Teaching Schedule Europe Week 2022

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Monday, 9 May

08:15-09:45 Designing Advertising Communication Message to build Brand Equity
B-1-01 Alex Lee | Malte Beinhauer | **Management**

10:00-11:30 Measurement and scaling in marketing research
A-E-14 Alexsandra Burgiel | Tatjana König | **Marketing**

10:00-11:30 Finnish business culture
E-2-02 Jaana Häkli | Andy Junker | **Management**

10:00-11:30 What happens at the brand interface? Brand management in small firms in Hertfordshire
B-1-01 Diane Morrad | Malte Beinhauer | **Management**

11:45-13:15 Designing a perfect questionnaire
A-E-14 Alexsandra Burgiel | Tatjana König | **Marketing**

14:15-15:45 DISC personality test
A-1-06 Corné Jagers | Christian Köhler | **Industrial Engineering**

16:00-17:30 Changing the consumers‘ mindset into sustainable: How to alter consumption patterns in the XXI century
A-E-18 Alexsandra Burgiel | Laura Emmer | **Marketing**

Tuesday, 10 May

08:15-11:30 Reverse Logistics: Closing the supply chain loop
B-1-01 Sebastian Twarog | Radu Kares-Vrincianu | **Logistics**

14:15-15:45 New perspectives of Spanish tourism (2016-2020)
A-E-16 José Antonio Mateos Royo | Achim Schröder | **Tourism**

14:15-15:45 Intercultural communication - a 3 step method to create understanding
B-2-08 Inge Gijsbers | Kerstin Heuwinkel | **Tourism**

14:15-15:45 Virtual Joint Modules
Aula Xenia Hülsmann | Achim Schröder | **Internationalisation**

16:00-19:15 Weighted scoring model as a tool for microsegmentation in a company‘s internationalization process (Part 1 & 2)
A-1-06 Tiina Pernanen | Mana Mojadadr | **Management**

16:00-19:15 Tourism impacts - building regenerative destinations
B-E-07 Inge Gijsbers | Kerstin Heuwinkel | **Tourism**

19:00-20:00 The Maths of juggeling – how to juggle telephone numbers
Aula Antonio Krüger | Klaus Schindler | Frank Kneip | **Special Event**

Wednesday, 11 May

08:15-09:45 Weighted scoring model as a tool for microsegmentation in a company‘s internationalization process (Part 3)
B-1-01 Tiina Pernanen | Mana Mojadadr | **Management**

10:00-11:30 Competitive advantages of diversity management - Part 1
A-E-14 Jaana Häkli | Kerstin Heuwinkel | **Tourism**

10:00-11:30 Dynamic branding strategy in a co-created world
A-1-17 Diane Morrad | Stefanie Jensen | **Marketing**

10:00-13:15 Fatigue of materials
E-E-06 Tuomo Liimatainen | Frank Rückert | **Industrial Engineering**

11:45-13:15 Digital law – digital intellectual property rights
ESG Marzena Czarnecka | Holger Buck | **Law**

11:45-13:15 Competitive advantages of diversity management - Part 2
A-E-07 Jaana Häkli | Kerstin Heuwinkel | **Tourism**

11:45-13:15 Internationalization and intercultural communication
E-2-02 Pasi Puranen | Julia Frisch | **Business Skills**

11:45-13:15 Disruptive marketing and branding
A-1-17 Alex Lee | Stefanie Jensen | **Marketing**

Thursday, 12 May

08:15-09:45 Principles of intercultural awareness - Hofstede principles
B-2-08 Corné Jagers | Susanne Seeliger | **Business Skills**

08:15-09:45 Social media law
A-E-18 Marzena Czarnecka | Holger Buck | **Law**

10:00-11:30 Culture differences between several countries
B-2-08 Corné Jagers | Susanne Seeliger | **Business Skills**

10:00-11:30 E-commerce
A-E-18 Marzena Czarnecka | Holger Buck | **Law**

10:00-13:15 Well-being at work
A-1-13 Heli Korpinen | Wolfgang Appel | **Management**

11:45-13:15 International tourism in Spain (1991-2019)
A-1-17 José Antonio Mateos Royo | Achim Schröder | **Tourism**

11:45-15:45 Value through innovations
E-1-05 Sari Jokimies | Frank Rückert | **Industrial Engineering**

14:15-15:45 New perspectives of Spanish tourism (2016-2020)
A-1-17 José Antonio Mateos Royo | Achim Schröder | **Tourism**