

D.T2.2.1 REGIONAL WORKSHOPS: DIGITAL SKILLS FOR ALL

D.T2.2.1: Together we are stronger - new
paths for innovation in the digital age
Vorarlberg University of Applied Science
(PP4)

16.03.2020





1. Name of the event, implementing date and place

Blickpunkt Wirtschaft - Edition 043

Zusammen sind wir stärker - neue Pfade für Innovationen im digitalen Zeitalter

Together we are stronger - new paths for innovation in the digital age

16th March 2021

Virtual / Dornbirn (Vorarlberg, Austria)

2. Number and types of participants/target groups

Overall, 90 unique participants attended the event. The participants come from business and industry as well as its associations (e.g. the director of the Vorarlberg chamber of commerce). Furthermore, the international controlling associations (from Upper Austria) joined the interactive session/workshop on the new paths for innovation within the digital age. Additionally, we received strong interest from our students - full-time and part-time students of all study courses of FHV.

3. Topics tackled and links to deliverables, outputs

The overall topic of the interactive session/workshop was on cooperative innovation/open innovation engineering. Under the roof of “Together we are stronger - new paths for innovation in the digital age”, Dr. Dr. Albrecht Fritzsche presented a perspective to open innovation within the digital age -not from the perspective of the lonely but ingenious innovator who develops a disruptive idea, but from the understanding of innovation as a joint achievement, which is also more than the sum of its parts. The audience experienced several best practices and examples out of global business and industry to collaboratively design and develop innovation. Furthermore, Dr. Dr. Fritzsche shared his experience in design and development of a innovation hub, entitled JOSEPHS, at the Friedrich-Alexander University Erlangen-Nuremberg.

After the presentation, Prof. (FH) Dr. Thomas Metzler moderated a QA and session wherein the audience were able to ask questions and get in discussions with Dr. Dr. Fritzsche.



Gleanings of the interactive session/workshop:

<https://www.youtube.com/watch?v=rDkIIVQ5ARY&list=PLeVQrE8Wa0fO2lkULwZ-rFcbE6Ccler5g&index=14>

4. Expected effects and follow up

The cooperation with the Blickpunkt Wirtschaft enabled us to get in touch with managers, leaders and decision makers out of regional business and industry. It enabled us to announce the Digital Innovation Hub on “Business Intelligence & Innovation” to a wider group of interest and to disseminate the Hub’s aim, goal, motivation, structure, etc. to the regional target- and stakeholder group of the 4Steps project.

5. Annexes: e.g. agenda of the event, pictures, media coverage web-links etc

YouTube video:





<https://www.youtube.com/watch?v=rDkIIVQ5ARY&list=PLeVQrE8Wa0fO2lkULwZ-rFcbE6Ccler5g&index=14>

Announcement:

<https://www.fhv.at/ueber-die-fh/hochschulorganisation/fachbereiche-und-departments/fachbereich-wirtschaft/veranstaltungen/blickpunkt-wirtschaft/2021/zusammen-sind-wir-staerker-neue-pfade-fuer-innovation-im-digitalen-zeitalter/>




Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

19:36 1 of 1    

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Participants

Invite someone or dial a number



Presenters (6)

- "Albrecht Fritzsche (Gast)"
- ILG Markus
- KH KAPELLER Hansjörg
- KEETMAN Michaela Organizer
- METZLER Thomas
- VÖGEL Gerold

Attendees (22)

- MF MAURER Florian
- AS Anna Schinnerl External
- BM BERGMANN Max
- BC Bianca Goldmann

ILG Markus

Blickpunkt Wirtschaft 043

interreg CENTRAL EUROPE 4STEPS





RAUCH

FH Vorarlberg
University of Applied Sciences






Dr. Dr. Albrecht Fritzsche

Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter

16. März 2021 | 19:00 Uhr

+21 JJ KH     MF


Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

24:28     

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Participants

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JJ JANCSARY Jonathan

DC Jenny Christoph, Dr. WKV Dir... External

KJ Keetman Jan External

KF Klaudia Forster External

KNECHT Simone

M.G. (Gast) (Guest)

MAIER Stefan

MI Markus Ilg External

MK Markus Kohler (Gast) (Guest)

MM Markus Moosbrugger External

MN Martin Navadnig External

VÖGEL Gerold

Master Betriebswirtschaft

Accounting, Controlling & Finance Business Process Management

Master International Management and Leadership





Human Resources & Organisation

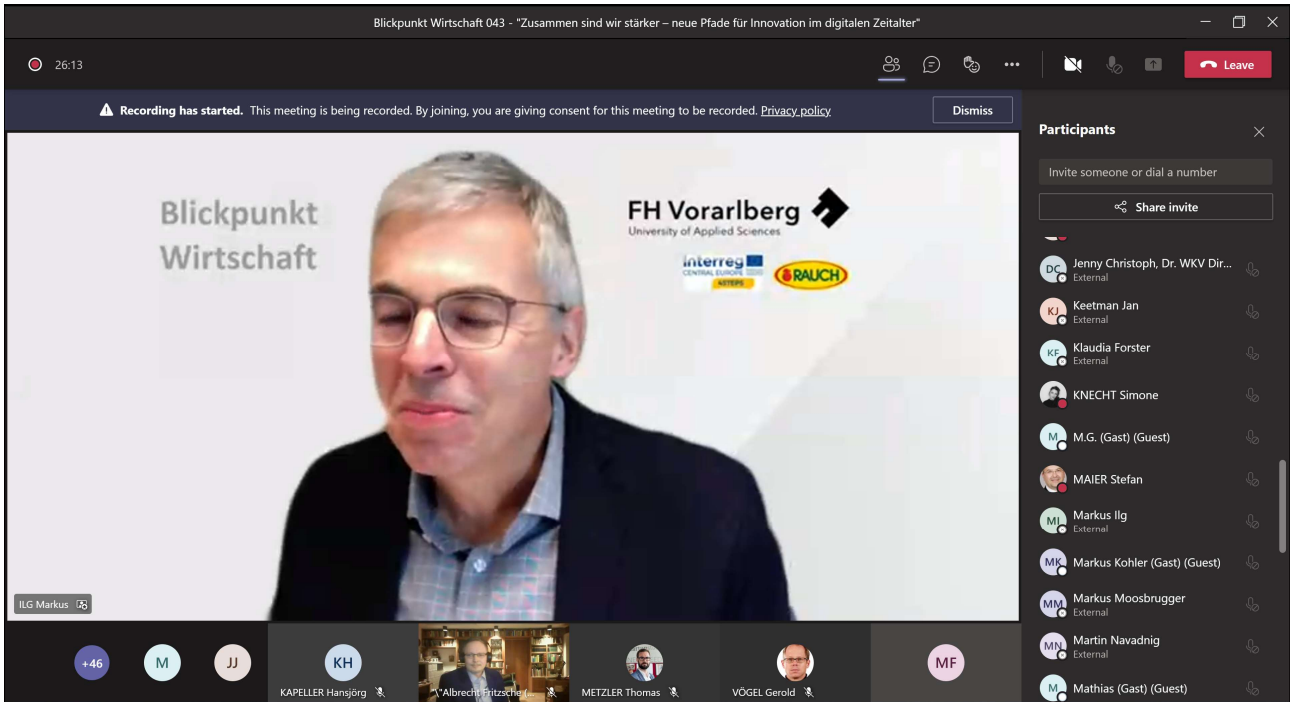
International Marketing & Sales Digital transformation

Supply Chain Management

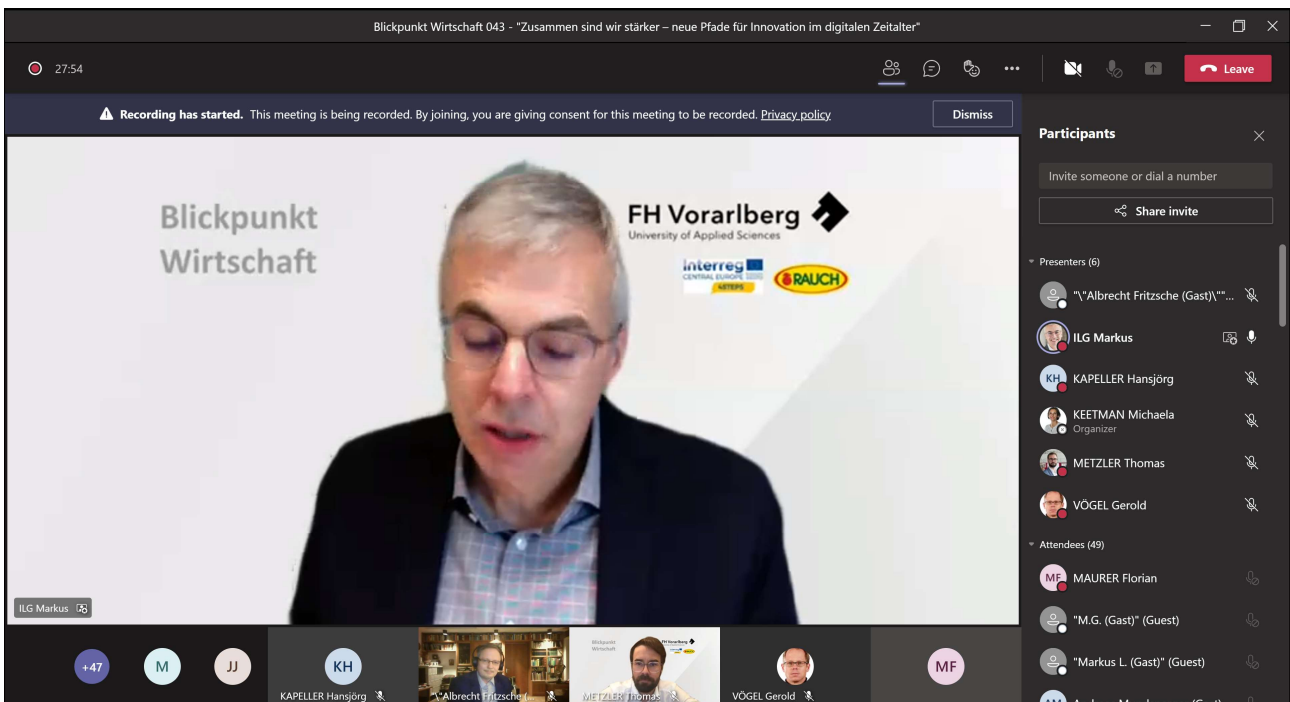
Entrepreneurship & Innovation **Bachelor**

Internationale Betriebswirtschaft

+47 JJ KH     MF



Internationaler Kntroller Verein aus Oberösterreich sind dabei






Blickpunkt Wirtschaft 043 – "Zusammen sind wir stärker – neue Pfade für Innovation im digitalen Zeitalter"

29:10

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ILG Markus

Participants

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Share invite

Presenters (6)

- ILG Markus
- KAPPELLER Hansjörg
- KEETMAN Michaela
Organizer
- METZLER Thomas
- VÖGEL Gerold

Attendees (53)

- MAURER Florian

Blickpunkt Wirtschaft 043 ...
4STEPS
<https://www.fhv.at/forschung/busi...>


Reply

+51 M JJ KH VÖGEL Gerold MF

Blickpunkt Wirtschaft 043 – "Zusammen sind wir stärker – neue Pfade für Innovation im digitalen Zeitalter"

32:26

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Albrecht Fritzsche (Guest) (Guest)

Participants

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Share invite

- HERBEK Stefan
- Holzer Peter
External
- JANCSARY Jonathan
- Jenny Christoph, Dr. WKV Dir...
External
- Joachim Schipflinger (Guest) (G...
External
- Juergen Meusburger (Guest) (...
External
- Keetman Jan
External
- Klaudia Forster
External
- KNECHT Simone
- M.G. (Guest) (Guest)
- MAIER Stefan

+51 MI M JJ KH METZLER Thomas ILG Markus MF



Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

34:04 | 1 of 29 | Leave

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Zusammen sind wir stärker
 Neue Pfade für Innovation im digitalen Zeitalter

Albrecht Fritzsche (Gast) | A. Fritzsche | Blickpunkt Wirtschaft | 16. März 2021

Meeting chat [Close]

Last read

 ILG Markus 7:06 PM
4STEPS
<https://www.fhv.at/forschung/business-informatics/aktuelle-projekte/4steps/>

 Juergen Meusburger (Gast) left the chat.

 "M.G. (Gast)" left the chat.

 Schedler Gerhard was invited to the meeting.

 Andreas Mundspurger (Gast) left the chat.

 "Andreas Mundspurger (Gast)" was invited to the meeting.

 Juergen Meusburger (Gast) was invited to the meeting.

 Ruf Markus left the chat.

 Daniela Gruber was invited to the meeting.

 Dunja Ellensohn was invited to the meeting.

Type a new message

+52
M
JJ
KH




MF

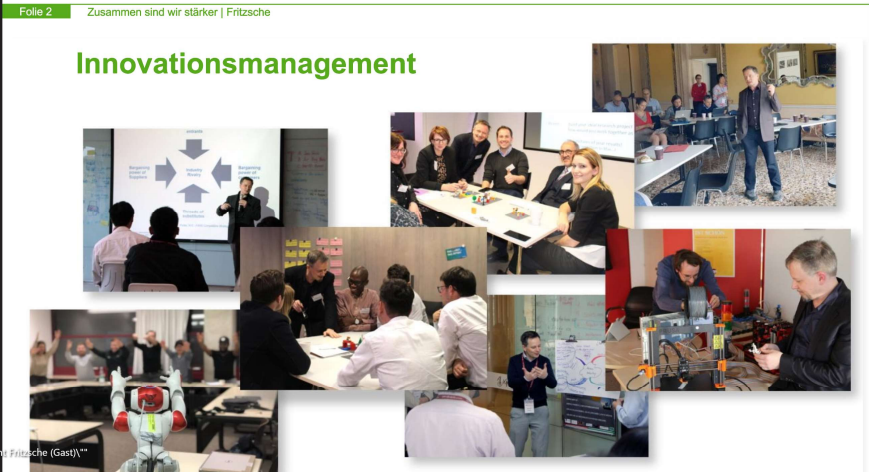
Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

35:07 | 2 of 29 | Leave

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Folie 2 Zusammen sind wir stärker | Fritzsche


Innovationsmanagement





Albrecht Fritzsche (Gast)


Meeting chat [Close]


Last read


 ILG Markus 7:06 PM
4STEPS
<https://www.fhv.at/forschung/business-informatics/aktuelle-projekte/4steps/>


 Juergen Meusburger (Gast) left the chat.


 "M.G. (Gast)" left the chat.


 Schedler Gerhard was invited to the meeting.


 Andreas Mundspurger (Gast) left the chat.

 "Andreas Mundspurger (Gast)" was invited to the meeting.





 Juergen Meusburger (Gast) was invited to the meeting.

 Ruf Markus left the chat.

 Daniela Gruber was invited to the meeting.

 Dunja Ellensohn was invited to the meeting.

Type a new message

+51
M
JJ
KH




MF



Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

43:19 8 of 29

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Folie 8 Zusammen sind wir stärker | Fritzsche

Industrie 4.0

Participants

Invite someone or dial a number

Share invite

Presenters (6)

- "Albrecht Fritzsche (Gast)"
- ILG Markus
- KAPPELLER Hansjörg
- KEETMAN Michaela (Organizer)
- METZLER Thomas
- VÖGEL Gerold

Attendees (55)

- MAURER Florian
- "Andreas Mundsperger (Ga..."
- "Markus L. (Gast)" (Guest)
- Alexander Hartner (Gast) (G...

43:19 8 of 29

+54 M JJ KH METZLER Thomas ILG Markus "Albrecht Fritzsche (Gast)" MF

Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

44:10 9 of 29

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Folie 9 Zusammen sind wir stärker | Fritzsche

Cyber-physische Arbeitsumgebungen

Participants

Invite someone or dial a number

Share invite

Presenters (6)

- "Albrecht Fritzsche (Gast)"
- ILG Markus
- KAPPELLER Hansjörg
- KEETMAN Michaela (Organizer)
- METZLER Thomas
- VÖGEL Gerold

Attendees (55)

- MAURER Florian
- "Andreas Mundsperger (Ga..."
- "Markus L. (Gast)" (Guest)
- Alexander Hartner (Gast) (G...

44:10 9 of 29

+54 M JJ KH METZLER Thomas ILG Markus "Albrecht Fritzsche (Gast)" MF



Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

44:50 10 of 29

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Folie 10 Zusammen sind wir stärker | Fritzsche

Beispiel: Instandhaltungsprozesse

MES ... Manufacturing Execution System
 SPS ... Speicherprogrammierbare Steuerung
 CNC ... Computerized Numerical Control
 ERP ... Enterprise Resource Planning
 PPS ... Produktionsplanung und -steuerung
 PDM ... Product Data Management

Bullinger-Holmann, A. C. (2017) S-CPS

Participants

Invite someone or dial a number

Share invite

Presenters (6)

- "Albrecht Fritzsche (Gast)"
- ILG Markus
- KAPPELLER Hansjörg
- KEETMAN Michaela (Organizer)
- METZLER Thomas
- VÖGEL Gerold

Attendees (65)

- MAURER Florian
- "Andreas Mundspurger (Ga..."
- "Markus L. (Gast)" (Guest)
- Alexander Hartner (Gast) (Gu...

+54 M JJ KH METZLER Thomas ILG Markus "Albrecht Fritzsche (Gast)" MF

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48:25 12 of 29

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Folie 12 Zusammen sind wir stärker | Fritzsche

admit autonomy → decision processing → optimize network

monitor conditions → decision processing

decision processing → ad-hoc reaction

decision processing → real-time control

utilize models → decision processing

real-time communication

condition data → real-time data access → condition data

actual data → data content → historical data

knowledge → knowledge processing → utilize models

vgl. Gözler & Fritzsche (2017)

Participants

Invite someone or dial a number

Share invite

Presenters (6)

- "Albrecht Fritzsche (Gast)"
- ILG Markus
- KAPPELLER Hansjörg
- KEETMAN Michaela (Organizer)
- METZLER Thomas
- VÖGEL Gerold

Attendees (66)

- MAURER Florian
- "Andreas Mundspurger (Ga..."
- "Markus L. (Gast)" (Guest)
- Alexander Hartner (Gast) (Gu...

+55 M JJ KH METZLER Thomas ILG Markus "Albrecht Fritzsche (Gast)" MF



Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

53:21 | 15 of 29 | Leave

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Folie 15 Zusammen sind wir stärker | Fritzsche

Erweiterung der Tätigkeiten



Hinausdenken über die Zielorientierung des klassischen Projektmanagements

vgl. Fritzsche (2018, 2020), Piller & Ihl (2013)

Participants: Nachbaur Gloria Victoria, NUSSBAUM Daniel, Philipp Peer (Guest), PILSAN Horatiu O., Rene (Guest), Roland Fischl (Guest), S (Guest), Schedler Gerhard, sge (Guest), Thomas Embacher (Guest), VEDDER Joachim

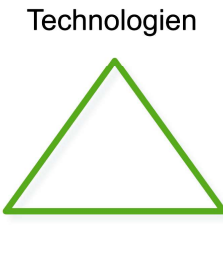
Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

01:03:50 | 24 of 29 | Leave

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Folie 24 Zusammen sind wir stärker | Fritzsche

Das magische Dreieck



Participants: Presenters (5): Albrecht Fritzsche (Guest), ILG Markus, KEETMAN Michaela, METZLER Thomas, VÖGEL Gerold; Attendees (56): MAURER Florian, Andreas Mundspurger (Ga...), Markus L. (Guest), Alexander Hartner (Guest), Anna Schinnerl



Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"


01:10:46 28 of 29

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Folie 28 Zusammen sind wir stärker | Fritzsche

zum Weiterlesen

Innovation im offenen Labor als Herausforderung für das Management



De Gruyter Studies in Innovation and Entrepreneurship
www.degruyter.com/document/doi/10.1515/9783110633665/html

Participants

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Presenters (5)

- "Albrecht Fritzsche (Gast)"
- ILG Markus
- KEETMAN Michaela (Organizer)
- METZLER Thomas
- VÖGEL Gerold

Attendees (53)

- MAURER Horian
- "Andreas Mundspurger (Ga..."
- "Markus L. (Gast)" (Guest)
- Alexander Hartner (Gast) (Gu...
- Anna Schinnerl

JANCSARY Jonathan METZLER Thomas ILG Markus Albrecht Fritzsche (Gast.) MF

Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"


01:12:11 29 of 29

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Folie 29 Zusammen sind wir stärker | Fritzsche

Vielen Dank für Ihre Aufmerksamkeit!

PD Dr. phil. Dr. oec. Albrecht Fritzsche
 Institut für Business Analytics
 Universität Ulm
 Helmholtzstraße 22, E.28
 89081 Ulm
 Tel.: +49 731 50 32300



Participants

Invite someone or dial a number
 Share invite

Presenters (5)

- "Albrecht Fritzsche (Gast)"
- ILG Markus
- KEETMAN Michaela (Organizer)
- METZLER Thomas
- VÖGEL Gerold

Attendees (52)


- MAURER Horian
- "Andreas Mundspurger (Ga..."
- "Markus L. (Gast)" (Guest)
- Alexander Hartner (Gast) (Gu...
- Anna Schinnerl

JANCSARY Jonathan METZLER Thomas ILG Markus Albrecht Fritzsche (Gast.) MF



Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

01:21:06



Meeting chat

METZLER Thomas 7:53 PM
 Anna Schinnerl Danke für ihre Frage Frau Schinnerl. Ich bin nicht sicher, ob ich sie richtig verstehe. Können sie evtl. noch einen Satz dazu schreiben?

"\Andreas Mundspberger (Gast)" left the chat.
 Rene (Gast) left the chat.

7:58 PM
 Wir im Dptm Business Informatics arbeiten an einem Digital Innovation Hub für Business Intelligence & Innovation, gedacht als Innovationslabor/Spinn-Off Labor für und mit KMU's in der Region. Mit Ihren Erfahrungen und dem Innovationslabor Josephs, was sind die Empfehlungen für uns/mich.

Type a new message

+35 HP F MM AS BG MI M JJ MF

Blickpunkt Wirtschaft 043 - "Zusammen sind wir stärker - neue Pfade für Innovation im digitalen Zeitalter"

01:30:48



Meeting chat

"\Andreas Mundspberger (Gast)" left the chat.
 Rene (Gast) left the chat.

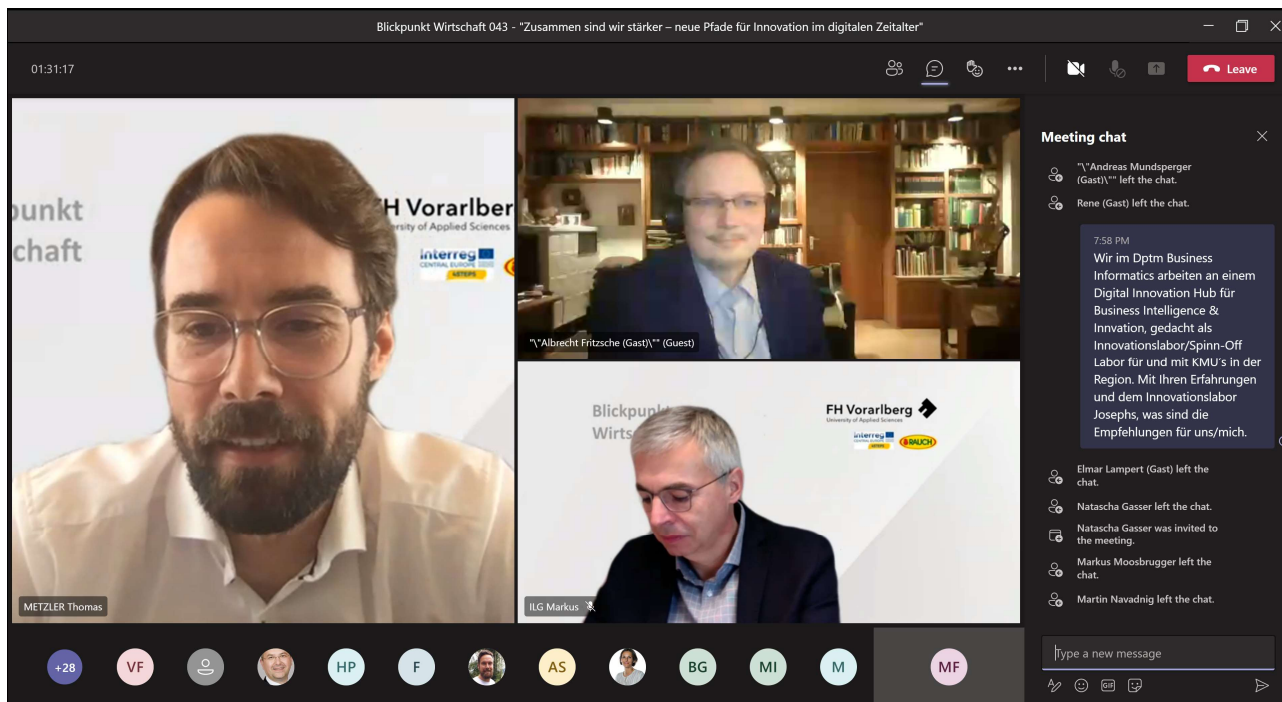
7:58 PM
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Elmar Lampert (Gast) left the chat.
 Natascha Gasser left the chat.
 Natascha Gasser was invited to the meeting.
 Markus Moosbrugger left the chat.
 Martin Navadnig left the chat.

Type a new message

+35 BG M MI MF

Mathias (Gast) (Guest) Markus Ilg ILS Markus METZLER Thomas



Participating organizations (extract):

Chamber of Commerce and Industry of Slovenia
 HAK Feldkirch
 FEB
 Generali Vers.AG
 Collini Holding AG
 Barbara Dreher
 iplusR Gruppe GmbH
 ALPLA Werke Alwin Lehner GmbH & Co KG
 LGT Bank AG, Zweigniederlassung Österreich
 Martin GmbH
 Klaudia Forster Personal Management & Entwicklung
 Henkel Central East Europe Operation GmbH
 FHV
 Julius Blum GmbH
 Gebrüder Weiss GmbH
 Goldman Transformation
 OMICRON electronics
 Getzner Werkstoffe GmbH
 HAK/HAS Lustenau



Hämmerle & Vogel
Caritas der Diözese Feldkirch
Wirtschaftskammer Vorarlberg
illwerke vkw AG
Zumtobel Lighting GmbH
Meusbürger Georg GmbH & Co KG
TECTUM GmbH
MH Direkt
Silberball Digital GmbH
S.I.E SOLUTIONS
BAUR GmbH
sw consulting