



**Fraunhofer**  
IAO

FRAUNHOFER INSTITUTE FOR  
INDUSTRIAL ENGINEERING IAO

31<sup>ST</sup> RESER CONFERENCE

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

October 14<sup>th</sup>–15<sup>th</sup>, 2021, Bildungscampus Heilbronn, Germany



## P R E F A C E

The 31<sup>st</sup> RESER Conference will take place on October 14<sup>th</sup>–15<sup>th</sup> 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.



**PROGRAMME**  
**OCTOBER 14<sup>TH</sup>, 2021**

**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. Faiz Gallouj, University of Lille*

**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**



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*

**PROGRAMME**  
**OCTOBER 15<sup>TH</sup>, 2021**

**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



**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*

**FOR REGISTRATION AND  
SUBMISSION USE THE QR-CODE**



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