

24<sup>th</sup> – 25<sup>th</sup> SEPTEMBER 2018 | MÜLHEIM a.d.RUHR

# MOBILITY IN A GLOBALISED WORLD CONFERENCE (MIGW)

>PERSPECTIVES OF DIGITAL TRANSFORMATION

## PROGRAM 2018

### >LOCATION

Hochschule Ruhr West, University of Applied Sciences,  
Duisburger Str. 100, 45479 Mülheim a.d.R., Germany  
Building 06, Lecture Hall 5



HOCHSCHULE RUHR WEST  
UNIVERSITY OF APPLIED SCIENCES



Mobility in a  
Globalised World

## >MONDAY, 24. SEPTEMBER 2018

**11.00 Registration**

**12.00 Welcome remarks: Susanne Staude, Vice President of Ruhr West University of Applied Sciences**

**12.15 Panel I: Urban Economics (Jan Werner)**

*Klaus Stodick and Carsten Deckert: Sustainable Parcel Delivery in Urban Areas with Micro Depots*

*Lucas Marra de Freitas and Jan Werner: Public Supply and Private Demand for Transport in São Paulo: A Spatial Analysis for Implicit Prices for Parking Spaces*

**13.15 Lunch – Mensa HRW**

**14.00 Panel II: Logistics (Eric Sucky)**

*Carola Obermeier-Hartmann: Rail versus Shipping: Alternatives for the Steel Industry on the Route between Asia and Europe*

*Alexander Dobhan & Lars Eberhardt: A Method for determining an Abort Criteria for a Location Decision, in case of Incomplete Information about the Decision Parameters*

*Vanessa Felch & David Karl: Alternative Parcel Delivery Options on the Last Mile an empirical Study on the Acceptance of different Concepts*

*Immanuel Zitzmann: Adequate Flexibility Potential to handle Supply Chain Uncertainties*

*Christian Straubert: Supply Chain Performance Measurement in the Context of B2C E-Commerce: A Future-Oriented View*

**16.00 Coffee Break**

**16.15 Key Note: Dirk Günnewig (Ministry of Transport NRW):**

Report from the Engine Room: Development of a Digital Transport Policy

**16.45 Panel III: Technology (Reinhard Kolke)**

*Claudia Brasse: Ecobalance and Sustainability of Electric Vehicles – A Contribution to the “Clean and Green” Discussion*

*Katja A. Rösler: New Opportunities for the Mobility of Disabled or Old People through new Technologies*

*Gregor Bischoff: Simulation of Fuel Consumption*

**18.15 End of conference program**

Internal meeting for members of HRW only: Room 06.02.048

**19.30 Evening program**

Blauer Salon in Franky’s im Wasserbahnhof, Alte Schleuse 1, 45468 Mülheim an der Ruhr

Key-Note: Jörg Baetge on „Massai Internat – Corporate or Private Social Responsibility?“

## >TUESDAY, 25. SEPTEMBER 2018

**9.15 Panel IV: IT (Günter Koch)**

Room: **Building 06, lecture hall 5**

*Robert Höttger: Why Open Source is Driving the Future Connected Vehicle*

*Henrik Detjen: Visual Feedback to strengthen Trust for Maneuver-based Driving*

*Gert Büttgenbach: The Ocean Map that can be trusted - the Making of Sea Charts, as it was and as it will be*

*Ivonne Honekamp & Wilfried Honekamp: Can care Robots solve the Shortage in Nursing Personal – an Acceptance Analysis*

**9.15 Panel V: Artificial Intelligence (Michael Vogelsang)**

Room: **Building No. 3, 3rd floor, Senatssaal**

*Tobias Meisen: Artificial Intelligence in Automotive Production*

*Nico Zengeler: Time-of-flight Hand Gesture Data Analysis in an Automotive Context*

*Thomas Liebig: Situation Aware Navigation*

*Hans-Günter Lindner & Can Sentürk: Fair Tour Planning: Managing Parcel Logistics by Neuronal Networks (tbc)*

**11.15 Coffee Break & Guided Tour: eMotion Racing Team HRW (Max Gaidetzka)**

**12.00 Panel VI - Start up: New Research Projects and the Variety of Science (Niels Biethahn)**

*Bernd Ahrendt: Digital Transformation as an Opportunity for a Transformation for Humanization of Organizational Culture*

*Frank Tubbesing: Channels for tool wholesalers: Overview and trends*

*Yllka Hysaj & Ylberina Hysaj Arifi: Managing Global Talent Mobility within a volatile Environment (tbc)*

*Melanie Beck: Conception of a cooperative business model for the implementation of traffic infrastructure measures*

*Laura Gruner: Business Models of User Entrepreneurs in comparison to Not-User Entrepreneurs*

**13.45 Summary of conference and end of program**

Key-notes, contributions by practitioners and young research by invitation.

## > LIST OF PARTICIPANTS

Prof. Dr. Bernd Ahrendt (FOM University of Applied Sciences Hannover), Prof. Dr. Jörg Baetge (University of Münster), Melanie Beck (DHBW - Baden-Wuerttemberg Cooperative State University), Prof. Dr. Niels Biethahn (DHBW - Baden-Wuerttemberg Cooperative State University), Prof. Dr.-Ing. Gregor Bischoff (Kempten University of Applied Sciences), Dr. Claudia Brasse (Brasse Consulting), Gert Büttgenbach (Entrepreneur), Lucas Marra de Freitas (Cologne Business School), Prof. Dr. Carsten Deckert (Hochschule Düsseldorf, University of Applied Sciences), Henrik Detjen (Ruhr West University of Applied Sciences), Prof. Dr. Alexander Dobhan (University of Applied Sciences Würzburg-Schweinfurt), Lars Eberhardt (University of Applied Sciences Würzburg-Schweinfurt), Vanessa Felch (University of Bamberg), Laura Gruner (Ruhr West University of Applied Sciences), Dr. Dirk Günnewig (Ministry of Transport NRW), Dr. Ivonne Honekamp (Carl-Remigius Medical School Hamburg), Prof. Dr. Wilfried Honekamp (Akademie der Polizei Hamburg), Robert Höttger (Dortmund University of Applied Sciences), Yllka Hysaj (University of Bristol), Ylberina Hysaj Arifi (University of Sheffield), David Karl (University of Bamberg), Prof. DI Günter Koch (Humboldt Cosmos Multiversity), Dr. Reinhard Kolke (ADAC), Dr. Thomas Liebig (TU Dortmund University), Prof. Dr. Hans-Günter Lindner (TH Köln), Prof. Dr.-Ing. Tobias Meisen (RWTH Aachen University), Carola Obermeier-Hartmann (Outokumpu Nirosta GmbH), Prof. Dr.-Ing. Katja A. Rösler (Ruhr West University of Applied Sciences), Can Sentürk (Entrepreneur), Prof. Dr. Susanne Staude (Ruhr West University of Applied Sciences), Klaus Stodick (UPS), Christian Straubert (University of Bamberg), Prof. Dr. Eric Sucky (University of Bamberg), Dr. Frank Tubbesing (FOM University of Applied Sciences Hannover), Prof. Dr. Michael Vogelsang (Ruhr West University of Applied Sciences), Prof. Dr. Jan Werner (Cologne Business School and ILPF), Nico Zengeler (Ruhr West University of Applied Sciences), Dr. Immanuel Zitzmann (University of Bamberg)

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