innovation: Partner Selection and Dynamic Collaboration

11:30 - 12:00	- Coffe break & networking

12:00 - 13:00 - Parallel Sessions 3 - 6

Session 4 (Room 8.2.01/02)
Track AI & LLM
Chair holder: Prof. Dr. Erik Hansen;
Prof. Dr. Christian Schaller

Session 5 (Room 6.1.19)
Track Organizational Behavior
Chair holder: Prof. Dr. Hagen Habicht;
Dr. Daniela Schrack

Session 6 (Room 6.1.21)
Track Innovation & Value Creation
Chair holder: Prof. Dr. Kathrin Möslein;
Prof. Dr. Nizar Abdelkafi

Theresa Lang Institution: RWTH Title: Expanding into new realms AI Self Integration and Disclosure Intentions in Academic Work Environments	12:00 / 12:30	**Simon Brunmayr** Institution: FHE Title: Mindfulness and Learning in the Workplace - A HRD Perspective	12:00 / 12:30	**Vincent Czyrnik** Institution: Uni-Halle Title: What hinders additive manufacturing from unleashing its innovative potential? An empirical study from an inter-organizational perspective
Chrostopher Müllner Institution: Uni-Halle Title: Beyond Binary Choices: Exploring the impact of experiences and individual differences on intention to use AI in creative processes	12:30 / 13:00	**Sina Plietzsch** Institution: HHL Title: Mind the Gap: the Transformational Effects of Mindfulness on Future Professionals in Higher Education Institutions, Obstacles to Implementation and Areas of Intervention – a German Investigation	12:30 / 13:00	**Janik Wadlinger** Institution: FAU Title: Policy Rationales and Knowledge Transfer: Bridging the Theory-Market Divide and Fields of Application

13:00 - 14:00	- Lunch & networking

14:00 - 15:30 - Parallel Sessions 7 - 9

Session 7 (Room 8.2.01/02)
Track Digital Transformation & Smart Services
Chair holder: Prof. Dr. Margerita Pero;
Dr. Sascha Julian Oks

Session 8 (Room 6.1.19)
Track Organizational Behavior
Chair holder: Prof. Dr. Sabine Brunner;
Dr. Daniela Schrack

Session 9 (Room 6.1.21)
Track Business Model Innovation
Chair holder: Prof. Dr. Frank Danzinger;
Dr. Julia Schmitt

Session 7		Session 8		Session 9
Nina Lugmair Institution: FAU Title: Overcoming institutional misalignment for smart services – A comparative case study	14:00 / 14:30	**Natalie Breutner** Institution: FAU Title: Managing New Workspace Concepts—A Strategic Change Project in the German Insurance Industry	14:00 / 14:30	**Lin Lin** Institution: POLIMI Title: Can the Metaverse support sustainable business models in the fashion industry? - A literature-based analysis
Lisa Remke Institution: TUC Title: A Taxonomy of Digital Hubs	14:30 / 15:00	**Melanie Oßwald** Institution: FAU Title: Only co-creating for me?	14:30 / 15:00	**David Ziegler** Institution: Fraunhofer Title: Mobile apps from automotive manufacturers: An analysis from the business model perspective
Julian Kurtz Institution: FAU Title: Digital public goods as avenue for digital platform design – learning from India	15:00 / 15:30	**Anne Kurzmann** Institution: Uni-Halle Title: Switching between stimulation and focus? Exploring spaces for creativity in hybrid work contexts	15:00 / 15:30	**Veronika Seilz** Institution: FAU Title: Business Model Innovation in Incumbent Firms: How Organizational Members Can Manage Emerging Tensions

15:30 - 16:00   - Coffe break & networking

16:00 - 17:00 - Parallel Sessions 10 - 11

Session 10 (Room 6.1.19)
Track AI & LLM
Chair holder: Prof. Dr. Erik Hansen;
Dr. Julia Schmitt

Session 11 (Room 6.1.21)
Track Organizational Behavior
Chair holder: Prof. Dr. Barbara Dinter;
Prof. Dr. Angela Roth

Timon Sengewald Institution: FAU Title: Designing a augumented AI system to support citizen innovators	16:00 / 16:30

Tennessee Schrage Institution: TUC Title: Exploring Modifications of the Business Process Management lifecycle	

Joana Piel Institution: RWTH Title: Diversifying Ideation Teams: Exploring the Impact of Large Language Models on Creativity and Diversity in New Product Development	16:30 / 17:00

Miriam Bachmann Institution: Uni-Halle Title: Exploit the richness of qualitative research to uncover and analyze paradoxes in their ontological dimensions	

Time	Program
17:30 - 19:30	Guided tour in the city of Erfurt (Starting point Radisson Blu Hotel: Juri-Gagarin-Ring 127, 99084 Erfurt)
19:30 - 24:00	Conference dinner at Glashütte Erfurt (Petersberg 11, 99084 Erfurt)

Saturday, 20.04.2024

Time	*Program*
09:00 - 09:30	Recap first day
	- Coffee Bike & networking

09:30 - 11:30 - Parallel Sessions 12 - 13

Session 12 (Room 6.1.19)
Track Digital Transformation & Smart Services
Chair holder: Prof. Dr. Nizar Abdelkafi;
Prof. Dr. Frank Danzinger

Session 13 (Room 6.1.21)
Track Business Model Innovation
Chair holder: Prof. Dr. Kathrin Möslein;
Dr. Christian Hoßbach

Spyridon Koustas Institution: FAU Title: Developing industrial smart product-service systems: Opportunities and challenges for manufacturing firms	09:30 / 10:00	**Valerie Starke** Institution: RWTH Title: tbd.
Peter Schopf Institution: FAU Title: Affordances of Augmented Reality in Context of Digital Transformation in Industry – an Action Design Research Study	10:00 / 10:30	**Roberta Salierno** Institution: POLIMI Title: Leveraging business models for overcoming barriers at early stage of innovation adoption: insight from bio-based materials in construction
Luis Alexander Kaufhold Institution: RWTH Title: Exploring Diversity, Equity, and Inclusion Cchallenges and Opportunities in the Design of Immersive Platfprms	10:30 / 11:00	**Benedikt Markus** Institution: HSA Title: Unlocking the future: The role of path dependence in navigating transformation

11:00 - 11:30	- Coffe break & networking

11:30 - 12:30 - Parallel Sessions 14 - 15

Session 14 (Room 6.1.19)
Track Organizational Behaviour
Chair holder: Prof. Dr. Sabine Brunner;
Prof. Dr. Claudia Lehmann

Session 15 (Room 6.1.21)
Track Sustainability & Circular Economy
Chair holder: Prof. Dr. Christian Schaller;
Prof. Dr. Margerita Pero

Danilo Schön Institution: HHL Title: Return-to-office: Exploring the Place-Dependent Effects of Work Arrangements on Organizational Performance	11:30 / 12:00	**Giorgio Burini** Institution: POLIMI Title: Exploring Digital Product Passports in Circular Supply Chains: A Fashion and Textile perspective
	12:00 / 12:30	**Siegfried Eisele** Institution: HSA Title: Are they able to fill out the templates? – Why Master Data Management is a key enabler for sustainable production

Time	*Program*
12:30 - 13:00	Closing and announcement next research seminar
13:00 - 14:00	Lunch

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