Digital Transformation – everything is in motion!

Although the impact of digitization is not new to the world, the digital economy and society are entering a new age that presents unprecedented challenges for all of us. Digital technologies are invading our personal and professional lives, provoking substantial changes in the way we work, cooperate, communicate and behave. This development has given rise to exciting opportunities and new challenges, and especially has triggered the Digital Transformation.

New Technologies will change classical business models in all of the industry sectors, and new solutions need to be found to keep the pace. One of the most important key elements on the road to success is innovation and the ability to perform transformation.

Companies and their employees need the analytical, functional and interpersonal skills and technological know-how for a digital success story. People and their skills are the enabler for digital transformation!

For the iimt, the digital transformation also means a constant change. The developing digital economy goes beyond technology, triggering a new wave of transformation in the way leaders and companies do their future business. Transformation is dependent on talent, not on technology!

In order to guarantee education at the highest quality standards the course content, the course modules, the learning material and methods are constantly improved and modernised. Our main goal is to provide the participants with the necessary competencies for the future challenges and to offer an even greater an interactive learning experience. Learn to learn!

Besides, the Chair in ICT Management is setting new standards and is continuously developing its Crowd research areas in a social-technical environment. Digital transformation will have impacts on future innovations, change current structures and processes, as well as today’s and tomorrow’s living behaviours, just to mention a few. As an extraordinary research centre, the iimt Chair is facing all these challenges and offers research at top level and practical solutions to cope with the digital future. Research is the key!

Find out more about all our activities in the following pages. Enjoy reading our eSignal!

Stephanie Teufel
Director
Re-elected and new members of the iimt Institute Council

The Faculty of Economics and Social Sciences of the University of Fribourg re-elected Prof. Dr. Philippe Gugler and Prof. Dr. Dirk Morschett as members of the iimt Institute Council for another four year term. Furthermore, Dominic Feichtner has been elected as representative by the academic mid-level faculty and Raffael Hilber as new representative of the students from the Executive Programmes. The iimt is looking forward to the future collaboration and would like to thank all members for their valuable contribution.

A warm welcome to our new team members

Fanny Guenat - Marketing & PR
Fanny Guenat works as a Marketing & PR Manager and has taken over Lisa Despont-Lenz’s activities. She assists Kirstin Stadelmann in the marketing department.

Fanny was born and grew up in Neuchâtel, where she completed her schooling with the “maturité gymnasiale”. Then, she moved to Sierre (VS) to study at the HES SO Valais – School of Management & Tourism. She graduated in 2016 with a Bachelor of Science in Tourism after a year as a trainee at Leukerbad Tourism. After her studies, she worked as a Community / Project Manager in two different companies specialised in Digital Marketing and Communication.

Antoni Wiercioch - Research
Antoni Wiercioch works as a trainee at the iimt since June 2017. He grew up in Bern and completed his Bachelor in Business Administration at the Bern University of Applied Sciences in 2013. Afterwards, Antoni decided to enlarge his knowledge in business administration at the University of Fribourg in the scope of a master’s degree. His fields of interest are strategy, marketing and entrepreneurship. He worked in the business development department at SBB as well as at Mobiliar Insurance. Antoni first came into contact with the iimt by attending the course “Innovation and Technology Management”. The course helped him to realize his business idea and facilitated his enthusiasm for innovations. In his leisure time, he likes to go fishing or to do different sports. His big passion is traveling, where he gains insights in new cultures and food.
We can't stop reading - Discover our new iimt University Press Webshop!

A catchy theme, an exciting content, and a passion for the subject; here is the ideal recipe for a perfect Thesis. Our students understood it well and suggest every year varied themes each more interesting than the last. You can discover from today on the new publications on the iimt webshop.

The latest publications

Albrecht Richard: What are the measures and actions to take to make the battery storage a mass-market product for the residential market in Switzerland?

Richani Rim: How to build and maintain an Online Reputation Management for Start-ups?

Elashrafy A. Samy: Microeconomics of Competitiveness Case Study: Egypt
How to understand and improve the economic performance of the Country?

Flückiger Jürg: Analyse des Mehrwerts eines Cloud Service Brokers für die Schweizerische Post.

Granzotto Fabrice: How to centralize the customer data for the omnichannel retailing?
The case of a pharmacy chain.

A little something new

The iimt University Press offers itself a makeover with a new webshop. As of now, you will find:

- iimt Best Paper Award
- Executive MBA Papers
- Executive Diploma Papers
- Executive Certificate Papers
- Dissertations
- Institute Reports
- Smart Environment reports

Launch Offer

For the launch of the new webshop, the iimt offers you an exceptional discount of 25% on all publications until the 20th of September 2017. Simply use the below mentioned promotional code at the time of your purchase.

Visit our shop on
www.shop.iimt.ch
3 Professors of the University Fribourg elected as SATW members

The Swiss Academy of Engineering Sciences (SATW) elected Prof. Dr. Stephanie Teufel, Director of the iimt, as member during its Annual General Meeting held on the 9th of May 2017, for her considerable expertise in technical sciences.

Furthermore, Prof. Dr. Rolf Ingold and Prof. Dr. Christoph Weder of the University of Fribourg have been elected as new SATW members for their achievements.

The SATW is a network of distinguished personalities from the science and industry fields. More information are available on www.satw.ch

Open Positions at the iimt - A new challenge for you?

The iimt provides a modern and dynamic work environment. We are a young team who appreciates teamwork. We propose an exciting activity in an international environment. If you are interested, the iimt Chair of Management in Information and Communication Technology (ICT) at the Faculty of Economics and Social Sciences of the University of Fribourg is seeking for new team members.

Research Assistant - Doctorate 100%

Research with the possibility of a doctorate within the interdisciplinary project "smart living lab"

Research in the following fields:
Digitization and Decentralization, Energy, Mobility and (Cyber-)Security, Sustainability and Social Innovation, Community und Sovereignty, Prosumer-Behaviour and Business Models.

Research Fellow 100%

Participation in and enhancements of the interdisciplinary project "smart living lab"

Research in the following fields:
Digitization and Decentralization, Energy, Mobility and (Cyber-)Security, Sustainability and Social Innovation, Community und Sovereignty, Prosumer-Behaviour and Business Models.

Possible starting date immediately or upon agreement.

Please send your complete electronic application to Prof. Dr. Stephanie Teufel

iimt@unifr.ch or stephanie.teufel@unifr.ch
Digital Transformation Workshop 4th - 6th of October 2017

Based on digital technologies, the digital transformation is changing the entire economy and society. The importance of existing services and processes regress, new business models and organisational forms are gaining in competitiveness. The iimt seminar "Digital Transformation" deals with the triangle between technological megatrends (technology), their consequences on current and future business models (business) as well as the management of organizations (leadership). It combines scientific theory, entrepreneurial practice and pragmatic methods and tools. The digital change for organisations, business models and management styles is not only explained in theory during the three-day workshop, but also experienced perceptibly. The participants will learn simple, field-tested tools to accompany the ongoing digital transformation systematically in times of uncertainty and complexity.

Language
The Workshop will be offered in German

Schedule
08:30 Welcome Coffee
09:00 Kick-off Workshop
17:00 End of the course's day

Location
Hotel Murtenhof & Krone
Rathausgasse 3
3280 Murten

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Participation fee
Regular Price    CHF 3’900.--
Reduced Price*   CHF 3’400.--

* Students, Alumni, Lecturers, Partner of the iimt
included: seminar incl. conference documents, snacks, lunches and dinners, 2 nights incl. breakfast
not included: the transport as well as beverages during the meals

Should you wish to participate in this Workshop, please register until the 20th of September 2017 online on www.iimt.ch or send us an e-mail. It would be a great pleasure to welcome you at this workshop.

Are you ready for the Digital Transformation?
Welcome to our new partner!

A partnership with the iimt is a smart investment in your future! We are pleased to welcome our new partner INNOArchitects AG in our network of partners and professionals.

The iimt and INNOArchitects AG will cooperate closely in the upcoming years in the field of innovation management, intrapreneurship & education. Considering the Digital Transformation, both partners will share their innovation and entrepreneurship know-how and offer a custom-tailored Executive CAS Programme “Innovation Management & Intrepreneurship”. Interactive innovation approaches such as Design Thinking, Lean StartUp and Rapid Prototyping as well as new solutions and ideas will be developed.

New Executive CAS « Innovation Management & Intrepreneurship »

The new Executive CAS was created out of the collaboration between INNOArchitects AG and the iimt. Digital Technologies are leading to an economical and societal change. Previous business models and processes need to be adapted for competitive advantages in today’s environment. In order to increase innovation as well as to implement new customer and market based products, the customer needs must be identified as quickly as possible, and new ideas be developed by using methods such as Design Thinking, Lean StartUp and Rapid Prototyping.

The Executive CAS Innovation Management & Intrepreneurship consists of 7 modules and is conducted in close cooperation with INNOArchitects AG. Thanks to the modular structure of the programme, you are given the possibility to start at different periods of the year. The Executive CAS provides you with all necessary tools to develop and implement sustainable innovations, successful business models and strategies for outstanding performance.

Find out more about our new Executive CAS Innovation Management & Intrepreneurship on www.iimt.ch/executive-programmes

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* Elective modules. Students can choose which modules to attend.
** These modules are offered in German
Get your skills for today & tomorrow and be part of our Executive Programmes!

In September personalities from the industry and academic world will share their know-how with you! Get closer to the Digital Transformation and its multidisciplinary aspects whilst considering information security. Learn how a company communicates. Or perhaps, your interests lie in Information Management & Decision Support? The iimt proposes you a unique and interactive learning experience.

Digital Transformation in ICT & Utility & Crisis Communication

**Module 1: 5th - 6th September**
- Definition, Reasons and Impacts.
- Digital Megatrends.
- From Digitalization 1.0 to 2.0.
- From social media to IoT.
- New Technologies.

**Module 2: 12th - 13th September**
- Information Security.
- Risk Management.
- Privacy and Identity Theft.
- Advanced & multimodal user interfaces.

**Module 3: 19th - 20th September**
- Crisis Management.
- Corporate Communication.
- Stakeholder Management.
- Corporate Identity.
- Image & Reputation.
- Communication Strategy & Practice incl. Media Relations

**Top Speakers**
- Dr. Marcus Disselkamp, Lic. rer. pol., Business coaching, Germany
- Dr. Graeme Lindsay, Amiens School of Management, France
- Dr. Elena Mugellini, University of Applied Sciences, Fribourg
- Prof. Dr. Ulrich Ultes-Nitsche, University of Fribourg, Fribourg

Information Management & Decision Support

**Module 1: 7th - 8th September**
- Digital Transformation of Business.
- Implementing Information Systems.
- IT-Trends and IT governance.
- Directing IT Services.
- Digital Leadership & the CIO-Role.

**Module 2: 14th - 15th September**
- Delivering IT that delivers value.
- Chartering & Shakedown Phases.
- Benefits Capture Phase.
- Technochange and IT.

**Module 3: 21st - 22nd September**
- Business analytics.
- Data warehousing.
- MicroStrategy.
- Big data.
- Database & Hadoop.

**Top Speakers**
- Dr. Markus Böhm, TU München, Germany
- Prof. Dr. Tilo Böhm, University of Hamburg, Germany
- Prof. Dr. Philippe Cudré-Mauroux, University of Fribourg
- Prof. Dr. Stephanie Teufel, iimt, University of Fribourg, Subject Area Coordinator

Course fee:
- CHF 1’400.- (for 1 module)
- CHF 2’800.- (for 2 modules)
- CHF 4’200.- (for 3 modules)

Course language: English

Completed modules may be credited towards your further iimt educational programme.
The ideas@iimt program leaves its nest!

Created in 2014 the program ideas@iimt helps the students to develop and create their business idea. The early-stage support provides students not only financial support but also the possibility to gain first hands-on experiences in entrepreneurship.

So far, already 13 students were supported in their project. Due to his success as pre-incubator, ideas@iimt also wished to open its own website. Mission accomplished; an intuitive site on which each can inquire and discover the current projects, become a future member of Ideas (link) or still propose an idea of innovative business! All the team is looking forward to your visit on the new website.

Become an ideas member and benefit from a variety of member advantages. Join us now!

What about Design Thinking - Master’s Degree

Design Thinking is an approach that is mainly used to solve problems and to develop new ideas. The main components are an interdisciplinary team and an iterative process that is highly customer-oriented and also emphasises the role of prototyping. Currently, various Design Thinking approaches are gaining popularity in the field of management and the corporate landscape. Design Thinking is attributed to a creative force that can be used to counteract the complexity in the economic sphere.

While Design Thinking was initially researched especially in the USA, there are increasing initiatives and programs in the German-speaking countries. Nevertheless, despite the high popularity of Design Thinking in practice, there is still no basic research on the impact of different Design Thinking approaches on the innovation readiness. In his master thesis, Albert Broger (Junior Research Assistant at the iimt) therefore carries out a critical analysis on a scientific basis in collaboration with a sizeable Swiss company. For this purpose a quantitative questionnaire is used, which explores the effects of Design Thinking workshops on the employees of the organisation. The insights gained are subsequently classified and evaluated with the help of the assessments of experts from the discipline of Design Thinking.

www.ideasatiimt.ch

Become an ideas member and benefit from a variety of member advantages. Join us now!
A journey dedicated to the Social Behavior research in the South of Italy

Yves Hertig, research assistant at the Chair of Management in Information and Communication Technology (ICT), works on energy-related contribution behaviour within crowd. His research concentrates in particular on the social dilemma characteristics of energy-related behavior and its coordination within a crowd-structure. Therefore, he participated at the well-staffed 17th International Conference on Social Dilemmas in Sicily and met leading researchers within the field of theoretical and applied social dilemma research. The conference took place on June 20-23, 2017 and included three full days of discussions, posters, and keynotes (Bettina Rockenbach, Carsten De Dreu, and Simon Gaechter).

Amsterdam Cooperation Lab - Organizers and experts of the social behavior

People cooperate to enjoy mutually satisfying relationships, create productive organisations, maintain societal institutions, and conserve valuable resources. Yet, all-too-often people fail to cooperate. The Amsterdam Cooperation Lab (ACL) is composed of behavioral and social scientists interested in understanding why, when, and how humans cooperate. We apply experimental methods, field methods, and meta-analysis, to test theory about human cooperation.

17th International Conference on Social Dilemmas

We often study cooperation in situations when cooperation is difficult to achieve, such as in social dilemmas. Social dilemmas occur when each person has a tempting option not to cooperate and benefit from the cooperation of others. However, if everyone decided not to cooperate, then everyone would receive a worse outcome compared to if everyone decided to cooperate. Social dilemmas can occur in almost any domain in our social lives, such as in close relationships, between coworkers in an organisation, members of a society and interactions between groups. Through this international Conference, the Amsterdam cooperation Lab puts forward the cooperation between all the participants to handle social dilemmas.
**iimt Strategic Workshop**

The 12th of April 2017, a mix of iimt stakeholders, as well as members of the Institute Council, Lecturers, Students, Alumni, Partners and iimt members gathered for the iimt strategic workshop at the InnoSpace in Bern. All participants analysed, discussed and shaped the vision and the future of the iimt and the next steps and measures have been planned. In order to face the Digital Challenges, the iimt’s main goal is to offer a unique and interactive learning experience and to provide today’s and tomorrow’s digital leaders with the necessary skills for success. We would like to thank all Workshop participants for their active contribution and inputs. It was a great day for us! To find out more about all our next steps, please visit us regularly online on www.iimt.ch. We are looking forward to seeing you.

**Open Day Swiss Living Challenge - NeighborHub**

Saturday, the 10th of June, the NeighborHub was officially opened to the public. After a week of visit for various events, sponsors, partners as well as the school classes of Fribourg, the house of the future was presented to the public. The students were happy and proud of this success. More than 1000 guests came on the Bluefactory site. The students proposed guided tours of the house. They have answered many questions, have processed a few 100 kg of fruits and vegetables Smoothies for the guests and have organized Workshops on the subject of Sustainability for children. By this good weather, everybody was delighted to make a tour in the house. Obviously, the sun allowed showing the efficiency of the house thanks to its solar panels. During the following days, the NeighborHub was in every media: La Tele.ch, Le Temps.ch, La Liberté.ch, Freiburger Nachrichten as well as on the Radio. The RTS will also make a report on the NeighborHub during the summer. So stay tuned!

Now the NeighborHub will be disassembled and must then be shipped across the Atlantic Ocean before reaching the competition venue in Denver for the Solar Decathlon. The U.S. Department of Energy Solar Decathlon is a life-changing competition for collegiate students and an intensive course in sustainability for consumers. The goal is to design and build a home powered only by solar power in the space of 18 months. Indeed, the Swiss Team has been preparing for the Solar Decathlon 2017 since 2015.

This year’s event will take place in Denver, Colorado from the 5th to the 15th of October. We already wish them good luck!