



COMMUNICATION  
CUSTOMER  
PAYMENT  
PRODUCT  
MANAGEMENT  
MONEY  
BUSINESS  
CORPORATE  
SUCCESS  
ENTERPRISE  
COLLABORATION  
PARTNER  
OFFICE  
SERVICE  
EXCELLENCE  
INDUSTRIAL

# Perspectives of Business and Entrepreneurship Development: Digital Transformation of Corporate Business

17th International Conference  
at Brno University of Technology,  
Faculty of Business and Management  
30 April 2019

# Invitation



FH Bielefeld  
University of  
Applied Sciences



# Are you dealing with digital transformation?

You are not alone! Come and join our international conference to share ideas and discuss opinions with other companies and academics about **business development and entrepreneurship influenced by the digital transformation.**

With your participation, you will be able to **discuss how to deal with the transformation from traditional to a digital business model.** You can expect many sessions about various topics and activities connected to the digitalization of corporate business with experienced and skilled academics/moderators.

Additionally, your sharing of practical ideas and information will **enhance the competitiveness of university teaching and learning in Central Europe.** Your contribution will also **support the development of a completely new and unique Join Master degree,** focused on preparing its future graduates for the Industry 4.0. Feel free to read more about the Erasmus+ Strategic Partnership project **here.**

## Programme

**9:30** Conference registration

**11:00** **Welcome Speech** by the Dean of the Faculty  
Introduction of the CHEDTEB Project

**11:15** Panel discussion

**12:30** Lunch

**13:30** Roundtable: **“Toolbox for Digital Corporate Transformation Management”**

**15:00** Coffee break

**15:30** **Parallel Sessions:**

- **Session 1: Economics in Digital Transformation**

Moderators: Natalja Lace (RTU, Latvia), Nina Bockova (BUT, Czech Republic)

- **Session 2: Management in Digital Transformation**

Moderators: Bernd Kleinheyer (UAS Bielefeld, Germany), Lucie Kanovska, David Schüller (BUT, Czech Republic)

- **Session 3: Finance in Digital Transformation**

Moderators: Rainer Lenz (UAS Bielefeld, Germany), Karel Brychta (BUT, Czech Republic)

- **Session 4: Systems in Digital Transformation**

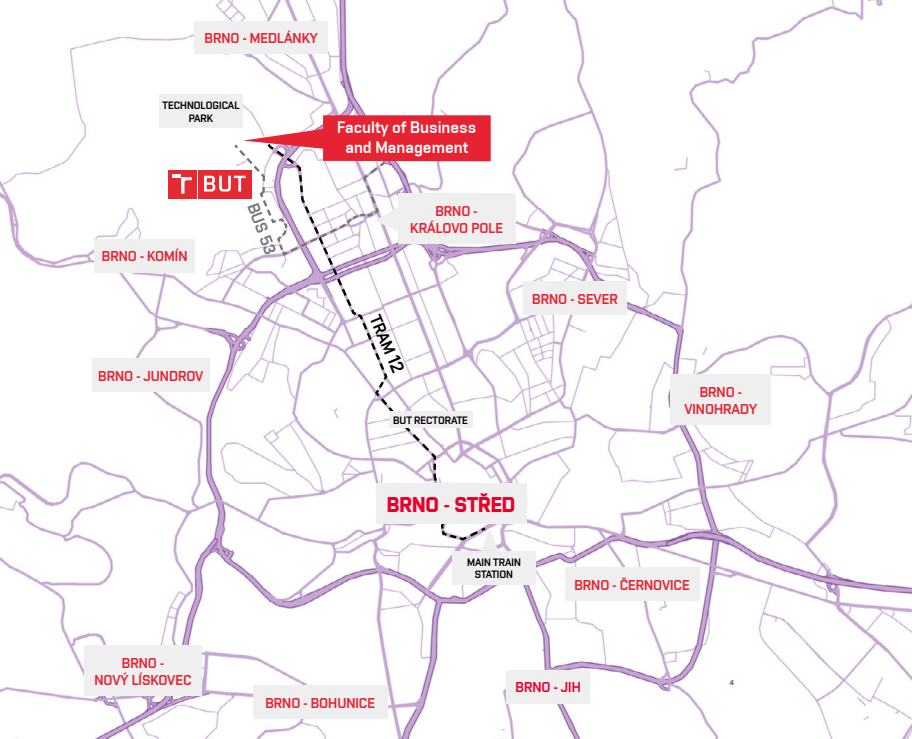
Moderators: Jan Luhan (BUT, Czech Republic), Veronika Novotna (BUT, Czech Republic)

- **Session 5: Universities in Digital Transformation**

**17:00** Summary of the Day with Sessions' Conclusions

**18:00** Reception and Social Program

Plenary Session



## Venue

### Faculty of Business and Management

Kolejní 2906/4

612 00 Brno

Czech Republic



Register for free by 20th April 2019

<http://conference.chedteb.eu>