

## Thematic Strands

### International Views on Entrepreneurship and Digitalisation

- Entrepreneurship and Startups
- Innovation and Digitalisation
- Commercialisation and Creative Methods

## Lecturers (in alphabetical order)

*Prof. Anne-Maria Aho has over 20 years of work experience in higher education, teaching and research in the field of strategic management, value co-creation and management of intellectual capital. Before the career in the higher education, she owns ten years' experience in business life. Alongside her role as a head of master's degree programmes and a lecturer she carries out research and development projects and offers consulting for enterprises in the field of business skills development and RDI processes, strategic management and service business.*



**Prof. Anne-Maria Aho will provide an input on Knowledge Management and Value Creation - Finnish Company Cases.**



*Prof. Boris Bauke is entrepreneur and professor at the Technical University of Aschaffenburg. Prof. Dr. Boris Bauke has founded several international IT and media companies. Boris wants to inspire more people to start businesses. He is the founder and director of VentureLab - the contact point for action-takers at TH Aschaffenburg.*

**His input "Entrepreneurship as a Career Path" will highlight opportunities of an entrepreneurial life and provide a roadmap how to get there. His VentureLab-Team delivers various topics like Startup and Market Types, Hypotheses Validation, Rapid Digital Prototyping & Applied Digital Marketing.**

*André Deloch has been a partner at HeidelbergCapital since 2012. He supports HeidelbergCapital in buyout transactions and financing models. Andre has many years of experience in portfolio management of majority and minority investments.*



## Program Coordination & Facilitation Team

- Prof. Alexandra Angress, alexandra.angress@th-ab.de  
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- Marcel Rother, marcel.rother@th-ab.de (Faculty of Business Administration & Law)
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*Prof. Greg Gartner teaches graduate and undergraduate courses in management, strategy, and international business. He is a two-time Fulbright scholar and has taught at universities in Ukraine and Hungary and is specialized in Eastern European economic and business conditions.*

**His input will highlight opportunities of Innovation and Digitalisation.**

*Rolf Hünemann is lawyer at ReedSmith, Office Managing Partner of the Frankfurt office and a member of the European Corporate Group.*



*Prof. Dario Liberona is former CEO for Action Line Chile and Senior Vicepresident in various companies in Chile and the US, program chair of Learning Technologies for Education International Conference. His expertises are Entrepreneurship, Strategic Management, and Marketing Scholar. His research interest is in Circular Economy, Knowledge Management and Learning Technologies.*

**Prof. Dario Liberona will provide an input on Knowledge Management and Value Creation - Finnish Company Cases.**

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*Prof. Keolebogile Shirley Motaung is a Biomedical Scientist and the Director of Technology Transfer and Innovation at the Durban University of Technology in South Africa. She is the Founder and CEO of Global Health Biotech (PTY) LTD.*

**Her input will focus on turning scientific research into a commercial assets as Universities are the “engines” of innovation. This means that new ideas are expected to spin out from the university, be translated into commercial innovations and contribute to the socio-economic growth of the country. But how are the universities doing it? How is this measured?**

*Dr Klaus Schieble holds a doctorate in law and is one of the jurors appointed by Carsten Maschmeyer in the first season of his start-up show “Start Up! Who will be Germany’s best founder?” As Managing Director of the Seed + Speed Ventures investment company founded by Carsten Maschmeyer for his start-up investments, he brings great expertise to the event.*



*Meike Schumacher has been working in knowledge transfer projects at Aschaffenburg University of Applied Sciences since 2009. She is also the owner of a marketing and innovation agency. Since 2016 she has been coaching companies, organizations and students in the application of the Design Thinking method.*

**She will provide an input of the Design Thinking method. Design thinking is a human-centered approach for creative problem solving. It brings together what is desirable from a human point of view with what is technologically feasible and economically viable. In this compact course you will get to know the method both theoretically and practically.**

## Imprint

- Published by TH Aschaffenburg - University of Applied Sciences
- Concept/Editorial Contents: Prof. Alexandra Angress (responsible)
- Layout/Editorial Contents: Ernst Schulten