



## 1. Danube Conference for Higher Education

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## Dear Sir or Madam,

a common European Higher Education Area has already become reality. This necessitates an increasing professionalization of management structures as well as collaborations between universities. The overall objective of this process is to establish a consistent and efficient science and research management.

The universities along the Danube are closely linked due to their common history. The Danube, Europe's second largest river, flows through ten countries; no other river in the world flows through more countries. Hence, the Danube is one of Europe's oldest and most significant trading routes. Thus it has connected a variety of communities and cultures for centuries. This is the reason why the European Union recognizes and supports the outstanding importance of this region.

The city of Ulm and its university feel both committed to this history and responsible for the academic landscape of the Danube area. On this account, the University of Ulm is proud to organize the first "Danube Conference for Higher Education", made possible by the generous support of the Péter Horváth-Foundation and the Sparkasse Ulm. The event will take place from Thursday November 2nd to Friday November 3rd, 2017 in the premises of the Sparkasse Ulm. Within the context of this conference, lectures as well as moderated sessions of scientists and experts, in the field of higher education and scientific management, will be held.

We are looking forward to welcome you at the first "Danube Conference for Higher Education" in the city of Ulm.

A handwritten signature in blue ink, reading "Michael Weber".

Prof. Dr.-Ing. Michael Weber  
President University of Ulm

A handwritten signature in blue ink, reading "M. Seiter".

Prof. Dr. Mischa Seiter  
Institute of Technology and Process Management  
University of Ulm

## Agenda

Thursday, November 2nd

**09:00 AM - 12:00 PM**

### Lectures and plenum discussion

**09:00 AM - 09:15 AM**

Gunter Czisch (Mayor of Ulm)

Prof. Dr.-Ing. Michael Weber (President, University of Ulm)

#### Welcoming Speech

**09:15 AM - 10:15 AM**

Dr. György Drótos (Director, Institute of Management Science, Corvinus University of Budapest)

Dr. Livia Pavlik (Chancellor, Corvinus University of Budapest)

#### University Management from Two Perspectives (Professors-Chancellor)

**10:15 AM - 11:15 AM**

Prof. Dr. Iris Žeželj (Assistant Professor, Department of Psychology, University of Belgrade)

#### Good Scientific Practice

**11:15 AM - 12:00 PM**

Dr. Christian Blomeyer (Chancellor, University of Regensburg)

#### System Accreditation as Cause for a Long-term Optimization of University Processes

**12:00 PM - 01:00 PM**

Lunch Break

**01:00 PM - 04:00 PM**

## Simultaneous Sessions

### The emerging Role of the Chancellor

Session Chair: Dieter Kaufmann

1) Dr. Gergely Kováts (Executive Director, Center for International Higher Education Studies, Corvinus University of Budapest)

#### The Introduction of Dual Executive Leadership in Hungarian Higher Education: How Chancellors are perceived by Academic Leaders?

2) Prof. Dr. Ivanka Popović (Vice-Rector for International Cooperation, University of Belgrade)

#### Accreditation as a Governance Framework: Long-term Optimization of Higher Education Administration (processes)

3) Dr. Sylvia Hubner (Research Assistant, Chair of Research and Science Management, Technical University of Munich)

#### Higher Education Personnel Management: Options of Institutional Bodies for Affecting day-to-day personnel Management

## The Universities and the Society

**Session Chair: Prof. Dr. Joachim Weber**

1) Privat Dozent Dr. David F. J. Campbell (Center for Educational Management and Higher Education Development, Danube University of Krems)

**„Third Mission“, Society and Innovation**

2) Prof. Velizara Pencheva (Rector, University of Ruse „A. Kanchev“, Bulgaria)

**Interaction of the Universities with the external Environment as a strong Mechanism of Control on the Acquired Competences for Professional Realization by the Students**

3) Dr. Susan Harris-Hümmert (Assistant Professor/Research Fellow, German University of Administrative Sciences Speyer)

**Challenges of Implementing an Organizational Change Management in Higher Education Institutions: A Brief Outline Including Use Cases**

## Governance and Processes

**Session Chair: Prof. Dr. Mischa Seiter**

1) Dr. Djuro Djurović (Rektor, Business School of Belgrade)

**The Position and Impact of the Director and Management board in Higher Education Institution**

2) Dr. Rainer Graf (Senior Project Manager, Horváth & Partners Management Consultants)

**Process Management for Universities**

3) Prof. Miloš Tumpach (Associate Professor for Accounting, University of Economics in Bratislava)

**Controlling Mechanisms in Slovak Universities**

## 06:30 PM - 09:00 PM Evening Program - City Hall, Ulm

**06:30 PM - 06:45 PM**

Welcome

**06:45 PM - 07:00 PM**

Concert, String Quartette of University Ulm Orchestra

**07:00 PM - 08:00 PM**

Flying Buffet Dinner

**08:00 PM - 09:00 PM**

Get Together

## Agenda

### 09:00 AM - 10:00 AM

Prof. Dr. Rolf Pfrengle (President, University of Applied Sciences Dresden - Professor for Science Management and Project Management University of Commerce and Services Poznań)

**Governance in Higher Education Institutions: A Crisis Management Case Study**

### 10:00 AM - 11:00 AM

Dr. Ljiljana Lazarević (Research Associate, Department of Psychology, University of Belgrade)

**Open Science Challenges - Increasing Transparency and Reproducibility of Psychological Science**

### 11:00 AM - 12:00 PM

Dr. György Drótos (Director, Institute of Management Science, Corvinus University of Budapest)

Dr. Livia Pavlik (Chancellor, Corvinus University of Budapest)

Dr. Gergely Kováts (Executive Director, Center for International Higher Education Studies, Corvinus University Budapest)

Dr. Susan Harris Hümmert (Research Assistant, German University of Administrative Sciences Speyer)

**Challenges in the next 10 Years**

### 12:00 PM

**Closing**

## Registration

Surname, Name  
Institution  
Street name/Post box  
Zip-code, Place of Residence  
Phone  
E-Mail  
Date

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## Hotel recommendation

**GOLDEN TULIP PARKHOTEL  
NEU-ULM**

Silcherstraße 40  
89231 Neu-Ulm  
phone: +49 731 8011 729  
reservierung@goldentulip-parkhotel-neu-ulm.com  
www.goldentulip-parkhotel-neu-ulm.com

**MARITIM HOTEL ULM**

Basteistraße 40  
89073 Ulm  
phone: +49 731 923 1791  
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www.maritim.de

**RIKU HOTEL ULM**

Apothekergasse 3  
89073 Ulm  
phone: +49 731 6026 5616  
ulm@riku-hotel.de  
www.riku-hotel.de

I hereby submit my binding registration to the first  
„Danube Conference for Higher Education“.

I would hereby like to apply for the travel allowance  
*you will receive further information regarding the application process per E-Mail*



*Mr. Norman Nitzsche looks forward to receiving your registration. If you have further questions, do not hesitate to contact him.*

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Helmholtzstr. 22, 89081 Ulm  
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E-Mail: [norman.nitzsche@uni-ulm.de](mailto:norman.nitzsche@uni-ulm.de)

For more information please refer to:  
[www.danubeconference.org](http://www.danubeconference.org)

