

VIRTUAL GLOBAL DEBATE DURHAM – MCI

Monday, 3rd May, 2021

Starting time: 13:30 CET | 12:30 UK time

Entrepreneurship meets Digitalization: Academia & Business jointly shaping the future

People, places, and processes are becoming digital, digitised, and digitally mediated at an astonishing pace. The disruption during the Covid19 pandemic has changed work and market places around the globe, a shift enabled by existing digital technologies, which empower individuals and shape organisations.

Governments and businesses have invested huge efforts to create ecosystems and digital infrastructure that can support entrepreneurs become part of global networks and markets. These connected ecosystems have given rise to roster of new unicorns like Monzo, Checkout.com, Deliveroo and Ovo Energy. However, the hardest part of a successful digital transformation is the cultural piece.

Entrepreneurs not only need to be digitally adaptive but ensure that they understand how customers are reacting to a new product or campaign and then moving quickly to reshape the offering in response. A core capability to make such a test-learn-adapt approach work is being able to work in agile ways.

Researchers in Durham and MCI have been collaborating with business and governments to develop insights into how place disciplined management practices can foster sparks of insight and then shepherd entrepreneurs into developing tangible business propositions.

The joint Durham-MCI Global debate, held in a virtual format, will bring together scholarship that directly addresses issues of changing digital ecosystems, value creation, ethics in the digital world and effects these can have on economic margins of businesses.



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Agenda

- 13:30 – 13:50** **OPENING OF THE VIRTUAL GLOBAL DEBATE**
Prof. Susan Hart, Executive Dean, Durham University Business School
Prof. Dr Andreas Altmann, Rector, MCI | The Entrepreneurial School®
- 13:50 – 14:00** **WELCOME TO THE GLOBAL DEBATE**
Prof. Kiran Fernandes, Associate Dean for Internationalisation, Durham University Business School
- 14:00 – 15:00** **PANEL 1: DIGITAL CONNECTIVITY AND ENTREPRENEURSHIP**
Chair:
Prof. Markus Kittler, Academic Director Executive PhD, MCI | The Entrepreneurial School®
Panel:
Dr. Nathan Kirchner, Founder, CTO, Presien
Luis Bollinger, Co-Founder & Chief Marketing Officer, Holo-Light
Prof. Tyrone Pitsis, Professor of Strategy & Technology, Durham University Business School
Prof. Stephan Schloegl, Professor Management & IT, MCI | The Entrepreneurial School®
- 15:15 – 16:15** **PANEL 2: VALUE NETWORKS AND DIGITAL TECHNOLOGIES**
Chair:
Prof. Tyrone Pitsis, Durham University Business School
Panel:
Sally Guyer, Global Chief Executive Officer, World Commerce & Contracting
Dr. Simon Milewski, Managing Director, thyssenkrupp Marine Systems Services
Klaus Schwarzenberger, Co-Founder & CTO, More than Metrics
Prof. Peter Mirski, Head of Department and CIO, MCI | The Entrepreneurial School®
Dr. Saadat Saeed, Associate Professor, Durham University Business School
- 16:15 – 16:45** **INSIGHTS AND OUTLOOK**
Open Q&A Session chaired by Prof. Tyrone Pitsis and Prof. Markus Kittler
- 17:00 – 18:00** **DISTINGUISHED GUEST ONLINE – LIVETALK**



Anastassia Lauterbach

Entrepreneur, Multi-Supervisory Board Member
Artificial Intelligence and Cybersecurity Expert, London & Germany,
Artificial intelligence in business | Artificial intelligence as business.