Fraunhofer

IAO

**FRAUNHOFER INSTITUTE FOR
INDUSTRIAL ENGINEERING IAO**

31ˢᵀ RESER CONFERENCE

THE DISRUPTIVE ROLE OF DATA, AI AND ECOSYSTEMS IN SERVICES NEXT GEN

October 14th – 15th, 2021, Bildungscampus Heilbronn, Germany

European Association for
Research on Services
Heilbronn 2021

RESER

The 31st RESER Conference will take place on October 14th–15th 2021 on Bildungscampus in Heilbronn, Germany under the heading »The disruptive Role of Data, AI and Ecosystems in Services Next Gen«

The Covid-19 pandemic clearly demonstrates that future services and business models will strongly rely on direct digital interactions between service providers and customers. Thus, the service-economy »Next Gen« leads to a stronger digital integration of customers, partners, and service providers. This year's RESER-conference takes a closer look at these fundamental economic, social and technological transformation processes. Using a broad and holistic understanding of artificial intelligence, the key question is how service society and service economy changes when data and data analytics become the main drivers for service innovation and the provision of services.

To intensify the interaction between research and practice, the programme will include academic sessions as well as contributions from the field. A special highlight is a two-day makeathon, the results of which will be presented and discussed at the conference.

The Conference will be organised and held by the Research and Innovation Center for Cognitive Service Systems (KODIS) of the Fraunhofer Institute for Industrial Engineering IAO in cooperation with other research and educational institutions at the new Education Campus.

8:30 a.m.   **Registration, Coffee & Networking**

9:00 a.m.   **Welcome & Introduction**
Prof. Dr. Wilhelm Bauer,
Executive Director Fraunhofer IAO

9:30 a.m.   **Key Note Scientific Perspective**
Prof. Dr. Volker Stich,
Managing Director Research Institute for
Rationalization e. V. RWTH Aachen

10:00 a.m.   **Key Note Business Perspective**
Dr. Katharina Schäfer,
Global Head of University Alliances, SAP SE

10:30 a.m.   **Coffee & Networking**

11:00 a.m.   **Parallel Sessions**

Programme subject to change

12:30 noon	Lunch
1:30 p.m.	**Parallel Sessions**
3:00 p.m.	Coffee Break
3:30 p.m.	**Parallel Sessions**
5:00 p.m.	**Closing Session / End**
	Dr. Bernd Bienzeisler, Fraunhofer IAO
5:30 p.m.	**Reception**
	Martin Diepgen, First Mayor of Heilbronn

8:30 a.m.	**Coffee & Networking**
9:00 a.m.	**Parallel Sessions**
10:30 a.m.	**Coffee & Networking**
11:00 a.m.	**Parallel Sessions**
12:30 noon	**Lunch & Networking**
1:30 p.m.	**Science meets Practice: Digital Data driven Services and Factory Transformation Presentation and discussion of the Creathon / Makeathon Results**
	Moderation: Dr. Bernd Bienzeisler, Fraunhofer IAO
	Representatives of Audi AG, TUM, Fraunhofer and Participants of the Creathon / Makeathon
2:30 p.m.	**Coffee & Networking**

Programme subject to change

3:00 p.m. **Parallel Sessions**

4:10 p.m. **Key Note Closing Research Perspective**
Prof. Dr. Helmut Krcmar, Vice Dean and Founding Dean of TUM Campus Heilbronn

4:30 p.m. **Key Note Closing Business Perspective**
Benjamin Wanke, Manager District Development and Distribution, EnBW Energie Baden-Württemberg AG

4:50 p.m. **Key Note Closing Applied Research Perspective**
Prof. Dr. Oliver Riedel, Director Fraunhofer IAO

5:10 p.m. **Outlook and Introduction of upcoming Event**
Dr. Markus Scheuer, President of European Association for Research on Services
Dr. Bernd Bienzeisler, Fraunhofer IAO

5:30 p.m. **End**

7:00 p.m. **Gala Evening**
Benjamin Schiller, Project Manager Science, Dieter Schwarz Foundation

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