



PROGRAM

(Status: October 17, 2015)

CONFERENCE CHAIR: **Andrew Hill**, Associate Editor and Management Editor, Financial Times

DAY 1 – November 5

7:15 - 8:15	Check-in
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8:30 – 9:00	Jesuit Hall
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Opening	<p>Richard Straub, President Peter Drucker Society Europe</p> <p>Joseph A. Maciariello, Senior Fellow & Professor of Social Science and Management Emeritus, Peter F. Drucker and Masatoshi Ito Graduate School of Management, Claremont Graduate University</p> <p>Andrew Hill, Associate Editor and Management Editor, Financial Times</p>
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9:00 – 10:15	Jesuit Hall
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PLENARY 1	
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Entering the Brave New World of Digital - Disruption as the New Normal?

What is the new world we see emerging with the digital revolution? Are we at an inflection point? Does this one differ from previous technology "revolutions"? Will automation kill manual and knowledge jobs?

CHAIR	Julia Kirby , Editor-at-large, Harvard Business Review
SPEAKERS	<p>Tom Davenport, Distinguished Professor in Management and Information Technology at Babson College</p> <p>Charles-Edouard Bouée, CEO Roland Berger</p> <p>Mårten Mickos, Silicon Valley entrepreneur; former CEO of MySQL</p>

10:15 –10:45 Coffee break I

10:45 –12:15 Jesuit Hall

PLENARY 2

What does a Technology-Driven World Mean for Management?

Are traditional management principles still valid? Or does it need a fundamental makeover? How to cope with increased speed, uncertainty and complexity? Big Data- blessing or threat?

CHAIR **Adi Ignatius**, Editor-in-chief, Harvard Business Review

SPEAKERS **Henry Mintzberg**, Cleghorn Professor of Management Studies at McGill University
Rita Gunther McGrath, Associate Professor of Management at Columbia Business School
JC Spender, Research Professor at Kozminski University and writer

12:15 -13:30 Networking Lunch

Meet the Authors & Book signings

13:30-15:00 Jesuit Hall

PLENARY 3

How the Internet Economy Changes the Rules

Sharing economy, collaborative consumption, on-demand Platforms? Undermining competitive markets with networks effects? Winner-take-all?

CHAIR **Gary Hall**, Research Professor, School of Art and Design, Coventry University

SPEAKERS **Rachel Botsman**, Author and Visiting Lecturer, Oxford University Said Business School
Robin Chase, Transportation entrepreneur; co-founder and former CEO of Zipcar; co-founder and Executive Chairman of Veniam
James Manyika, Director, McKinsey Global Institute
Oussama Ammar, Serial entrepreneur; Co-founder, TheFamily

15:00 -15:30 Coffee break

15:30-16:45 Jesuit Hall

PLENARY 4

Creativity, Intuition and the Algorithm

Work organization and a creative space in a world of Big Data and algorithms? Using technology for liberating rather than constraining human capacity?

CHAIR **Bill Fischer**, Professor of Innovation Management at IMD

SPEAKERS **Tammy Erickson**, Adjunct Professor at London Business School; CEO Tammy Erickson Associates

Kevin Roberts, Executive Chairman, Saatchi & Saatchi

Thomas Wedell –Wedellsborg, Partner at The Innovation Architects and author

16:45-18:00 Jesuit Hall

PLENARY 5

Leaders versus Technocrats: Creating the "Good Society" ?

What leadership competencies in a time of radical change? How should leaders stem the technocratic tide? How can they ensure that technology remains the servant, not the master?

CHAIR **Santiago Iñiguez de Onzoño**, President IE University and Dean of IE Business School

SPEAKERS **Claudio Fernández-Aráoz**, Senior Adviser at Egon Zehnder

Gianpiero Petriglieri, Associate Professor of Organisational Behaviour at INSEAD

Rosanne Somerson, President, Rhode Island School of Design

19:30 – 24:00	<p>GALA EVENING</p> <p>Venue: Marx Halle, Karl-Farkas-Gasse 19, 1030 Wien</p> <p>Access: with Gala Voucher</p> <p>Welcome Reception – Seated dinner – Drucker Challenge Awards ceremony – Live Show</p>
HOST	Laurent Choain , Chief People & Communication Officer, Mazars
	<p>Welcome Speech by</p> <p>Manny Gonzalez, CEO Scrum Alliance</p>
	<p>Drucker Challenge Awards 2015 presented by</p> <p>Sapthagiri Chapalapalli, Director Central Europe, Tata Consultancy Services</p> <p>Deepa Prahalad, Head of the Judging Panel, Drucker Challenge Contest</p> <p>Live Music - featuring "ZOË" Join her at the stage</p>

DAY 2 – November 6

7:50 - 8:50	Check-in
9:00-9:10	Jesuit Hall – Conclusions from Day 1
	Andrew Hill , Associate Editor and Management Editor, Financial Times
9:10-10:40	Jesuit Hall
PLENARY 6	

Humans First – Technology Second

Will a better understanding of our humanness give us better opportunities to benefit from the new technologies?

CHAIR	Andrew Hill , Associate Editor and Management Editor, Financial Times
SPEAKERS	Charles Handy , Social philosopher and writer
	Sherry Turkle , Professor of the Social Studies of Science and Technology at MIT; Director of MIT Initiative on Technology and Self
	John Hagel III , Director Deloitte Consulting LLP; Co-Chairman Center for the Edge

10:40 – 11:00	Coffee break I
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11:00-12:30 Jesuit Hall

PLENARY 7

Questions to Global Business Leaders: How can we Leverage Technology to Create the "Human" 21st Century Corporation?

Perspectives on technology and jobs (automation, job losses vs. job creation). Breakthroughs in organizing for value creation and innovation? Increasing focus on the long-term?

CHAIR **Gillian Tett**, US Managing editor and columnist, Financial Times

SPEAKERS **Ruimin Zhang**, CEO and Chairman of the Board of Directors, Haier Group
Dambisa Moyo, Global economist and author on macroeconomy and global affairs
Rick Goings, CEO Tupperware Brands
Jim Keane, President and CEO of Steelcase

12:30-13:30 Networking Lunch

Meet Charles Handy and Gillian Tett for book signings

13:30-14:15 Jesuit Hall

PLENARY 8

Self-Management in the Digital Age

The young generation, represented by Drucker Challenge Contest award-winning authors, in an interview on their personal views

CHAIR **VanDyck Silveira**, CEO of FT | IE Corporate Learning Alliance

PANEL **Khuyen Bui**, Tufts University
Namita Narkar, Meril Endo-Surgery Pvt. Ltd.
Jaime Muñoz, University of California (UCLA), Accenture Strategy
Brett Ensor, Conn-Selmer, Inc.

14:15 –14:30 Coffee Break

14:30-15:45 Jesuit Hall

PARALLEL
SESSION 1

The Creative Economy Enabled by Technology? Report on the findings of the Learning Consortium for the Creative Economy

MODERATOR	Steve Denning , Member of the Board of Directors Scrum Alliance, Forbes contributor
SPEAKERS	Richard Sheridan , CEO and Chief-Storyteller, Menlo Innovations
	Ahmed Sidky , Director, Development Management at Riot Games and President of the International Consortium for Agile (ICAgile)
	Paul Madden , Head of Product Development, OSS-RC & SON' in Ericsson Athlone

14:30-15:45 Science Café

PARALLEL
SESSION 2

Smart Cities - Living Laboratories for Human-centric Technology

MODERATOR	Brigitte Bach , Head of Energy Department, Austrian Institute of Technology
SPEAKERS	Wolfgang Müller , Deputy Chief Executive Director and Chief Operations Officer of the Vienna City Administration
	Pedro Miranda , SVP and Head of Corporate Development Siemens One, Siemens
	Jarmo Elukka Eskelinen , CEO Forum Virium Helsinki; Chair European Network of Living Labs

14:30-15:45 Pillared Hall

PARALLEL
SESSION 3

Will Technology Lead into an Entrepreneurial Society?

MODERATOR	Johan Roos , Dean and Managing Director, Jönköping International Business School
SPEAKERS	Thomas Bergen , Co-founder and CEO, getAbstract
	Niclas Carlsson , Founder and CEO, Founders Alliance
	Denis Jacquet , Serial entrepreneur, President "Parrainer la Croissance"
	Risto Linturi , Professional futurist, serial entrepreneur

15:50-16:50 Jesuit Hall

PLENARY 9

Concluding Session: Conversation with Adi Ignatius

How to use the dynamics of technology to shape the future? What role for management? What role for governments? Can we tame the tiger?

HOST In individual conversation with	Adi Ignatius , Editor-in-chief, Harvard Business Review
	Lynn Forester de Rothschild , Founder, Coalition for Inclusive Capitalism; Chief Executive E.L. Rothschild LLC
	Henry Mintzberg , Cleghorn Professor of Management Studies at McGill University
	Gillian Tett , US Managing editor and columnist, Financial Times
	Jim Keane , President and CEO of Steelcase Inc
	Andrew Hill , Associate editor and management editor, Financial Times

16:50-17:00 Closing. **Richard Straub**, President Peter Drucker Society Europe