

Conference programme/ Entrepreneurial spirit III 24.5.2016, AULA VŠEM

Introduction

Time	Topic
08:30 – 9:00	Registration and refreshments
09:00 – 09:20	Ing. Lucie Vnoučková, Ph.D., <i>Vice-rector for pedagogy and research</i> Introduction

Main programme / Students contributions

Time	Lecturer	Topic
09:20 – 09:40	Grabmüllerová, Aneta	Content marketing
09:40 – 10:00	Halfarová, Kateřina	Efficiency of using CRM systems in selected company
10:00 – 10:20	Hindl, Ondřej	Fan sourcing model in e-commerce
10:20 – 10:40	Hondlíková, Daniela	Online learning
10:40 – 11:00	Jíra, Jindřich	Digital disruption with Google for Work
11:00 – 11:20	Coffee break	
11:20 – 11:40	Kolesnikova, Yulia	Mass customization trend: definition, historical development and practical application
11:40 – 12:00	Strouhal, Felix	Outsourcing in IT Services
12:00 – 12:20	Švarc, Miroslav	Learning Organization
12:20 – 12:40	Turchinyak, Yaroslava	Geography of over-pledged and overfunded projects on Kickstarter crowdfunding platform
12:40 – 13:00	Vašák, Kamil	Content personalization in customer relationship management
13:00 – 13:20	Vokounová, Miroslava	Modern trends in personal and social development of employees
13:20 – 13:40	Refreshments	

Accompanying program / Quest

Time	Lecturer	Topic
13:40 – 14:00	Suleyman Acikalin	Hitit University introduction

Closing ceremony of the conference

Time	Committee
14:00 – 14:20	Best contributions evaluation by expert Committee
14:20 – 15:00	Refreshments