24th – 25th 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
**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
- 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

16.00 Key Note: Dirk Günnewig (Ministry of Transport NRW): Report from the Engine Room: Development of a Digital Transport Policy

18.15 End of conference program

**TUESDAY, 25. SEPTEMBER 2018**

9.15 Panel IV: IT (Günter Koch)

- Robert Höttger: Why Open Source is Driving the Future Connected Vehicle
- Henrik Detjen: Visual Feedback to strengthen Trust for Maneuver-based Driving
- Gert Büttingenbach: 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)

- 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 Planing: 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 Stoedick (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)

Local organisation MIGW 2018: Prof. Dr. Michael Vogelsang, Ruhr West University of Applied Sciences, Duisburger Str. 100, 45479 Mülheim a.d.R., eMail: migw@hs-ruhrwest.de; Further information: www.migw.info