

INTERACTIVE SESSION ON 'DIGITAL SKILLS FOR ALL'

Together we are stronger - new paths for innovation
in the digital age

16th March 2021,

19h

Dr. Dr. Albrecht Fritzsche

Vorarlberg University of Applied Science
Fachhochschule Vorarlberg





We would like to announce and invite you to the interactive session of Dr. Dr. Albrecht Fritzsche about the topic Digital Skills for All: „Together we are stronger - new paths for innovation in the digital age“.

Abstract: Innovation is a communal achievement. Its success depends on a broad range of contributions from different actors, such as designers, engineers, strategists, marketing experts, but also customers. Digital technologies offer many possibilities to support the collaboration of these actors in order to maximize its efficiency and effectiveness. As a consequence, innovation management nowadays has to deal with a whole new set of tasks and responsibilities, far beyond the interaction with specific expert groups. Innovation managers create and maintain holistic ecosystems. They provide spaces – physical, digital and cyber-physical – where all relevant interest groups can participate in innovation activities. The presentation shows how such spaces can create a sustainable benefit, using different examples from academia and industry.



About the key note speaker: Dr. Dr. Albrecht Fritzsche has graduated in mathematics. He worked for many years in the automotive industry as an expert for system design and production planning. Albrecht holds a doctoral degree from Hohenheim University, Stuttgart, in industrial management and another one from TU Darmstadt in philosophy of technology. He is acting chair of technology and process management at Ulm University and senior lecturer at the institute of information systems at Friedrich-Alexander University Erlangen-Nuremberg. His current research is focused on innovation management, with particular attention to the role of open innovation laboratories and participatory design processes.

**Take this unique chance and meet stakeholders
within the field of digital innovation!**



Factbox:

Date & time: 16th March 2021

Where: Vorarlberg University of Applied Science
Fachhochschule Vorarlberg

Address: Hochschulstraße 1, 6850 Dornbirn

Registration: <https://www.fhv.at/ueber-die-fh/hochschulorganisation/fachbereiche-und-departments/fachbereich-wirtschaft/veranstaltungen/blickpunkt-wirtschaft/2021/zusammen-sind-wir-staerker-neue-pfade-fuer-innovation-im-digitalen-zeitalter/>