

Freezing Week Programme

4-8 Feb 2019

School of Entrepreneurship and
Business, HAMK, Finland



	MONDAY 4.2.2019	TUESDAY 5.2.2019	WEDNESDAY 6.2.2019	THURSDAY 7.2.2019	FRIDAY 8.2.2019	
Forenoon	Degree Programme in Business Information Technology hosting on Monday. IT teaching in the future: A freeform discussion of the teachers to share ideas and opinions of future IT teaching and learning.	Registration and Info for Guests			Networking and cooperation discussions, visiting the city's attractions, etc. Presentation of the HAMK Smart Research Unit (for guests)	
		OFFICIAL OPENING of Freezing Week 2019	Business Models as Ecosystems, Egon Lüftenegger	ARCMAP - ARCGIS software workshop, Helmuth Arias Gómez		How to adapt the Marketing strategy to the international environment, Laurice Alexandre
		Keynote Presentation: From Design Thinking to Strategic Design Practice, Paul McElheron	Social Commerce - the Influence on Consumer, Katarzyna Sanak-Kosmowska			Workshop: Concepting
		Keynote Presentation: User experiences of a Robot at a Senior Citizens' Home in Sipoo, Finland , Antti Ainamo	LUNCH BREAK and NETWORKING			
Lunchtime	LUNCH BREAK and NETWORKING	LUNCH BREAK and NETWORKING	LUNCH BREAK and NETWORKING	LUNCHBREAK and NETWORKING		
Afternoon	Decentralized blockchain innovations in the field of higher education, Ognyan Andreev	An Introduction to Game Theory - Static and Dynamic Games of Complete Information, Rudolf Grünbichler	The preface in business design thinking, Erik Løvgren Brejner	Workshop: Freezing Safari. Multidisciplinary Business Design Workshop. The ecosystems of Hämeenlinna. Challenge Briefing. Knowledge Building. City Safari. Working with the challenge, --> 20:00		
	Introduction to Data Science: Surviving the Titanic disaster, Kristof Nuyts	Alternative Data in Asset Management - how Financial Asset Managers use alternative data in order to achieve an informational advantage on the stock market, Anja Wittstock	How should be designed the municipality with military postconflict time in Colombia tourist destination, Gabriela Antosova			
	Doing Predictive Analytics with KNIME, Tobias Hagen	Coffee Break				
Evening	Get together 18:00			Informal farewell party 18:00		

Monday 4.2.2019

Hosted by DP in Business Information Technology

- 9.00-12.00 **IT teaching in the future: A freeform discussion of the teachers to share ideas and opinions of future IT teaching and learning.**
Building C, room 302
- 12.00-13.00 Lunch break
- 13.00-14.00 **Decentralized block chain innovations in the field of higher education,** Ognyan Andreev, Head of Department of Economics, Industrial Engineering and Management, Technical University of Sofia
Building C, room 338
- 14.00-15.00 **Introduction to Data Science: Surviving the Titanic disaster,** Kristof Nuyts, Lecturer, Thomas More
Building C, room 338
- 15.00-16.00 **Doing Predictive Analytics with KNIME,** Tobias Hagen, Professor, Offenburg University of Applied Sciences
Building C, room 338
- 18.00-20.30 **Get to gether for guests and staff**
Building N, University Centre, Hämeenlinna

Tuesday 5.2.2019

- 8.30 Registration and info for Guests
University Centre, Hämeenlinna, Building C, lobby
- 9.00-9.30 **OFFICIAL OPENING of Freezing Week 2019**
Building C, Auditorium A+B+C
- 9.30-10.30 Keynote presentation: **From Design Thinking to Strategic Design Practice**, Paul McElheron,
Assistant Professor, VIA University College
Building C, Auditorium A+B+C
- 10.30-11.00 Coffee break
- 11.00-12.00 Keynote presentation: **User experiences of a Robot at a Senior Citizens' Home in Sipoo, Finland** ,
Antti Ainamo, PhD: Project Manager, Laurea; Professor, Taltech; Adjunct Professor, Aalto
University
Building C, Auditorium A+B+C
- 12.00-13.00 Lunch break

Tuesday 5.2.2019

- 13.00-14.00 **An introduction to Game Theory – Static and Dynamic Games of Complete Information**, Rudolf Grünbichler, Prof. (FH) / Lecturer, Research Scientist, FH CAMPUS 02 UAS
Building C, Auditorium A
- 13.00-14.00 **The preface in business design thinking**, Erik Løvgren Brejner, Executive Senior Advisor, VIA University College
Building C, Auditorium B+C
- 14.10-15.10 **Alternative Data in Asset Management - how Financial Asset Managers use alternative data in order to achieve an informational advantage on the stock market**, Anja Wittstock, Deputy Professor, University of Applied Sciences Mainz
Building C, Auditorium B+C
- 14.10-15.10 **How should be designed the municipality with military postconflict time in Colombia tourist destination**, Gabriela Antosova, Academic and Research Professor, University The College of business
Building C, Auditorium A
- 15.10-15.30 Coffee break
- 15.30-16.30 **Intercultural communication and Cultural Stumbling Blocks**, Sarah Keeler, Lecturer in Business English, Niederrhein University of Applied Sciences,
Building C, Auditorium B+C

Wednesday 6.2.2019

- 9.00-10.00 **Business Models as Ecosystems**, Egon Lüftenegger, PhD / Researcher, Campus 02 UAS
Building C, Auditorium B+C
- 10.15-11.15 **Social Commerce – The Influence on Consumer**, Katarzyna Sanak-Kosmowska, Assistant Professor,
Cracow University of Economics
Building C, Auditorium B+C
- 9.00-11.30 **ARCMAP - ARCGIS software workshop**, Helmuth Arias Gómez, Professor, University The College of Business
Building C, room 338
- 11.15-12.15 Lunch break
- 12.15-13.00 **Workshop Freezing Safari. Multidisciplinary Business Design Workshop.**
The ecosystems of Hämeenlinna
- Challenge Briefing**, Tommi Terästö, Architect, The City of Hämeenlinna
Finding data, Paul McElheron, Assistant Professor, VIA University College
Building C, Auditorium B+C
- 13.00-16.00 **Workshop Freezing Safari: Knowledge Building**
- 16.00-20.00 **Workshop Freezing Safari: City Safari**

Thursday 7.2.2019

- 9.00-10.00 **How to adapt the Marketing strategy to the international environment**, Laurice Alexandre,
Associate Professor, Paris Descartes University
Building C, Auditorium B+C
- 10.00-12.00 **Workshop Freezing Safari: Concepting**
Building C : Rooms 130, 146, 236, Learning Lounge
Building N: Lobby
- 12.00-13.00 Lunch break
- 13.00-15.30 **Workshop Freezing Safari: Prototyping and presentation**
- 15.30-16.30 **Workshop Freezing Safari: Rewarding the best concept**
Building C: Auditorium B+C
- 16.30-17.00 **Workshop Freezing Safari: Reflection (for guests)**
Building N: Lobby

Friday 8.2.2019

Programme for the guests

10.00-12.00 HAMK Smart Research Unit

12.00-13.00 Lunch

Closing of the Freezing Week 2019... see you again next year!