



Conference Agenda

Monday, September 16th, 2013

11:00 am Welcome Address

Prof. Johannes Maucher, Stuttgart Media
University
Dr. Heiko Roßnagel, Fraunhofer IAO

11:30 am Panel “Economics I”

Chair: Prof. Jan Werner, BITS Iserlohn

*The incarnation of personalised mobility in the
global age? Reflections on the concept of the
cosmopolitan*

Nicolai Scherle, BiTS, University of Applied
Sciences, Germany

*Revenue Mobility in a Developing Country:
An International Perspective for a sound
Intergovernmental Finance System in the
Philippines*

Jan Werner, Institute of Local Public Finance,
Germany

1:00 pm Lunch

2:00 pm Panel “Informatics”

Chair: Dr. Heiko Roßnagel, Fraunhofer IAO

Incentives, controls and trust - A naive approach towards an organizational integration of security in automotive value chains

Sebastian Kurowski, University of Stuttgart, Germany

FishIdent: On Identifying Fish Using Mobile Services

Tobias Hetzel, Eray Özmü, Heiko Roßnagel, Uwe Laufs, Fraunhofer Institute for Industrial Engineering, Germany

Efficient Testing of Mobile Applications in Large-Scale Projects

Christopher Ruff, Eray Özmü, University of Stuttgart, Germany

3:30 pm Coffee break

3:45 pm Panel “Logistics”

Chair: Prof. Eric Sucky, University of Bamberg

Simulationsgestützte Analyse der internen Warenflusskette in einem Unternehmen der Fleischindustrie

Jonas Wiese, Otto-Friedrich-Universität Bamberg, Germany

Einkauf „grüner“ Logistikdienstleistungen – eine empirische Studie

Univ.-Prof. Dr. Eric Sucky and Sabine Haas , Otto-Friedrich-Universität Bamberg , Germany

Supply Chain Management in einer globalisierten und dynamischen Welt Abgrenzung der Begriffe Agile-, Resilient, Robustes und Risikomanagement
Immanuel Zitzmann, Otto-Friedrich-Universität Bamberg, Germany

Mehrwertdienstleistungen in der Logistik Ergebnisse einer Umfrage unter deutschen Logistikdienstleistern
Helena Preiß, Prof. Dr. Alexander Pflaum, Otto-Friedrich-Universität Bamberg, Germany

5:15 pm Coffee break

5:30 pm Keynote:
“Wissenschaftsnomaden bei Fraunhofer“
Dr. Oliver Schumacher, Chief Architect IT-Strategy, Fraunhofer Gesellschaft

6:30 pm Interim Conclusion of the first conference day

8:00 pm Social Event: Weinstube am Stadtgraben
(<http://www.weinstube-stadtgraben.de>)

Meeting at the Lobby of the Stuttgart Media University at 7:15 pm

Tuesday, September 17th, 2013

11:15 am Panel “Engineering”

Chair: Prof. Reinhard Kolke, ADAC

Electric Vehicles and Customer Requirements

Andrea Gärtner, Reinhard Kolke, Test and
Technical Affairs, ADAC e.V., Germany

Vorhersagekraft von Noten in

Verbraucherschutztests auf die

Kundenzufriedenheit– eine empirische

Untersuchung am Beispiel Pkw in Deutschland

Jan Hendrik Schreier, ADAC e.V., Germany

12:45 pm Lunch

1:45 pm Panel “Media and Computer Science”

Chair: Prof. Johannes Maucher, Stuttgart Media
University

*Mobile Services for Secure and Anonymized
Communication*

Uwe Laufs, Fraunhofer Institute for Industrial
Engineering, Germany

Mobile Fractal Passwords

Roland Schmitz, Stuttgart Media University,
Germany

The Impact of Mobility on Advertising

Patrick Godefroid, Stuttgart Media University,
Germany

3:15 pm Coffee Break

3:30 pm Panel “Logistics II – Business Models”

Chair: Prof. Prof. Niels Biethahn, BITS Iserlohn

Technologies and Services as a Trend Response

Christian Rühl, Institute for Automobile
Research, Germany

Mobility Management Systems as a Necessity

Prof. Dr. Niels Biethahn, Institute for Automobile
Research, Germany

5:00 pm Conclusion of the second conference day