

## Bielefeld International

### Conference on Applied Business (BiCAB)

„Sustainability innovations in times of crisis“

**Chair:** Prof. Dr. Natalie Bartholomäus, Vice President Sustainability, People & Culture, HSBI

## Agenda

### Welcome, opening and keynote speeches

Prof. Dr. Riza Öztürk (Dean, Bielefeld School of Business, HSBI)

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|-------------------------|---|
| 9.30-9.40               | Act2Sustain – HSBI’s sustainability programme, Prof. Dr. Natalie Bartholomäus, Vice President Sustainability, People & Culture, HSBI  |
| 9.40-10.40              | Keynote speech – „ <b>A brutal disaster and a simple solution - when environment meets economy!</b> “, Dr. Thomas Henningsen, Marine Biologist, Greenpeace Campaigner, ORCA Founding Shareholder                                      |
| 10.40-11.10             | Keynote speech – „ <b>Sustainability strategy at Halfar</b> “; Marco Lemkemeyer, Halfar System GmbH   |
| 11.10-11.30             | Brief summary and questions   |
| 11.30-11.50             | <i>Coffee break</i>   |
| <b>Session 1 chair:</b> | <b>Prof. Dr. Ela Sibel Bayrak Meydanoğlu</b>  |
| 11.50-12.10             | <b>The Dark Side of Data</b> , Haldun Akpınar, Marmara University, Istanbul/Turkey  |
| 12.10-12.30             | <b>Permission to change: Understanding Sustainable HRM as dynamic capability. How Miele enables shop floor leaders to advance their role continuously</b> , Dorothee Wilm, HSBI; Bernd Respondek and Nicola Bergmann, Miele & Cie. KG |

- 12.30-12.50      **Process Mining For Innovating Livestock Farming: A Step Forward Towards Sustainability**, Serena Racis and Spano Alessandro, University of Cagliari, Italy; Jochen Küster, HSBI
- 12.50 - 13.40      Lunch break
- Session 2 chair: Prof. Dr. Haldun Akpinar**
- 13.40-14.00      **Nudging Customers to Reduce Packaging Waste and Recycle in the foodservice industry**, Eliza Starke, Lisa Rütgers, Chiara Winkelmann, Laura Gdanitz and Manuel Stegemann, HSBI
- 14.00-14.20      **The Impact of Critical Factors on Purchase Intention towards Environmentally Sustainable Apparel: An Empirical Study on Young Turkish Consumers**, Ela Sibel Bayrak Meydanoğlu, Turkish-German University, Istanbul/Turkey; Ahmet Mete Çilingirtürk, Marmara University, Istanbul/Turkey; Margareta Teodorescu, Koblenz University of Applied Sciences; Ferhat Sayın, Turkish-German University, Istanbul/Turkey
- 14.20-14.40      **Sustainable Information Security**, Achim Schmidtman, HSBI
- Live voting best papers**
- 14.45-15.00      *Coffee break*
- 15.00-15.45      Discussion forum with all participants
- 15.45-16.00      Brief summary, awarding the two best papers and conference evaluation

**We wish you an interesting and exciting time at the BiCAB conference!**