

QUICKSTEP BETWEEN CONTROLLING AND DATA ANALYTICS




online in English
11th & 12th November 2021



PROGRAMME (online via YouTube)

THURSDAY, 11th NOVEMBER

10:00	Conference opening <ul style="list-style-type: none"> • Jasmina Očko, MSc, Controlling Consultant, Kontroling Kognosko (Croatia)
10:10	Storytelling with business data <ul style="list-style-type: none"> • Olga Rudakova, Finance Professional & Data Skills Trainer, olgarudakova.com (Czech Republic)
10:45	Predictive analytics in management forecasts: The role of social ties and local knowledge <ul style="list-style-type: none"> • Dr. Lukas Löhlein, Asst. Prof., WHU – Otto Beisheim School of Management (Germany)
11:20	Data challenges <ul style="list-style-type: none"> • Romina Orešković, CFO, Orbico Group (Croatia) • Nikolina Bašić, Controlling Manager, Orbico Group (Croatia) • Leo Rupčić, BI Reporting Manager, Orbico Group (Croatia)
11:55	Liquidity planning under uncertainties <ul style="list-style-type: none"> • Luiza Arcab, Financial Controller, (Poland) • Jörn Ney, Innovation Manager, Eckert & Ziegler Strahlen - und Medizintechnik AG (Germany)
12:30	10 minutes for exercise with an Olympian <ul style="list-style-type: none"> • Mario Vekić, Croatian Olympic Rower (Beijing 2008, London 2012) and Personal Trainer (Croatia)
12:40	Lunch break
13:45	Customer profitability analysis <ul style="list-style-type: none"> • Nataliya Damyanova, Head of the Group Finance Controlling Department, NAOS GROUP - Laboratoire BIODERMA (France)
14:20	3rd rock from the Sun – understanding data science as a controller <ul style="list-style-type: none"> • Adnan Čivgin, Mag.rer.soc.oec. / Controller, LKH – University Hospital Graz (Austria)
14:55	Big green data: How controllers can use data analytics to drive sustainability throughout the organization <ul style="list-style-type: none"> • Prof. Dr. Michael Wasserman Ph.D., Professor of International Management, Münster University of Applied Sciences (Germany)
15:30	End of day 1

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FRIDAY, 12th NOVEMBER

10:00	<p>Flexible financial planning & forecasting – combining target setting and progress measurement using analytical driver models</p> <ul style="list-style-type: none"> • Prof. Dr. Klaus Möller, Partner, Professor for Controlling / Performance Management, Director Institute of Accounting, Control and Auditing, University of St. Gallen (Switzerland) • Daniel Marks, Research Associate at the Chair for Controlling / Performance Management, Institute of Accounting, Control and Auditing, University of St. Gallen (Switzerland)
10:35	<p>The digital maturity of management accounting</p> <ul style="list-style-type: none"> • Prof. Dr. Imke Keimer, Professor, Lucerne School of Business (Switzerland)
11:10	<p>How to engage your front line staff in using data for daily management meetings</p> <ul style="list-style-type: none"> • Paul Deane, Business Improvement Lead Queensland Australia, Australia Post Corporation (Australia)
11:45	<p>Who is leading the dance? Data literacy as a core competence not only for controllers</p> <ul style="list-style-type: none"> • Jens Ropers, Partner, Controller Akademie (Germany)
12:20	<p>10 minutes for exercise with an Olympian</p> <ul style="list-style-type: none"> • Mario Vekić, Croatian Olympic Rower (Beijing 2008, London 2012) and Personal Trainer (Croatia)
12:30	Lunch break
13:35	<p>Using the full power of data</p> <ul style="list-style-type: none"> • Slađana Krpić, Board Member, Poslovna inteligencija d.o.o. (Croatia)
14:10	<p>How to successfully manage the challenge of digital transformation (in controlling) in small companies</p> <ul style="list-style-type: none"> • Reinoud van der Vliet, Head of Controlling, IT and ERP, Intega GmbH (Germany)
14:45	<p>IBCS with SAP Analytics Cloud</p> <ul style="list-style-type: none"> • Melanie Holzapfel, Data Scientist & Chief of Staff, BTPeXperience Operations & Services, SAP (Germany)
15:20	<p>Conference closing</p> <ul style="list-style-type: none"> • Jasmina Očko, MSc, Controlling Consultant, Kontroling Kognosko (Croatia)
15:30	The end