Paradigm shift Clean Tech - What the future brings?

The change in the energy industry is palpable and cannot be ignored, and this has led to a new hype about "Clean Tech". New products, processes and services have to be utilised more efficiently, while at the same time boost overall performance and productivity. The most important focus is on conserving available resources, cutting down on emissions, and minimising costs. Therefore, the predominant theme in the energy sector is to develop clean technology and to make it widely available. The aim is to combine ecology and economy; thereby bringing supply and demand into line.

Society, as well as companies, need to be informed that “Clean Tech” is not just about solar panels and wind parks, but also encompasses a variety of other areas, such as supply, waste disposal & recycling, planning and mobility. The perception of all parties involved must therefore be adjusted and responsibilities clearly defined, as everyone needs to make some contribution. In the next few years, renewable energy will substitute nuclear power, which will necessitate that constant adjustments be made to the electrical grid in the foreseeable future, requiring the needs for smart grids. This will bring a multitude of opportunities with great growth potential to market participants; innovative technology will be a key factor here. “Clean Tech” will become a scientific research field in its own right, as enterprises in the energy sector will concentrate on it, especially as it gains in importance. Only through innovation can state-of-the-art advances and energy transition be achieved. Innovation, however, will cause a paradigm shift as the same time, as employees will be required to actively participate and contribute their knowledge to bring around the change. Active participation and lateral thinking can only be achieved if the knowledge of the employees is continuously updated and refreshed.

AGENDA 2013 Dates to be saved

19th March / 30th April / 5th June
Next Information Session in Fribourg, 18:00-19:00

3rd - 22nd June
Next courses at the iimt

29th June - 6th July
iimt China Study Field Trip
Congratulations to Prof. Dr. Alfes
Prof. Dr. Alfes at the University of Tilburg

Our Subject Area Coordinator for "Organisational Behaviour and Human Resources Management (HRM)," Prof. Dr. Alfes, is now Assistant Professor at the University of Tilburg (Netherlands), in the Department of Human Resource Studies. She leaves the Kingston University (UK) where she was a Senior Lecturer for the past 4 years.

We wish Prof. Dr. Alfes all the best in her new position and we look forward to welcoming her in March for the course "Organisational Behaviour and HRM".

Séverine Marmy – new member of the iimt Institute Council

After several years on the iimt Institute Council, Mr. Jacques Mauron, partner representative from Groupe E SA on this board, hands over this role to his colleague Séverine Marmy. Mrs. Marmy is Head of Human Resources Management at Groupe E SA.

We thank Mr. Mauron for his contribution during all these years and wish Mrs. Marmy all the best in this function. The iimt is looking forward to the future collaboration.

iimt University Press App for iPad

A little while ago, the iimt launched its new webshop, thus allowing easy access to publications of the iimt University Press. Recently, the iimt has launched an application, which was developed by our Bronze Partner, Excelsis, designed for the iPad. With this "App", you can download publications with ease and read them anywhere, at anytime. Real comfort reading within reach!

Don’t miss any Dissertations, Best Paper Award, Executive MBA or Diploma Papers from 2008 until present, for only 20 CHF each.

The App « iimt University Press » is now available on the iTunes App Store for free.
Welcome Raphael Zweifel

Raphael Zweifel is working as a junior research assistant at the iimt since February 2013 (traineeship).

Raphael grew up near Zurich and received his bachelor degree in Management from the University of Fribourg where he is now completing his studies. During this time at the university, he started his professional career at a communications agency, and later, had worked in various positions for different companies across the IT sector.

His master thesis, about smart electricity consumption in cooperation with a large Swiss electric power company, represented the beginning of a close involvement with the energy industry. At the iimt, Raphael will be involved in different projects within the energy sector and is looking forward to broaden his knowledge about this fast-changing area.

The iimt staff is looking forward to collaborating with Raphael and wishes him a good start!

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iimt University Press
New Publications

The iimt University Press regularly publishes Dissertations, Executive MBA and Executive Diploma Papers. Furthermore, Institute and Projects Reports are also available.

All documents can be purchased from our webshop or via our "App"; the direct links are available on the iimt website.

Those following publications were recently published:

- "An agile project management methodology for hardware design"
  Chevrolet Michel
  EMBA Project Paper

- "Auswirkungen einer Entflechtung nach EU-Richtlinie 2009/72/EG auf CKW"
  Imfeld-Weber Peter
  EMBA Project Paper

- "Re-Structuring of a franchise system based SME organisation"
  Kramer Adrian
  EMBA Project Paper

- "The integration of persons with disabilities at Orange Business Services: a comparison of 3 subsidiaries in France, Germany and Switzerland"
  Louis Stéphane
  EMBA Project Paper

- "Business model for superfast rural NGA in Switzerland"
  Mylläri Juha
  EMBA Project Paper
Next Courses

Most people struggle when it comes to accounting and finance. Whilst we do like to have control of all finance aspects of our business (and private) life, we often hesitate to get ourselves into it. So why not change it?

We are offering a three weeks programme to help improve your knowledge. Experts around the topics of accounting & finance will lead you through six modules and equip you with the theoretical and practical know-how. So accounting and finance no longer needs to be feared.

We are pleased to inform you about our upcoming courses in June that are taking place as follows:

Managerial Finance

Module 1: 6th - 8th June 2013
Risk & Return; Valuation of Financial Assets; Cost of Capital; Capital Budgeting

Module 2: 10th - 12th June 2013
Financial Statement Analysis; Valuation; Capital Structure

Module 3: 17th - 19th June 2013
Evaluating Financing Alternatives; Risk Management Concepts; Derivatives and their Applications

Speakers:
- Prof. Dr. Christoph Kaserer, Professor of Financial Management & Capital Markets, Technical University Munich
- Prof. Dr. Alfred Mettler, Professor of Finance, Georgia State University, Atlanta
- Kurt Meyer, Chief Risk Officer/Chief Compliance Officer, Swisscom
- John Pawluk, Risk Manager, Swisscom
- Serge Rotzer, Executive Director, Bank Vontobel AG

Management Accounting & Control

Module 1: 3rd - 5th June 2013
Using Financial Reports for Decision Making; Understanding Cost Accounting; Costing and Decision Making

Module 2: 13th - 15th June 2013
From Strategy to Budgeting, Management Control Systems; Performance Measurement

Module 3: 20th - 22nd June 2013
Transfer Pricing in Divisionalised Companies; Strategic Cost Management; Strategic Performance Management

Speakers:
- Matthias Karsupke, CEO, Alphapay (Swisscom Group)
- Prof. Dr. Thomas Rautenstrauch, Director, Center Accounting & Controlling, HWZ Zurich
- Prof. Dr. Marco Passardi, Lecturer for Bank Accounting, HSLU & IFRS for Financial Institutions

(subject to modification)

Further information available on:
www.iimt.ch

Course fee:
CHF 1'900.- (for 1 module)
CHF 3'800.- (for 2 modules)
CHF 5'100.- (for 3 modules)
Location: University of Fribourg
Course language: English
Today, we are facing a dynamic world where cultural and economic developments are gaining more and more ground. In a changing and challenging market, I decided to complete my educational background by integrating an international and intercultural dimension.

As a jurist, one way for me to get an additional training would be in a Law field. But being in a competitive world I got convinced that success may result in differentiation. However, there was no question for me to leave from my basic Law studies but rather to complete it.

According to this vision, I decided to follow a unique program offered in Switzerland by the Fribourg University, which is the DUAL DEGREE. Within the framework of this program, you can achieve a double Master in one year intensive training. The goal of this combined degree is to deal with two fields "Economics and Law" which are often referred to be in contradiction rather than complementary.

The Master in Business Administration proposed by the international institute of management in technology (iimt) gives us all the necessary tools in management to become the future leaders in national and international companies. Furthermore it offers additional tools to create and innovate. And the cherry on the cake with this Master is a specialisation in either "Utility" (electricity, gas, water) or “Information and Communication Technologies” (ICT), which are both oriented towards the future.

On the other hand, the Master of Laws in Cross-Cultural Business Practice (LL.M) offered by the Faculty of Law at Fribourg University provides us all the necessary tools to handle with cross-boarder issues in an international and intercultural context. Indeed, in global emerging markets including the rise of Asia, this Master will offer us the opportunity to analyse the differences that may exist in law and culture in different countries but also focus our attention on the Cross-Cultural Business and to its challenges.

After several weeks of EMBA and LL.M, I can say that this program not only allows me to know the limits of these two areas in certain situation but also that there is an obvious bridge between these two areas. The challenge would be to find the balance between them!

Following this Dual Degree in a famous University in Switzerland with well renowned professors, speakers and exchange with participants from every corner of the world is certainly an explosive cocktail for the future and a real value-added for a successful career.

For a long time I believed that jurist had no place in Economics area and vice versa but this dual degree allows me to have an another vision, certainly different but innovative!
China is one of the largest markets for Swiss exports. 71% of Swiss companies in China expect better business in 2013 compared to 2012 (according to a press release from Swiss Center Shanghai).

So, it is worth to visit China and to learn about Chinese business and culture. The iimt offers you this unique possibility to get in touch with the Asian continent.

We are planning, in cooperation with our academic partner East China University of Science and Technology (ECUST) in Shanghai and our lecturer Prof. Dr. Marc Fetscherin, to carry out a China Study Field Trip in June/July 2013. We are offering the members of the iimt world the exclusive opportunity to visit academic, industrial and cultural sides in Shanghai and Beijing.

iimt EMBA students can earn 2.5 ECTS points when participating, creditable for the module Marketing Management 3 or Business Ethics.

Travel time excl. flight to/from China: 29 June 2013 - 06 July 2013

Minimum / Maximum Participants: At least 8, at most 15 participants

Tour price per person excluded flights: Double room CHF 3’350.00
Single room CHF 3’880.00

Binding registration is carried out by the deposit of CHF 1’500.- per participating person by the 8th of April 2013 at the latest

Highlights
- Shanghai
- Beijing
- ECUST - East China University of Science and Technology
- Culture Sessions
- Academic Sessions
- Company Visits
- High-Speed Railway (Shanghai – Beijing – Shanghai, 1st Class)
- First class hotel accommodation in Shanghai and Beijing

For detailed information please visit our website www.iimt.ch or contact bernd.teufel@unifr.ch
Masterclass
"Relationship with Brands"
Thursday - 31st January 2013 / Speaker: Prof. Dr. Marc Fetscherin, Associate Professor of Marketing & Cornell Distinguished Faculty

Companies spend significant time and money on creating a brand, with the aim that consumers will recognise, associate, and eventually form a relationship with the brand. The stronger the relationship the consumer has with a brand, the more likely that they will spend their money on the brand’s product/s.

Prof. Dr. Fetscherin suggests that such a brand relationship is closer to how people associated with religion, rather than comparing it to an interpersonal relationship. Controversial as it may be, the similarities between the research work done in the respective sphere is striking, however, no multidisciplinary research work has so far been concluded. Prof. Dr. Fetscherin is focussing on this area to determine how companies can better manage their brands to bind the loyalty of their consumer to the brand more effectively.

ICT Networking Party
Tuesday - 22nd January 2013

The ICT networking party was completely sold out with 1400 guests and took place in the “Kursaal” in Berne. The event was organised and opened by Vania Kohli, new director of the network party. Woman Power was dominate in the first year after Fritz Sutter – at least on the stage. She took the chance to thank Fritz Sutter, the man who initiated the ICT Networking Party eleven years ago. He made the event to what it is now: The most famous networking event for the Swiss ICT industry.

The first speaker was Dr. Sonja A. Buholzer, who is the author of the book: “Was Manager vom Hai lernen können: Die goldenen Regeln einer neuen Leadership”. She summons the Swiss ICT elite to challenge prejudices and to face their fears – something she learned from diving with sharks. The second speaker, Prof. Dr. Felicitas Pauss, the ambassador of CERN, reported about her fascinating work in Geneva, and in part, the search of the Higgs-particle. She illustrates to the audience a picture of the powerful installations and the vast quantity of data that needs to be managed (“We only speak about Petabyte at CERN”).

As the only man in the proceeding, the president of ICT Switzerland, Ruedi Noser was allowed to claim the stage. Once more he pointed out how valuable the ICT branch is for the Swiss economy. The ICT branch has to act as the unifying agent to provide synergism between inland and abroad potential, and that significant effort should be put into junior staff development. Ruedi Noser showed the latest members: Noser Abraxas computer science, Credit Suisse, Google, HP, IBM, Microsoft and UBS.

Ultimately, the comedian Claudio Zuccolini supplied the entertainment part. The guests of the ICT Networking Party were his test audience, because he will join the tour with the circus “Knie” this year and will present his latest gags there. All in all, the ICT Networking Party was – the first year after Fritz Suter – a successful event and a promise that the elite of the Swiss ICT branch will also in future have a society that everybody would like to join in.
“The interaction between public authorities and citizens has undergone a tremendous change. The increased availability and usage of web2.0 technologies led to a change in communication, interaction and participation habits. Citizens already adapted the new communication and interaction possibilities and web2.0 technologies are elements of daily life communication. Due to the changes in user behavior, citizens request to receive the necessary information via these technologies. It is expected that the relevant information is delivered directly without effort of active search and ideally without media breaks.

Public authorities actively faced that process and a paradigm shift from a government-to-you relation towards a government-with-you relationship was to be observed. But currently, the Swiss E-Government process is not fully prepared to integrate web2.0 technology into the communication and interaction process between the public authorities and the citizens. Even if that process improves steadily, there is still a lack of a holistic overarching web2.0 implementation strategy.

This strategy is surely dependent on different influencing factors and conditions. Especially the merging of E-Participation elements with web2.0 technology and the derivation of certain implementation recommendations were identified as a research gap. With the help of the expert system (XPS), this Master Thesis closed that research gap and provides recommendations for the implementation of specific web2.0 technologies to satisfy particular needs of the citizens.

The XPS is based on a sound theoretical model. The 4-LIFE-Model enlarges the bipartite portal structure, which is based on the eCH 0049 standard, by two additional levels: firstly, the Service Level and secondly, the Technology Level. Both levels provide the dynamics to respond to the citizen’s participative requests. The XPS is founded on three pillars which transform the plain input data into meaningful recommendations. It is designed to be adaptable concerning changes in technology or in changing environment variables in general.”

In the next steps, it is to be tested whether the chosen parameters of the XPS prove to be right and whether the algorithms and logics fully reflect the reality.

If you want to share your ideas and thoughts, or interesting approaches to this research problem, please do not hesitate to contact us.
Did you know?
All you want to know about brands!

Adobe – The River:
Adobe Systems was incorporated in 1982 by John Warnock and Charles Geschke. The name evolved from Adobe Creek in Los Altos, California, a river that ran behind the house of one of the company’s founders.

CISCO – The confused acronym:
CISCO is popularly confused as the acronym for ‘Computer Information System Company’. The name “Cisco” was actually derived from the city name, San Francisco, which is why the company’s engineers insisted on using the lower case “cisco” in the early days.

Google – The Back Rub:
Did you know that the search engine you use frequently was once named ‘backrub’? Google was created in 1996 under the name “BackRub”. Moreover, the Google name change in 1998 came as a spelling mistake of the word “googol”.

Hewlett Packard – The coin toss:
We’ve seen coin toss at the start of sports games. But deciding the name of a company through a coin flip? That is how HP got its name. Bill Hewlett and Dave Packard tossed a coin to decide whether the company would be called Hewlett-Packard or Packard-Hewlett.

62% of US online consumers prefer to buy new products from familiar brands rather than switch to a new one.

87% of facebook users like brands on the social network; Coca Cola has more than 60 million Facebook fans worldwide, the most of any brand.

Social & Fun Event
More fun, more activities!

This year, the iimt and the iimt Alumni organise the Social Event & Fun Event together. More fun, more activities!

Be part of this exclusive event, and save the date:

Saturday, 21th September 2013

More informations about this event will follow. Check out our website, and keep updated. [www.iimt.ch](http://www.iimt.ch)

Leaders Launch 2013

The yearly iimt Award ceremony will take place on

Thursday, 28th November 2013

Save the date, and be ready to celebrate our graduates 2013!

The iimt (together with the Chair of ICT Management) has its own page on facebook. Like the page “University Fribourg - iimt & Chair of ICT Management”, and be updated with the latest news!

Sources:
http://www.graphicdesignblog.org/facts-about-famous-brands
http://www.factbrowser.com/tags/brands