

## AGENDA Bicab Conference on 6 May 2022

<b>Welcome and keynote speeches</b>	
9.30-9.40	Welcome and Opening Speeches – Prof. Dr. Riza Öztürk (Dean, Business Faculty) and Prof. Dr. Schramm-Wölk (President, Bielefeld University of Applied Sciences)
9.40-10.00	Keynote speech – Dr. Stefan Breit, Executive Director Miele & Cie. KG, Germany
10.00-10.20	Keynote speech – Prof. Dr. Haldun Akpinar, Marmara University Istanbul, Former Director of Business Informatics Department
10.20-10.30	Coffee break
<b>Session 1 chair: Prof. Dr. Schmidtman</b>	
10.30-10.50	„Resource Based Theory: A managerial Profile“, Prof. Dr. Olta Nexhipi, Prof. Dr. Mario Gjoni, Prof. Dr. Erisa Musabelliu, University Aleksander Moisiu Durres, Albania
10.50-11.10	„Using Researched-Based Learning on Barriers to Digital Transformation to Impact Student Engagement during a Pandemic“, Prof. Dr. Sven Packmohr, Malmö University, Sweden  M. Sc. Henning Brink, Osnabrück University, Germany
11.10-11.30	„Data Reports with Dynamic Documents“, Prof. Dr. Wolfgang Kohn; Bielefeld University of Applied Sciences, Germany
11.30-11.40	Coffee break

**Session 2 chair : Prof. Dr. Ela Sibel Bayrak Meydanoğlu**

- 11.40-12.00 „Process Mining as a Tool to Corporate Value Production“, Prof. Dr. Alessandro Spano, M. Sc. Serena Racis, M. Sc. Sonia Cocco, University of Cagliari, Italy
- 12.00-12.20 „Data-Driven Security“, Prof. Dr. Achim Schmidtman, Bielefeld University of Applied Sciences, Germany
- 12.20-12.40 „A Constructive Learning Model for Data Analytics in Treasury“, Prof. Dr. Andreas Uphaus, Bielefeld University of Applied Sciences, Germany

12.40-13.30 Lunch break

**Session 3 chair: Prof. Dr. Alessandro Spano**

- 13.30-13.50 „Applying Situated Analytics for Supporting Consumer Decision-Making“, Prof. Dr. Ela Sibel Bayrak Meydanoğlu, Turkish-German University, Turkey
- 13.50-14.10 „AI Enabled “Just Walkout Technology” in shopping malls: Empirical evidence to predict consumer purchase intention with moderating role of shopping convenience“, Prof. Dr. Suraj Shah, Prof. Dr. Maurvi Vasavada, Dr. Sameer Rohadia, Dr. Mahendra Sharma, Ganpat University, India
- 14.10-14.30 „Analyses of a SME Company using Altman Z-Score Model“, Prof. Dr. Arjeta Hallunovi, University Aleksander Moisiu Durres, Albania

14.30-14.40 Coffee break

<b>Session 4 chair: Prof. Dr. Vivian Carstensen</b>	
14.40-15.00	„Business Valuation Methods in Europe - Similarities and Differences“, MBA Thomas Walther, WP Walther, Germany
15.00-15.20	„A Cross-Sector Comparative Analysis of a Multi-Dimensional Framework Of Value Creation Through Big Data“, Margareta Teodorescu, Hochschule Koblenz, Germany, Ela Sibel Bayrak Meydanoğlu, Turkish-German University, Turkey
15.20-15.30	Conclusion of the sessions and voting on papers
15.30-15.40	Coffee break
15.40-16.10	Moderated discussion with the audience using a best-case example “Combining machine learning and knowledge-based approaches in B2B product consulting - a use case discussion“, Marcel Rösner, CEO Archimedes New Ventures GmbH, Dominik Witt, COO Phania GmbH
16.10-16.25	Online evaluation of the conference with subsequent awarding
Approx. 16.25	End of the conference