

**INFORMATION- AND VALUE-GENERATION PROCESSES
&
STRATEGY- AND VALUE-CREATION PROCESSES
IN RETAILING
SS 2009**



GUEST SPEAKER

Date	Schedule	Topic	Place
Thursday, March 5th	0.00 – 2.00 pm	Project Briefing <i>Wendelin Juen and Thomas Zwischenberger Agrarmarketing Tirol, Silke Feuerstein, Tirol Milch</i>	Unter- richtsraum 1, Unterge- schoss
Thursday, March 12th	4.15 – 17.45 pm	<i>Guest Speaker: Andreas Bauer, Berger und Partner: “Innovations in Retailing”</i>	SR 12
Thursday, March 19th	4.15 – 17.45 pm	<i>Guest Speaker: Michael Zacek, Stiefelkönig “Brand consistent advertising”</i>	SR 12
Wednesday, March 25th	0.00 – 2.00 pm	<i>Guest-speaker: Prof. Dr. Müller- Hagedorn “Retail Format Development”</i>	SR 12

University of Innsbruck

School of Management – Department of Strategic Management, Marketing & Tourism
Section Retailing

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Date	Schedule	Topic	Place
Thursday, March 26th	0.00 – 2.00 pm	<i>Guest Speaker: Prof. Dr. Lothar Müller-Hagedorn “Merchandising Challenges in Retailing”</i>	SR 12
Thursday, April 2nd	4.15 – 5.45 pm	<i>Guest Speaker: Simon Langhofer, BMW: “Customer Service Philosophy at BMW”</i>	SR 12
Thursday, April 30th	4.15 – 5.45 pm	<i>Guest Speaker: Harald Jabinger, Institute of Brand Logic: “Internal Branding at Der Bäcker Ruetz”</i>	SR 12
Wednesday, May 6th	4.30 – 5:45 pm	<i>Guest speaker: Oliver Koll, Director Consumer Insights, Euro Panel: “The Future of Private Labels”</i>	SR 12
Thursday, May 7th	4.15 – 5.45 pm.	<i>Guest Speaker: Christian Hafner, Sportler Bozen “How to motivate our Employees”</i>	SR 12

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Date	Schedule	Topic	Place
Wednesday May 20th	4.15 – 5:45 pm	<i>Guest Speaker: A.C. Steinbrecher, “ECR”</i>	SR 12
Wednesday June 10th	Whole day	Excursion: SPAR and INTERSPAR <i>Guest Speaker: Cristina Ziliani., Università degli Studi di Parma, Gerhard Drexel, SPAR and Markus Kaser, INTERSPAR “Effectiveness of Loyalty Programmes”</i>	Headquarter SPAR, Salzburg
Thursday June 25th	3.00 – open end	<i>Project presentation to ordering companies AMT and Tirol Milch “Successfully positioning Tyrolean Cheese”</i>	Faculty Meeting Room

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