



1st International PhD Field day

- Programme for the Doctoral Workshop -

LIST OF PRESENTATIONS

	Research	Presenter	Discussant
P1	A machine learning approach to determine informational and transactional user intentions from behavioral search and browsing data	Stephan Buttgereit (PhD Student at Markstones institute of Marketing, Branding & Technology, University of Bremen)	Prof. Dr. Thomas Loy (Professor for Management Accounting and Information Systems, University of Bremen)
P2	'Do contract types effect value outcomes in long-term buyer-supplier technology outsourcing relationships?': Longitudinal case studies in high-technology industries (working title)	Vidisha Nandi (PhD Student at Department of Operations Management, Copenhagen Business School)	Prof. Dr. Lars Hornuf (Professor for Business Administration, in particular Financial Services and Financial Technology, University of Bremen)
P3	Designing a digital twin for collaborative robot in production	Guoyi Xia (PhD Student at BIBA, University of Bremen)	Prof. Dr. Vera Hagemann (Professor of Business Psychology and Human Resources, University of Bremen)
P4	Operations-based Cost Drivers and Asymmetric Cost Behavior: Evidence from US Air Carriers	Simon Birk (Professorship of Management Accounting and Information Systems, University of Bremen)	Prof. Dr. Lars Hornuf (Professor for Business Administration, in particular Financial Services and Financial Technology, University of Bremen)
P5	How managers evaluate macro logistics capabilities towards firm performance for global supply chain decision making	Debarshee Bhardwaj (Professorship for Global Supply Chain Management, University of Bremen)	Prof. Dr. Maik Eisenbeiss (Markstones institute of Marketing, Branding and Technology, University of Bremen)
P6	Voice Marketing - Conceptualizing, Measuring and Testing a Brand's Voice Identity	Olga Bosak (Markstones institute of Marketing, Branding & Technology, University of Bremen)	Prof. Dr. Herbert Kotzab (Professor of General Business and Logistics Management, University of Bremen)
P7	Achieving Entrepreneurial Ecosystem Evolution through Virtual Resource Facilitation	Leon Marquardt (Chair in Small Business & Entrepreneurship, University of Bremen)	Prof. Dr. Aseem Kinra (Professor for Global Supply Chain Management, University of Bremen)
P8	Adaptive scheduling of container terminal operations and maintenance based on digital twin	Yuri Triska (Phd student at Department of Production and Systems Engineering, Federal University of Santa Catarina (UFSC))	Prof. Dr.-Ing Enzo Morosini Frazzon (Professor of Production Engineering and Logistics, Federal University of Santa Catarina)

SCHEDULE

Tuesday, 22.02.2022, 09:45 – 17:00 PM

Registration & Onboarding			09:45 – 10:00
Introduction to the field day, and objectives			10:00 – 10:10
Prof. Dr. Sarianna Lundan - <i>How to frame and convey your research with your peers?</i>			10:10– 10:50
Break			10:50 – 11:00
	Presenter	Discussant	
Presentation 1 (P1)	Stephan Buttgereit	Thomas Loy	11:00 – 11:30
Presentation 2 (P2)	Vidisha Nandi	Lars Hornuf	11:30 – 12:00
Lunch Break			12:00 – 12:30
Presentation 3 (P3)	Guoyi Xia	Vera Hagemann	12:30 – 13:00
Presentation 4 (P4)	Simon Birk	Lars Hornuf	13:00 – 13:30
Dr. Lena Steinmann – <i>Data-intensive research and data management</i>			13:30 – 14:10
Coffee Break			14:10 – 14:30
Presentation 5 (P5)	Debarshee Bhardwaj	Maik Eisenbeiss	14:30 – 15:00
Presentation 6 (P6)	Olga Bosak	Herbert Kotzab	15:00 – 15:30
Break			15:30 – 15:40
Presentation 7 (P7)	Leon Marquardt	Aseem Kinra	15:40 – 16:10
Presentation 8 (P8)	Yuri Triska	Enzo Morosini Frazzon	16:10 – 16:40
Program conclusion			16:40 – 16:50

FURTHER INFORMATION

Speaker Biographies

Prof. Dr. Sarianna Lundan

Prof. Lundan focused her work on the interplay between governments, regulatory standards and multinational enterprises. Earlier on, she did some work on trade and commercial policy, as well as foreign direct investment in Japan, and Japanese investment abroad. She has been working on reinvested earnings as a component of FDI, and the role of taxation as a determinant of affiliate re-investment.

Her work has appeared in journals such as the Journal of International Business Studies, Industrial and Corporate Change, International Business Review, Asia Pacific Journal of Management, World Economy, and Transnational Corporations, and in numerous contributions to edited volumes. She is the editor or co-editor of four books, and together with the late John H. Dunning, co-author of the second edition of Multinational Enterprises and the Global Economy, a seminal book in the field of International Business.

Dr. Lena Steinmann

During her research, Lena Steinmann pursued an interdisciplinary approach by applying geophysical methods to a variety of research areas. Her work included the acquisition of geophysical data during the scientific expedition, customized data preparation and analysis, and teaching these topics in university lectures.

As coordinator of the DSC, Lena Steinmann promotes interdisciplinary cooperation in the field of data science. She is responsible for establishing the scientific network and developing new collaborations. She coordinates the activities of the DSC including third-party funding, science communication, and public relations.

Practicalities

The PhD Field day is held in a digital format via Zoom.

- ⇒ The meeting room will be open from 09:30 onwards
- ⇒ Zoom Meeting-Room Link: please contact sekkinra@uni-bremen.de if you would like to receive the Zoom link.
- ⇒ The workshop organization can be contacted by
 - Email: sekkinra@uni-bremen.de
 - Phone: 0421-218-50096