
László Ling

International Consultant, Coach, Trainer

<https://www.researchgate.net/profile/Laszlo-Ling>

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Dr. Laszlo LING is a medical doctor, surgeon, and former researcher in human physiology. He is certified as an Agile Coach and Facilitator, a Communication Trainer, and a Crew Resource Management Instructor (CRMI - certified by International Air Transport Association, IATA). For more than three decades, he has delivered in-person training programs worldwide, integrating insights from neurophysiology and behavioral psychology. His teaching focuses on cultivating presence, adaptability, and effective communication in both academic and professional contexts. Dr. LING is committed to lifelong learning, continuously updating his knowledge to ensure that his methods remain current, evidence-based, and impactful. "LingTraining®" Brand refers to the activity of Dr. Ling; Registration Number in Switzerland: No.: 607655)



Title: The Presence Effect™

Objective: This program is designed to strengthen participants' in-person communication effectiveness by systematically developing presence, adaptability, and high-level presentation competence skills that are essential for academic excellence and future professional performance.

Flag: CH, HU

Urs Pietschmann

Westfälische Hochschule, Bocholt, Germany
Faculty of Business and Information Technology

Professor for Management, esp. Managerial Accounting and Auditing

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Vice Dean and Professor for Business Administration, esp. Managerial Accounting and Auditing for the Westfälische Hochschule at Campus Bocholt in North Rhine Westphalia, Germany. His main research and teaching aspects are about the operative, tactical and strategic view in managerial accounting, planning and the according control processes. In research projects he works in interdisciplinary teams, right now in topics of sustainability reporting and company steering. Before his appointment at the Westphalian university, he worked for a leading steel processing company in the areas of controlling, decision support and restructuring. His academic background is a PhD in Operations Research and Accounting, a Diploma in Management and Economics and activities for the Institute for Management at the Ruhr-University Bochum.

Title: Business Planning and Controlling – Contribution Margins and Return on Investment

This 4-hour workshop provides a comprehensive introduction to fundamental concepts of business planning and controlling, focusing on cost and revenue aspects essential for effective management decision-making. Participants will gain a clear understanding of the role and importance of contribution margin accounting as a key tool in analyzing product profitability and supporting strategic planning.

The course begins with an overview of basic terms and principles of business planning, followed by an in-depth exploration of contribution margin calculation and its extension to multi-level contribution margin accounting. Through practical examples, participants will learn how to interpret contribution margins and understand their impact on covering fixed costs.

A central part of the workshop is a case study illustrating a product with a negative unit contribution margin. The example highlights a common managerial dilemma: eliminating such a product can unexpectedly lead to overall losses because fixed costs may no longer be adequately covered. This scenario fosters critical thinking about cost structures and product portfolio management.

The session concludes with an introduction to profitability metrics, focusing on the Return on Investment (ROI). Participants will work through a simple example to calculate and interpret ROI, linking operational decisions to overall financial performance. The course ends with a summary and an interactive Q&A to consolidate learning and address individual questions.

Flag: DE

Daniela Schultz

Technical University of Applied Sciences Wildau Faculty of
Business, Computing, Law Language Centre

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Since 2005 at the Technical University of Applied Sciences Wildau, working on various internationalisation projects. Studied at the Free University of Berlin. Since 1994 lecturer for German as a foreign language and intercultural communication.

Title: “Culture Lab“: Leveraging International Experience for Global Careers a Cross Cultural Competence training

How can you experience diversity and learn from working in international interdisciplinary teams? We will work on some theories and practical tips for your international experience and cross cultural competence in preparation for working in international teams and companies.

Flag: DE

Pascal Ricordel

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Hi everyone, I have taken my Mona Lisa posture for you to guess where I am originated from :) I am a PhD economist graduated from Paris I Paris Pantheon-Sorbonne. My anchorage in Le Havre City has influenced my research and expertise fields are Finance and CSR, Regional Economics, Driving Urban Transformation. I use to teach International Economics, Macroeconomics, Finance and also Project Management. I am fond of Serious Games. And I like to meet an international diverse audience. My credo: “a foreigner is a friend you haven’t yet met”. My hobbies: Organizing Travels and travelling, playing golf, playing piano, hiking.



Title: From Human to Artificial Intelligence, some sharing thoughts and experiments

AI is at the forefront of every social evolution to come. According to what is on the air, it is expected to radically transform our world. It is therefore essential to share our knowledge on this subject, and I propose a highly interactive conference with you, the students. That's why I use the word "sharing" in the title. The lecture will be divided in four separate 45-minutes sessions

- 1 - When the human community surpasses experts, the wisdom of the crowd.
- 2 - "Please ChatGPT, improve my research". How AI will transform my job?
- 3 - Technology and the fears of job disappearance over time.
- 4 – Generative AI, when the wisdom of the crowd meets a new technology: the risks of bias.

Flag: FR

Novy Sudibyo

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PhD student at the Doctoral School of Economic and Regional Sciences Hungarian University of Agriculture and Life Sciences (MATE).



As a dedicated and dynamic educator, I possess a Master's degree in Management and a commendable track record of creating engaging and impactful learning experiences. My expertise lies in designing and leading seminars, developing comprehensive curricula, and providing targeted feedback to enhance student achievement at the undergraduate level. With a rich professional background spanning 9 years in higher education, I offer valuable real-world insights that seamlessly connect academic theories with practical applications. Fluency in English and a talent for nurturing inclusive, cooperative classrooms are among my core competencies. I am deeply passionate about mentoring students and dedicated to fostering academic excellence. My commitment to continuous learning and innovation is unwavering, and I strive to motivate and equip students to realize their academic and professional aspirations. Upholding the highest standards of education, I am poised to make a significant impact on the academic journey of my students.

Title: Business Strategies in the Digital Age: Duolingo's Social Media Marketing Success

In this lesson, I will discuss Duolingo's innovative use of social media to drive business growth and brand engagement. Focusing on the company's strategic shift to platforms like TikTok, I'll explore how humor, memes, and audience interaction contribute to building a strong digital presence. Students will examine the challenges and opportunities of modern marketing, discussing how businesses can effectively harness the power of digital media to enhance brand awareness and connect with consumers. Through case studies and activities, they will gain insights into successful business strategies in today's fast-evolving digital landscape.

Flag: ID, HU

Paina Nicoleta

**Faculty of European Studies,
Babeş-Bolyai University, Cluj -Napoca, Romania**

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Associate Professor holding a PhD in Management. The main research areas encompass human resource management, organizational behavior, and entrepreneurship and small business within the EU context. Has extensive experience in managing academic institutions, complemented by professional practice and international exposure through collaborations with various foreign universities, including the University of Debrecen, the Bratislava University of Economics and Management (BUEM), and the Saxion University of Applied Sciences. Key research outputs can be found here: https://scholar.google.com/citations?user=yjN_mjIAAAAJ&hl=ro

Title: Teamwork in Contemporary Organizations: Understanding and Practicing Effective Collaboration

The course aims to provide students with a hands-on understanding of teamwork in modern organizations through skill-building activities. It is structured in two main parts. The first part offers a brief introduction to the key aspects of managing organizational teams in VUCA environments. The second part combines theory and practice, focusing on enhancing team leadership and teamwork abilities. It includes various theoretical insights into teamwork and team leadership, along with practical exercises such as Story Cubes, the Marshmallow Challenge team-building activity, and the “working with me” guide. This interactive course offers students a valuable chance to understand how teams function, and to develop and apply their teamwork skills.

Flag: RO

Lana Janmere

Latvia University of Life Sciences and Technologies
Faculty of Economics and Social Development
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Mg.sc.soc. Lana Janmere is a lecturer and research assistant at the Institute of Social Sciences and Humanities, Faculty of Economics and Social Development, Latvia University of Life Sciences and Technologies. With two decades of experience in academic instruction across business management, project management, and sociology of organizations and public administration, she is now further advancing her expertise through doctoral studies. Her research focuses on consumer behaviour, particularly sustainable food choices and factors that influence consumption habits. Her recent scientific interest has shifted more towards analysing balance of responsibilities among different stakeholders in a sustainable food system. She has participated in several research projects on the bioeconomy and the European Green Deal, contributing valuable sociological insights. She has presented her findings at European conferences on rural and sustainable development and has published her work in international scientific journals.

Title: Sustainable food consumption: transition from individual responsibility to shared responsibility

Sustainable food consumption as a concept has entered the scientific and policy discourse over the past few decades and holds a significant place in public opinion. Although various stakeholders emphasize the need to promote sustainable consumption habits, the everyday practices of how and what food is consumed in households are far from ideal. Consumer behaviour is still predominantly influenced by taste, safety, and price, with aspects of food sustainability receiving little priority.

In scientific literature, different approaches can be observed when defining who is responsible for sustainable consumption. One of the historically prevalent paradigms views the consumer as the primary agent of responsibility and analyses consumption habits as an individual matter. Although at the European Union level, various policy strategies are being implemented to change consumer behaviour, the responsibility for driving change among the different actors in the food system remains imbalanced.

The aim of this lecture is to introduce the audience to the concept of shared responsibility and explore how it can effectively promote sustainable food consumption. We will analyze the involvement of various food system actors - including the business sector - and discuss the specific challenges they face in their efforts to transform the food system.

Flag: LV

Elisabeta Mihaela Ciortea

"1 Decembrie 1918" University of Alba Iulia

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Dr. Elisabeta Mihaela CIORTEA graduated from the Faculty of Machine Construction at the Technical University of Cluj Napoca, Romania in 1997 and obtained her PhD in Industrial Engineering at the Technical University of Cluj Napoca in 2008. She studied master in Information Technology and Communication (2006-2008) at "Lucian Blaga" University of Sibiu, Romania and master in Institutions of Private Law (2007-2009) at "1 Decembrie 1918" University of Alba Iulia, Alba Iulia, Romania. Has published over 100 papers in international and national journals; She has joined several international and national conferences and symposia as a participant, organizer or reviewer. She is a reviewer and a member of the organizing committee at several conferences, an editor of 2 international journals and 2 national publications. She is a member of 4 national and international professional associations. Participated in over 10 projects developed in the "December 1, 1918" University of Alba Iulia. Has developed over 12 books and textbooks dedicated to the study of students. I am currently a lecturer at the "1 Decembrie 1918" University of Alba Iulia, Alba Iulia, Romania in Alba Iulia and take courses in Robotics, Mechanics, Strength of Materials, Quality and reliability, Industrial Electronics, Flexible industrial communication systems, Audit of information systems, Legal informatics both at bachelor's and master's courses. Dr. Ciortea's scientific fields are the following: discrete event systems, Petri nets, manufacturing systems, Industry 4.0, Cloud manufacturing, IoT, RAMI 4.0, Blockchain and last but not least 5G technology.

Title: The evolution of modern technologies in an industrial context

At the beginning, the hierarchical model based on the network of discrete events for robotic systems is presented. Based on the hierarchical approach, the Petri net is analysed as a net of the highest conceptual level and the lowest level of local control. For modelling and control of complex robotic systems using extended Petri nets.

Such a system is structured, controlled, and analysed in this paper using the Visual Object Net ++ package, which is relatively simple and easy to use, and the results are presented as easy-to-interpret representations. The hierarchical structure of the robotic system is implemented on analysed computers using specialized programs.

It is possible to implement hierarchical models of discrete event systems, as a real-time operating system on a computer network connected by a serial bus, where each computer is dedicated to the local and Petri dish of a global robotic system subsystem. Because Petri models are simplified to apply general purpose computers, analysis, modelling, control of complex manufacturing systems can be done using Petri nets. Discrete event systems are a pragmatic tool for modelling industrial systems. For modelling systems using Petri nets, because we have our system in case of a discrete event. To highlight the auxiliary time the Petri model using the transport flow divided into

hierarchical levels and sections are analysed successively. The proposed simulation of the robotic system using timed Petri, offers the possibility to visualize the robotic time. Applying the goods or the robot and the transmission times obtained by measuring the point, graphs are obtained showing the average time for the transport activity, using the parameter sets of the finished products.

Discrete event manufacturing is a type of manufacturing in which processes are characterized by distinct operations, such as assembly, machining, or transportation of parts. Integrating this form of manufacturing with an IoT (Internet of Things) platform allows for the collection and analysis of data in real time, providing complete visibility into production flows.

By using sensors and smart devices connected to the IoT platform, the status of machines, execution times, bottlenecks, and critical events in the manufacturing process can be monitored. The collected data is analyzed to optimize performance, reduce downtime, and improve product quality.

In addition, IoT-based discrete event manufacturing analytics support data-driven decision-making, predictive maintenance, and rapid adaptation to market demands. Thus, IoT platforms become an essential element in the development of smart, efficient, and flexible factories.

It aims to model an intelligent monitoring and control system, leading to the optimization of material and information flows of the company. The paper presents a model of monitoring and control of the real system using intelligent systems. The simulation of the production system proposed for analysis offers the possibility to follow and control the process in real time. The use of simulation models must be understood: the influence of changes in the structure of the system, the influence on the general orders of the manufacturing process, to the influence of the parameters on the behaviour of the system. The character application consists of real-time tracking and control of the technological process. This is done based on the analysed modular systems using mathematical, graphical-analytical models for sizing, configuration, optimization and simulation.

The role of Industry 4.0 in the maintenance of manufacturing systems is highlighted. Due to the implementation of advanced technologies and ways of learning technological equipment, hard systems can adapt relatively easily to fluctuations in the manufacturing process over time. To perform the system under analysis, we used specialized packages for simulating Petri nets, and the final implementation is done on a specialized database. The model is intended to be a source of support for the activities of companies that want to adopt new technologies in the manufacturing system and identify as few errors as possible due to ensuring the necessary maintenance and control, imposed by the chosen technological process. The advantages are the prototyping and analysis of the entire system after the implementation of tracking and the ability to control the entire system, which leads to the prevention and subsequent elimination of queues or possible accidents.

It attempts a theoretical approach to cloud systems with an impact on production systems. I call systems cloud computing because they form a relatively new concept in computing, representing computing services distributed as a whole, applications, access to information and data storage without the user knowing the physical location and configuration of the systems. The advantages of this approach are in particular computing speed and storage capacity without investment in additional configurations, synchronization of user data, data processing using web applications. The downside is that it wants to identify a solution for data security, leading to distrust in users. The case study applies to a module of the production system because the system is complex.

It shows how to integrate cloud systems and access them with IoT devices. The IoT platforms addressed in the paper are Platform as a Service (PaaS) and Software as Service (SaaS). The analysis is presented by modeling a case study for discrete event systems. Because the general system is analyzed as a tiered cloud system, we will leave the general system as stochastic. Qualitative analysis aims to verify the structural and behavioral properties of the system, the existence of blockages, connection and security systems. Quantitative analysis measures the specific performance of the manufacturing system. The results show that this approach can be used to detect blockages in the system. Thus, manufacturers can resize production capacity and even optimize the entire manufacturing system.

The activity of modeling and evaluating the performance of the manufacturing system plays an important role in theoretical research and technological improvement with IoT. The study presents the method of modeling and evaluating performance based on Petri nets and expressing the behavior of the entire system. According to the information diagram of the system, the constraint relationship between locations and transitions is identified, after which the extended graphical model is built, and the method of behavioral expression is then chosen to obtain a set of performance indicators. The study is designed to verify the effectiveness and efficiency of the system.

IoT together with the components of the 5G architecture refers to the technology, monitoring and remote control and also where these technologies are applied. IoT can focus on the open innovative promises of new technologies and also on advanced and complex processing in very small and close environments, such as industrial automation.

The advantages of Petri nets modeling and analysis systems used in manufacturing are:

- Explicit relationships between events.
- The same modeling language can be used to describe the abstract of the system at different levels.
- Analysis of system properties to validate the solution.

The benchmarks will require study system available, so they can be seen. There are cases where the performance study refers to a system that is not available, it is necessary to develop a representative approximation of it, either in hardware or software.

For the elaboration of the works we have made a link to be able to do research in particular regarding the confidentiality of the cloud manufacturing, the analysis of the IoT resources in the manufacturing systems and which can equal it for research purposes, namely RAMI 4.0. IoT is described in the literature as being anything connected to a network that can communicate autonomously without additional human intervention. This concept used in production and other industrial processes allows machine designers to create intelligent equipment and machines so that they can track, record, display, monitor and adjust parameters autonomously. For the cloud, we turned to the simple definition Cloud is an application available only to customers with active mobile Internet, which offers a solution for data storage. Cloud storage consists of archiving, organizing and distributing on demand data between virtualized storage volumes that have been consolidated into hardware.

The impact of digital transformation in manufacturing includes improvements in safety, quality, production, efficiency, revenue and sustainability – all while reducing costs to remain competitive in the market.

Some major benefits of digitization for manufacturing companies

- digital solutions improve safety, fewer injuries and accidents occur at the workplace
- improvements in the quality of results, reduction of product repetition, reduction of warranty work and increase of customer satisfaction.
- effective process improvement, has a positive impact on employee productivity and production output.

Digitization is radically changing the face of manufacturing companies. Digital factories are transforming manufacturing as companies implement innovative technologies and seek employees with fundamentally different skill sets.

Leading manufacturing companies are implementing a number of key technologies to digitize manufacturing as well as their entire supply chain. These include end-to-end big data analytics solutions, real-time planning and connectivity, autonomous systems, digital twinning and worker augmentation, among many others. These technologies offer significant efficiency gains and enable companies to produce highly customized products, often at batch size. But the full effect of digitization is only realized when companies are connected in real time to their key suppliers and critical customers.

Cloud manufacturing is a key element in the evolution of Industry 4.0, having a direct impact on the RAMI 4.0 reference model (Reference Architectural Model Industrie 4.0). By integrating cloud technologies, RAMI 4.0 benefits from better interconnection on all three of its axes: functional layers, product lifecycle and hierarchical levels of production.

The cloud allows the storage, processing and analysis of industrial data in real time, facilitating interoperability between equipment, systems and applications. Thus, the upper layers of RAMI 4.0, such as the Information Layer and the Business Layer, become more efficient through fast access to data, advanced analysis and automated decision support.

In addition, cloud manufacturing supports the scalability, flexibility and security of industrial processes, reducing IT infrastructure costs and enabling the rapid implementation of digital solutions. In conclusion, cloud manufacturing accelerates the adoption of RAMI 4.0 and contributes to the creation of smart, connected and adaptive factories.

The integration of Blockchain technology into manufacturing processes is an important step towards Industry 4.0, providing a high level of transparency, security and traceability of data. Blockchain functions as a distributed, immutable ledger, where information about production, supply chain and product quality is recorded and verified in a decentralized manner.

In the manufacturing environment, Blockchain can be used to monitor production flows, authenticate components, manage smart contracts and prevent unauthorized data modification. This helps to increase trust between industrial partners and reduce operational risks.

By integrating with technologies such as IoT, cloud and cyber-physical systems, Blockchain supports process automation and improves operational efficiency. Thus, factories become safer, more transparent and better connected, responding to the current demands of industrial digitalization.

COURSE CONTENTS:

- Analysis Hierarchical Model for Discrete Event Systems
- Intelligent system of coordination and control for manufacturing
- Prototyping manufacturing in the cloud
- Manufacturing analysis with discrete events using IoT platform
- IoT analysis of manufacturing using Petri Nets
- Aspects regarding maintenance of the manufacturing system in Industry 4.0
- Empirical analysis of manufacturing using 5G architecture
- Empirical aspects of the analysis of the digitization of manufacturing
- The Impact of Cloud Manufacturing on RAMI 4.0
- Analysis of Blockchain integration in manufacturing processes

Marko Laitila

Centria UAS, Ylivieska Campus since 1997

<https://web.centria.fi/en>

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55 years, married, four children, a cat, living in a house 4 km from town center



Career:

Language teacher Swedish / German 1995 – 2021,

Language studies at University of Oulu 1990 - 1995

Fair & Exhibition organizer Finland, Sweden, Germany 1998 – 2018,

Bachelor Studies in Business Management 2004 - 2007

Study Counsellor 2018 for Technics students – continues

Bachelor Studies in Industrial Management 2020 -

Interested in:

sports, following both son's football / futsal hobby, engineering studies, spending time at the summer cottage, table hockey collecting, hobby car, building sheds / stores, reading, travelling

Title: Table hockey game comparison and Marketing planning for participation in an international fair

My lecture is based on a relatively long experience (1998 – 2018) in my hobby vintage table hockey games, manufacturing comparison with a newer game model and my thesis and a book. The other part of the lecture consists of organizing fair / exhibition participations for Finnish companies. Some pictures and experiences to take account on a manufacturing process for a bigger product and general hints on fair participation before, during and after the event with the case product in hub.

Flag: FI

Lukrécia Hunková

Alexander Dubček University of Trenčín, Slovakia

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A full-time PhD student at the Faculty of Social and Economic Relations of the Alexander Dubček University of Trenčín, in the study program Human Resources and Personnel Management. In the third stage of her studies, the doctoral student focuses on the issue of competency models for HR managers and personnel management. Her dissertation is titled *Competency Model of HR Manager with a Focus on Smart Industry*. Her teaching activities are focused on the subject *Program and Project Development for HR Professionals*. The doctoral student is a member of research teams in APVV and VEGA projects. Currently, she is the responsible researcher in the internal project at Alexander Dubček University of Trenčín.

Title: Creating a startup: from idea to realization – together with Body

In this workshop, students will learn how to create and implement their own startup. Together, in teams, they will go through all the steps from the inception of an idea to its realization. We will focus on key aspects such as problem identification, solution design, opportunity analysis (market size), tracking traction, business model, go-to-market strategy, competition, team, and fundraising. Additionally, they will familiarize themselves with key project management principles that will help them successfully plan and implement their entrepreneurial ventures, along with other essential steps for startup success.

Flag: SK

Samuel Body

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A full-time PhD student at the Faculty of Social and Economic Relations of the Alexander Dubček University of Trenčín, in the study program Human Resources and Personnel Management. In the third stage of his studies, the doctoral student focuses on human resource management, KPIs, and models measuring organizational performance. His dissertation is titled *Modeling the Impact of Human Resource Management Practices on Organizational Performance*. His teaching activities are focused on the subjects: *Marketing, Business Economics*. The doctoral student is the Vice-Chair of the Academic Senate of the Faculty of Social and Economic Relations for the student section and has been part of research teams in VEGA and APVV projects. Currently, he is the responsible researcher in the ESG project.

Title: Creating a startup: from idea to realization – together with Hunková

In this workshop, students will learn how to create and implement their own startup. Together, in teams, they will go through all the steps from the inception of an idea to its realization. We will focus on key aspects such as problem identification, solution design, opportunity analysis (market size), tracking traction, business model, go-to-market strategy, competition, team, and fundraising. Additionally, they will familiarize themselves with key project management principles that will help them successfully plan and implement their entrepreneurial ventures, along with other essential steps for startup success.

Flag: SK
