

March 14, 2024

Distance Learning Seminar 2024: Business models in nascent ecosystems - The example of the green hydrogen powered heavy truck sector

Programme for the WORKSHOP at Europa-University Flensburg from March 25-27, 2024

Monday, March 25, 2024 – Building MADRID, Room: MAD 126 (International Institute of Management and Economic Education, Europa-Universität Flensburg, Munketoft 3b, 24937 Flensburg)

16:00 – 16:30 MAD 126	Arrival and coffee
16:30 – 17:45 MAD 126	Kick-off for the first workshop day (Pawel Glodek, Nanne Migchels, Susanne Royer & Uwe Stratmann) Welcome and getting in touch & Overview for the next days Introduction to the topic of the joint seminar Group formation & topic assignment Information about the group work & DLP paper preparation
18:00 – 21.30	Flensburg Brewery Tour (entry fee € 20.00 per person, online ticket to be bought upfront) directly next to our Institute: Flensburger Brauerei, Munketoft 12, 24937 Flensburg

Tuesday, March 26, 2024 – Building TALLINN 1, Rooms: TAL 007-009 (Europa-Universität Flensburg, Auf dem Campus 1b, 24943 Flensburg)

09:00 – 09:15 TAL 007	Kick-off for the second workshop day & introductions to the project work (Susanne Royer)
09:15 – 10:00 TAL 007	Impulse Lecture I: Green hydrogen in the context of the circular economy (Sebastian Wirth, EKSH, Landeskompetenzzentrum Wasserstoffforschung Schleswig-Holstein (HY.SH), Kiel, Germany)
10:00 – 10:45 TAL 007	Impulse Lecture II: Business models, platform markets and green hydrogen (Susanne Royer)
10:45 - 11:15	Coffee Break
11:15 – 12:00 TAL 007	Impulse Lecture III: Insights into Quantron's business model (Dr. Srinath Rengarajan, Senior Manager Corporate & Product Strategy, Quantron AG) Facilitated by Uwe Stratmann

12:00 – 12:30 TAL 007	Discussion and points of reference for the group work Final discussion and question round
12:30 – 13:15	Lunch Break
13:15 – 14:00 TAL 007	Impulse Lecture IV: A few thoughts on methodology (Nanne Migchels)
14:00 – 14:15	Coffee Break
14:15 – 17:00 TAL 007, 008, 009	Supervised time for the groups to specify their research proposals (Task: Prepare first proposal for the joint research project to be presented on Wednesday morning)
18:30 – 21:30	Flensburg Sightseeing and Joint Dinner (dinner location for 8 pm: Café Central Flensburg, Große Straße 83, 24937 Flensburg, tbc)

Wednesday, March 27, 2024 – Building AudiMax/Hörsaalzentrum, Room: HZ 1 (Thomas-Fincke-Str. 18, 24943 Flensburg)

8:00 – 09:00 Foyer HZ 1/ Mensa – Café Lounge	Time for the groups to specify their research proposals for the following presentations (optional)
09:00 – 11:30 HZ 1	<p>Introduction to the presentations (Pawel Glodek, Nanne Migchels, Susanne Royer & Uwe Stratmann)</p> <p>Brief presentations and discussion of group research projects (~15 minutes per group)</p> <p>09:15-09:30 Group 1</p> <p>09:35-09:50 Group 2</p> <p>09:55-10:10 Group 3</p> <p>Coffee Break</p> <p>10:30-10:45 Group 4</p> <p>10:50-11:05 Group 5</p> <p>11:10-11:25 Group 6</p> <p>Feedback & concluding discussion</p>
11:45 – 12:45 HZ 1	Feedback Session to wrap up the Workshop & Outlook (Pawel Glodek, Nanne Migchels, Susanne Royer & Uwe Stratmann)
~13:00	Farewell & End of Workshop for all participants