



**THE GREAT TRANSFORMATION**  
MANAGING OUR WAY TO PROSPERITY

CONFERENCE PROGRAM

(Status: November 4, 2014)

Conference Chair: **Adi Ignatius** (US) Editor-in-chief, Harvard Business Review

DAY 1 – November 13

		13. NOVEMBER OPENING
7:50 - 8:50	Check-in	
<b>9:00 – 9:30</b>	Jesuit Hall	
PLENARY 1	<b>Welcome</b>	
	<p><b>Richard Straub</b> (AT) President, Peter Drucker Society Europe and Austria</p> <p><b>Lawrence Crosby</b> (US) Dean, Drucker School of Management, Claremont Graduate University</p> <p><b>Cecily Drucker</b> (US) Consultant, Board Member, the Drucker Institute</p> <p><b>Adi Ignatius</b> (US) Editor-in-chief, Harvard Business Review</p>	

		13. NOVEMBER OPENING KEYNOTES, DISCUSSION, Q & A
<b>9:30 - 11:00</b>	Jesuit Hall	
PLENARY 2	<b>Have we Reached a Turning Point? (1)</b>	
CHAIR	<b>Adi Ignatius</b> (US) Editor-in-chief, Harvard Business Review	
KEYNOTES	<p><b>Clayton Christensen</b> (US) Professor of Business Administration at Harvard Business School <a href="#">The Capitalist's Dilemma</a></p>	
	<p><b>Gary Hamel</b> (US) Consultant and management educator; Visiting Professor of Strategy and Entrepreneurship at London Business School <a href="#">Hacking Management</a></p>	
	<p><b>Roger L. Martin</b> (CA) Academic Director, Martin Prosperity Institute, Rotman School of Management <a href="#">Talent and the Future of Democratic Capitalism</a></p>	

11:00 – 11:30 Coffee break

13. NOVEMBER  
TOP EXECUTIVE PERSPECTIVE - PANEL DISCUSSION , Q & A

11:30 - 12:15 Jesuit Hall

PLENARY 3 **Have we Reached a Turning Point? (2)**

CHAIR **Laurent Choain** (FR) Chief People and Communications Officer, Mazars Group; Member of the EFMD Board

PANEL **Rick Goings** (US) CEO Tupperware Brands

**Nancy A. Tennant** (US) VP for Innovation Whirlpool Corporation

**Vineet Nayar** (IN) Former CEO HCL Technologies; Founder Sampark Foundation

13. NOVEMBER  
AWARD CEREMONY

12:15 – 12:30 Jesuit Hall

PLENARY 4 **Peter F. Drucker Award for Nonprofit Innovation**

WINNER **HopeLab**  
represented by **Pat Christen** (US) President and CEO, HopeLab

PRESENTED by **Rick Wartzman** (US) Executive Director, the Drucker Institute

12:30 – 13:30 Networking Lunch

13:30 – 14:00 Meet the Authors & Book signing

<b>14:00 - 15:30</b>	Jesuit Hall
<b>PLENARY 5</b>	<b>Are Managers at the Mercy of External Forces?</b>
<b>CHAIR</b>	<b>Peter Day</b> (UK) Global business correspondent, BBC
<b>KEYNOTES</b>	<b>Martin Wolf</b> (UK) Associate Editor and Chief Economics Commentator, the Financial Times <a href="#">Creativity and Constraint: The future of corporate management</a>
	<b>Pankaj Ghemawat</b> (ES) Professor of Global Management and Director of the Center for the Globalization of Education and Management at the Stern School of Business at New York University, and the Anselmo Rubiralta Professor of Global Strategy at IESE Business School <a href="#">Management and Market Failures</a>
	<b>Dov Seidman</b> (US) Founder and CEO of LRN <a href="#">Inspirational Leadership in the Era of Behavior</a>

<b>15:30 – 16:00</b>	Coffee break
----------------------	--------------

<b>16:00 - 16:45</b>	Jesuit Hall
<b>PLENARY 6</b>	<b>Renewing Government – Mission Impossible?</b>
<b>MODERATOR</b>	<b>Pierre Hessler</b> (FR) Chairman's delegate, Capgemini
<b>DIALOGUE</b>	<b>Adrian Wooldridge</b> (UK) Management Editor, The Economist
	<b>Yves Doz</b> (FR) Professor of Technological Innovation at INSEAD; Senior Advisor SITRA

<b>16:45 - 18:00</b>	Jesuit Hall
<b>PLENARY 7</b>	<b>Digital Technology: An Engine for Human and Economic Prosperity?</b>
<b>CHAIR</b>	<b>Christian Stöcker</b> (DE) Editor, Spiegel Online
<b>KEYNOTES</b>	<b>John Hagel III</b> (US) Director Deloitte Consulting LLP; Co-Chairman Center for the Edge <a href="#">Overcoming the Dark Side of Technology</a>
	<b>Didier Bonnet</b> (FR) Senior VP and Global Practice Leader, Capgemini Consulting <a href="#">The Great Digital Transformation</a>
	<b>Andrew Keen</b> (US) Anglo-American entrepreneur, writer, broadcaster <a href="#">Is the Internet the Answer?</a>

<b>20:00 – 23:30</b>	VIENNA City Hall (Access with Gala Voucher)
	<b>GALA EVENING</b>
<b>COCKTAIL</b>	Speech by <b>Bror Salmelin</b> (BE) Adviser for Innovation Systems, Directorate General for Communication, Networks, Content and Technology (DG: Connect), European Commission
<b>DINNER RECEPTION</b>	Welcome by <b>Renate Brauner</b> (AT) Vice Mayor of the City of Vienna
<b>DRUCKER CHALLENGE AWARDS</b>	Presented by <b>Rick Goings</b> (US) CEO Tupperware Brands and <b>Deepa Prahalad</b> (US) Head of the Judging Panel, Drucker Challenge Essay Contest

## DAY 2 – November 14

14. NOVEMBER  
Recap Day 1 & Outlook Day 2

7:50 - 8:50	Check-in
9:00 – 9:10	Jesuit Hall
PLENARY 1	Opening Day 2
	<b>Adi Ignatius</b> (US) Editor-in-chief, Harvard Business Review

14. NOVEMBER  
DISCUSSIONS with audience participation

9:15 - 10:30	PARALLEL SESSIONS
1	Pillard Hall
	Discoveries in a Digital Wonderland – Input from Drucker Challenge Winners
MODERATOR	<b>Deepa Prahalad</b> (US) CEO Annuvaa LLC; Head of the Judging Panel, Drucker Challenge Essay Contest 2014
	<b>Ananthanarayanan Venkateswaran</b> (IN) Entrepreneur, author
	<b>Isabella Akinseye</b> (NG) Entrepreneur
	<b>Wolfgang Sieberth</b> (AT) Educational advisor
	<b>Divya Aggarwal</b> (IN) Student
	<b>Adarsh Ramesh</b> (IN) Student
	<b>Sam Goan</b> (AU) Student
2	Aula Lounge
	Mittelstand Champions – Living Laboratories for Management Innovation?
MODERATOR	<b>Bernd Venohr</b> (DE) Consultant, entrepreneur, and expert on German Mittelstand
	<b>Andreas J. Ludwig</b> (AT) CEO Umdasch Group, Executive Officer Doka Group Engineering & Production
	<b>Rainer Hundsdörfer</b> (DE) CEO, ebm-papst Group

	<b>3</b>	Jesuit Hall
		<b>The Creative Economy - New Management Practices for the 21st Century</b>
MODERATOR		<b>Steve Denning</b> (US) Member of the Board of Directors Scrum Alliance; Forbes contributor
		<b>Dan Pontefract</b> (CA) Chief Envisioner of TELUS Transformation Office
		<b>Bill Fischer</b> (US) Professor of Innovation Management at IMD
		<b>Haydn Shaughnessy</b> (IE) Research fellow and advisory board member, Center for Digital Transformation at UC Irvine; Forbes contributor
	<b>4</b>	Science Café
		<b>The Great Transformation – a European Perspective</b>
MODERATOR		<b>Johan Roos</b> (SE) Professor in Strategy, Managing Director and Dean, Jönköping University
		<b>Fredmund Malik</b> (CH) Founder and Chairman, Malik Institute St. Gallen
		<b>Norbert Zimmermann</b> (AT) Chairman of the Supervisory Board, Berndorf AG

<b>10:30 – 11:00</b>	Coffee break
----------------------	--------------

		14. NOVEMBER KEYNOTES, PANEL DISCUSSION, Q & A
<b>11:00 - 12:00</b>	Jesuit Hall	
PLENARY 2		<b>Changing the Practice of Management: Innovation</b>
CHAIR		<b>Julia Kirby</b> (US) Editor-at-large, Harvard Business Review
KEYNOTES		<b>Rita Gunther McGrath</b> (US) Associate Professor of Management, Columbia Business School <a href="#">The Quandary of Innovation</a>
		<b>Nilofer Merchant</b> (US) Entrepreneur, business advisor and author <a href="#">Creating the Future</a>
PANEL		<b>Nancy A. Tennant</b> (US) VP for Innovation Whirlpool Corporation
		<b>Marc Merrill</b> (US) President & Co-founder, Riot Games

<b>12:00 - 13:00</b>	Jesuit Hall
<b>PLENARY 3</b>	<b>Changing the Practice of Management : Leadership</b>
<b>CHAIR</b>	<b>Andrew Hill</b> (UK) Associate Editor and Management Editor, the Financial Times
<b>KEYNOTES</b>	<b>Vineet Nayar</b> (IN) Former CEO, HCL Technologies & Founder Sampark Foundation <a href="#">Employees First, Customers Second – turning conventional management wisdom upside down</a>
	<b>Herminia Ibarra</b> (FR) Professor of Leadership and Learning and Professor of Organisational Behaviour at INSEAD <a href="#">Scaling up leadership</a>
<b>PANEL</b>	<b>Georg Polzer</b> (CH) Co-Founder and CEO, Teralytics
	<b>Tammy J. Erickson</b> (US) Executive Fellow at London Business School; Founder and CEO of Tammy Erickson Associates

**13:00 – 14:30** Networking Lunch

<b>14:30 - 14:50</b>	Jesuit Hall
<b>PLENARY 4</b>	<b>Takeaways in the Light of Drucker's Thinking</b>
<b>MODERATOR</b>	<b>David K. Hurst</b> (CA) Educator and Writer on Management
<b>DIALOGUE</b>	<b>Steve Denning</b> (US) Member of the Board of Directors Scrum Alliance; Forbes contributor
	<b>Rick Wartzman</b> (IUS) Executive Director, The Drucker Institute

<b>14:50 - 16:15</b>	Jesuit Hall
<b>PLENARY 5</b>	<b>Learnings, New Perspectives and Call to Action</b>
<b>CHAIR</b>	<b>Adi Ignatius</b> (IUS) Editor-in-chief, Harvard Business Review
<b>SHORT TALKS</b>	<b>Rita McGrath - Nilofer Merchant - Fredmund Malik - Roger Martin - Martin Wolf – Dov Seidman – Rick Goings - Herminia Ibarra - Gary Hamel - Clayton Christensen</b>

<b>16:15 - 16:30</b>	Jesuit Hall
	<b>Angelica Kohlmann Kupper</b> (DE/CH) CEO ifitech; Chair of the Board, Peter Drucker Society Europe
	<b>Richard Straub</b> (AT) President, Peter Drucker Society Europe