



Mobility in a Globalised World

September 24th-25th 2012 in Bamberg (Germany)

Participation to the Conference

Registration: Prof. Dr. Niels Biethahn
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Venue: Otto-Friedrich-Universität Bamberg
Feldkirchenstr. 21
96045 Bamberg (Germany)
www.uni-bamberg.de/pul

Conference Agenda

Monday, September 24th, 2012

From 10:30 am **Registration**

12:00 am **Opening Ceremonies**

Prof. Dr. Olaf Struck, Vice Dean of Social Sciences, Economics, and
Business Administration, University of Bamberg (Germany)
Prof. Dr. Niels Biethahn, BiTS Hochschule, Iserlohn (Germany)

12:15 am **Panel “Engineering – Propulsion and Safety”**
Chair: Dr. Reinhard Kolke, ADAC, Landsberg am Lech (Germany)

12:15 am ***Development of Innovations by Strategical Patent Research:
Industries Approach Towards Fuel Cell Technology***
Dr. Horst Schäfer, Schweiger & Partner Patent- und Rechtsanwälte,
München (Germany)

12:45 pm ***Severe Accidents - Possibilities of Prevention and Mitigation in a
Globalised World***
Thomas Unger, ADAC Accident Research, Landsberg am Lech (Germany)

01:15 pm ***Safer Cars for South America: Background on Latin NCAP activities***
Alejandro Furas, Technical Director Global NCAP, Montevideo (Uruguay)

01:45 pm Coffee Break



- 02:15 pm **Panel “Economics”**
Chair: Prof. Dr. Jan Werner, BiTS Hochschule, Iserlohn (Germany)
- 02:15 pm ***The Impact of Exports on the Gas Price***
Prof. Dr. Andreas Seeliger, DHBW Mosbach, Mosbach (Germany)
- 02:40 pm ***Franchising as an Growth Strategy to Improve International Economic Mobility***
Tim Wardenski, BiTS Hochschule, Iserlohn (Germany)
- 03:00 pm ***Revenue Mobility in a Transitional Economy: The Case of Montenegro***
Prof. Dr. Jan Werner, BiTS Hochschule, Iserlohn (Germany)
- 03:25 pm ***Intercultural Economics: A case study***
Malte Bruins, BiTS Hochschule, Iserlohn (Germany)
- 03:45 pm Coffee Break
- 04:15 pm **Keynote Speaker**
Nachhaltigkeitskonzept für Unternehmen in allen Dimensionen (ökologisch, ökonomisch und sozial)
Uwe Lübbermann, Premium Cola, Hamburg (Germany)

Tuesday, September 25th, 2012

- 09:00 am **Panel “Logistics 1”**
Chair: Prof. Dr. Eric Sucky, University of Bamberg (Germany)
- 09:00 am ***Risikomanagement im internationalen Containerverkehr***
Andreas Döring, Bosch Sicherheitssysteme GmbH, Frankfurt (Germany)
- 09:30 am ***Welche Sendungen werden gebündelt? Ein simulationsgestützter Vergleich unterschiedlicher Auswahlstrategien der Versandstrombündelung bei begrenzter Sammelkapazität***
Jonas Wiese, University of Bamberg (Germany)
- 10:00 am ***Nachhaltigkeit im Einkauf von Logistikdienstleistungen – erste Ergebnisse einer empirischen Studie***
Rahel Hartmann, University of Stuttgart, Sabine Haas, Eric Sucky, University of Bamberg (Germany)
- 10:30 am ***Cloud Computing im kombinierten Verkehr***
Sascha Weich, Thomas Stengler und Sebastian Kunert, University of Bamberg (Germany)
- 11:00 am Coffee Break



- 11:30 am **Panel “Informatics”**
Chair: Dr. Heiko Roßnagel, Fraunhofer-Institut für Arbeitswirtschaft und Organisation, Stuttgart (Germany)
- 11:30 am ***Mobile Support System for Energy-efficient Production***
Dr. Heiko Roßnagel, Christopher Ruff, Jan Zibuschka, Fraunhofer-Institut für Arbeitswirtschaft und Organisation, Stuttgart (Germany)
- 12:00 am ***On the Effectiveness of mobile Services in Warning Message Dissemination***
Sebastian Kurowski, Fraunhofer-Institut für Arbeitswirtschaft und Organisation, Stuttgart (Germany)
- 12:30 am ***Secure Identities for Engineering Collaboration in the Automotive Industry Economics***
Immo Wehrenberg, Dr. Heiko Roßnagel and Jan Zibuschka, Fraunhofer-Institut für Arbeitswirtschaft und Organisation, Stuttgart (Germany)
- 01:00 pm Lunch
- 02:30 pm **Panel “Logistics II – Business Models”**
Chair: Prof. Dr. Niels Biethahn, BiTS Hochschule, Iserlohn (Germany)
- 02:30 pm ***E-Mobility Pathway: A method for the Feasibility Study***
Riccardo Barbieri, Università degli Studi di Firenze, Firenze (Italy)
- 03:00 pm ***Feasibility Study” Christburger13”: eCarsharing in Berlin***
Fabian Bach, Patrick Lasak, BiTS Hochschule, Iserlohn (Germany)
- 03:30 pm ***Instructions for being unreasonable: Five Mindsets of innovative people***
Stephan Meyer-Denkstelle Management Consulting, Frankfurt (Germany)
- 04:00 pm **Final Conclusion of the Conference**
Prof. Dr. Niels Biethahn, BiTS Hochschule, Iserlohn (Germany)
- 04:30 pm **End of the Conference**