



where
experience
meets
innovation

CEMS Knowledge Forum 2004

Vienna, November 26 & 27, 2004

The CEMS Community Austria
invites you to the

CEMS Knowledge Forum 2004

www.cems.at/knowledge

Where Experience meets Innovation – CEMS Knowledge Forum brings together **practitioners, academia, CEMS & WU alumni** as well as **students**, who will discuss leading edge management theories and critically examine their application and impact in practice.

When & Where

Intellectual Program

When: **November 26**, 4:00 p.m. – 7:00 p.m.
November 27, 8:30 a.m. – 2:30 p.m.

Where: **Wirtschaftsuniversität Wien**,
Festsaal, Augasse 2-6, 1090 Vienna



Forum & Social Event
incl. meals & drinks

Corporates & Others	€ 40
WU Alumni*	€ 25
CEMS Alumni*	€ 20
Students	€ 15

*only if members

Social Program

When: **November 26**,
7:30 p.m. – 9:00 p.m. (Dinner)
9:00 p.m. – open end (Clubbing)

Where: @ Mute
Lichtensteinstraße 104, 1090 Vienna



Clubbing Flat Rate
€ 5 Admission –
Social event open to
all students/alumni
starting 9 p.m.



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Registration

Register now at www.cems.at/knowledge – number of participants limited (first come first served principle). Closing Date: **November 19, 2004**



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Program for Friday, November 26, 2004

4:00 – 4:30 p.m.	Welcome and Opening <ul style="list-style-type: none"> • Prof. Dr. Barbara Sporn (Vice-Rector, WU-Wien) • Prof. Dr. Wolfgang Elšik (Academic Director of International Study Programmes) • Dr. Wolfgang Ruttenstorfer (CEO OMV & CEMS Corporate Partner)
4:30 – 4:45 p.m.	The decade's major academic innovations <ul style="list-style-type: none"> • Dr. Robert Hackl, CEMS Alumni Association • CEMS Student Club
4:45 – 6:00 p.m.	Keynote speeches on "Strategic Alliances & Networks" <ul style="list-style-type: none"> • Prof. Dr. Mark Ebers (Management and Organisation, University of Cologne) • Dr. Wolfgang Ruttenstorfer (CEO, OMV) • Siegfried Wolf (Vice-Executive Chairman, Magna International)
6:00 – 6:15 p.m.	Coffee Break
6:15 – 7:00 p.m.	Panel discussion on topic

*** *Cocktail and Run* ***

7:30 – 9:00 p.m.	Dinner @ Mute
9:00 p.m. – open end	Clubbing @ 



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Program for Saturday, November 27, 2004

8:30 – 9:00 a.m. Breakfast
9:00 – 9:15 a.m. Introduction

9:30 – 11:00 a.m.	Workshop Sessions 1
Expansion in CEE	Prof. Dr. Reiner Springer (International Business, WU) Arjen Janmaat (Erste Bank)
Brandmatics	Dr. Andreas Strebinger (Advertising and Marketing Research, WU) Tjark Freundt (McKinsey & Company) Dr. Robert Hackl (McKinsey)
Corporate Social Responsibility	Prof. Dr. Bodo Schlegelmilch (International Marketing & Management, WU) Claus Faber (ATTAC) Raoul Vogel (PricewaterhouseCoopers)
Insourcing vs. Outsourcing	Jean-Claude Brunner (Business Organisation & Supply Management, WU) Dr. Matthias von Bechtolsheim (Arthur D. Little) Dr. Rüdiger Eichin (Arthur D. Little)
Powers Reserved Corporate Governance	Max Halatek (Strategic Management, Management Control & Consulting, WU) Dr. Christof Müller (Generali Holding)

11:00 – 11:30 a.m. Coffee Break

11:00 a.m. – 1:00 p.m.	Workshop Sessions 2
Executive Search	Prof. Dr. Wolfgang Elšik (Human Resource Management, WU) Dr. Helmut Neumann (CEO, Neumann & Partners)
Euro-Consumer	Prof. Dr. Barbara Stöttinger (International Marketing & Management, WU) Theresa Smoly (L'Oréal)
Taming Giant Projects	Prof. Dr. Oskar Grün (Business Organisation & Supply Management, WU) Michael Gorgi (Siemens Business Services)
Entrepreneurship the tricky 3rd year	Marion Pötzt (Entrepreneurship & Innovation, WU) Dr. Clemens Fath (Business Angel Expert)
Due Diligence	Werner Fleischer (Verbund) Roland Haidner (mobikom austria) Martin Hinteregger (Erste Bank)

1:00 – 2:00 p.m. Lunch
2:00 – 2:30 p.m. Final Roundup

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