DIGITAL TRANSFORMATION

10101010

CONFERENCE PROGRAM:

10:00 h – 11:10 h
Welcome Speech:
Prof. Dr. Halil Akkanat,
Rector of the Turkish-German
University Istanbul
Keynote Speech:
Steven Young,
President, Bosch Turkey
and Middle East

11:10 h – 11:30 h
Coffee Break

11:30 h – 13:00 h
Session 1:
**Key Technologies of
Digital Transformation**

13:00 h – 14:30 h
Lunch

14:30 h – 16:00 h
Session 2:
**Business Models and
Customer Approach**

16:00 h – 16:20 h
Coffee Break

16:20 h – 17:50 h
Session 3:
**Consequences of
Digital Transformation**

17:50 h – 18:00 h
Coffee Break

18:00 h – 18:15 h
**Conference Findings /
Concluding Session**

1st Annual Business Administration Conference: Digital Transformation in Business

15 NOVEMBER 2019, ISTANBUL:
Turkish-German University,
conference hall foreign language center

The first Annual Business Administration Conference on Digital Transformation in Business (theory/practice) will take place on 15th November 2019 at the Turkish-German University (TGU) in Istanbul, Turkey.

Digital transformation means the process of using digital technologies, such as Internet of Things, cloud computing and artificial intelligence, to create new business processes or modify existing ones in order to meet changing business and market requirements. Since the confluence of information technologies shapes modern customer expectations, companies have to transform much more rapidly, much more often and at a much faster pace today. In this context, digital transformation in business is an important and current issue for companies.

The scope of the conference is to offer a platform where academicians as well as practitioners from Germany and Turkey can discuss this issue within the framework of the following topics:

> **Key Technologies of Digital Transformation**
> **Business Models and Customer Approach**
> **Consequences of Digital Transformation**

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TÜRKISCH-DEUTSCHE UNIVERSITÄT

FH Bielefeld
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Applied Sciences

DAAD Deutscher Akademischer Austauschdienst
German Academic Exchange Service

BOSCH
Yaşam için teknoloji

Contact Turkish-German University Istanbul:
Prof. Dr. Ela Sibel Bayrak Meydanoğlu
Dean of Faculty of Economics and Administrative
Sciences & Head of Business Administration
Phone +90.216.333-3200, meydanoglu@tau.edu.tr
Assoc. Prof. Dr. Müge Klein
Vice Dean of Faculty of Economics and Administrative Sciences
Phone +90.216.333-3216, klein@tau.edu.tr

Contact Bielefeld University of Applied Sciences:
Prof. Dr. Riza Öztürk
Head of International Studies and Management
Phone +49.521.106-5085, riza.oeztuerk@fh-bielefeld.de
Prof. Dr. Natalie Bartholomäus
Head of Business Administration
Phone +49.521.106-3758, natalie.bartholomaeus@fh-bielefeld.de