

## Expert Insights: Digitalization Leading the Way for Social Innovation

**Wednesday, November 14<sup>th</sup>, 2018**

**Time:** 10:45-12:15

**Location:** Lower Floor C

### **Chair**

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Alica Wilhelm, Cologne Business School

### **Speakers**

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#### **Clare Bromiley**

Clare Bromiley joined Cologne-based cable operator Unitymedia in 2000, initially as a translator and interpreter, and has been Corporate Responsibility Manager since 2012. In this role, she is responsible for developing and implementing the company's CR strategy. Prior to joining Unitymedia, Clare spent five years working as a freelance interpreter throughout Europe and has worked in the telecoms industry since 1997.



#### **Christian Dietrich**

Christian is a Director at Hamburg based sustainability consultancy Systain. His work focusses on digital solutions and innovations to improve corporate sustainability, with an emphasis on the sustainability challenges of global supply chains.



#### **Masaatsu Doi**

Masaatsu Doi is profesor in Social Innovation at Graduate School of Social Well-Being Studies, Hosei University, Japan. He earned doctoral degree at the Hitotsubashi University Graduate School of Commerce and Management. He is the Co-author of CSR Management and The Creation and Diffusion of Social Innovation, published by CHUOKEIZAI-SYA, Inc, and NTT Publishing Co. Ltd, respectively.



### **Raymund Habaradas**

Dr. Raymund Habaradas is an Associate Professor at the Management and Organization Department of De La Salle University (DLSU), where he teaches Management of Organizations, Management Research, Management Action Research, and Ethics and Corporate Social Responsibility. His research outputs are in the areas of corporate social initiatives, national innovation systems, city innovations, innovation of firms, upgrading in global value chains, and SME development. He received both his Master of Business Administration (MBA) and Doctor of Business Administration (DBA) from the De La Salle University. Habaradas is the current Director of the DLSU Center for Business Research and Development (CBRD). He previously served as Director of the DLSU Center of Professional Development in Business and Economics (CPDBE), as Deputy Executive Director of the DLSU-Angelo King Institute of Economics and Business Studies, and as Director of the Institutional Communication Office of DLSU. He was also one of the recipients of the Asian Public Intellectuals (API) Fellowship Program of the Nippon Foundation in 2007.



### **Julia Maintz**

Julia Maintz is Professor of Internet Economics and International Management and Dean of the Digital Media Management Department at the Cologne Business School. In previous affiliations, she worked in academic and management positions on the topics e-learning/ e-collaboration and innovation processes in collaborative virtual environments and online social networks - for Microsoft Germany, the University of Bonn/ Rheinische Friedrich-Wilhelm-Universität Bonn, the UNESCO-UNEVOC International Center for Technical and Vocational Education and Training and Capacity Building International/ Internationale Weiterbildung und Entwicklung gGmbH (InWEnt). Julia Maintz is currently interested in the topics big/ smart data and digital marketing, including marketing analytics tools and techniques.



### **Alica Wilhelm**

Alica Wilhelm has been working as a research assistant at the Cologne Business School in Cologne since 2017. After completing her bachelor's degree at the University of Twente in Enschede (Netherlands), which she successfully completed with a Bachelor of Science degree in International Business Administration, she moved to Cologne. In 2017 she earned a Master of Arts in International Business specializing in Marketing Management at the Cologne Business School. Her previous professional and scientific activities focus on social media and online marketing, as well as brand management and SEO.