

GUEST LECTURE

IDEA MANAGEMENT - A CORNERSTONE FOR SUCCESS

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More or less, all companies have a formal suggestion system. The decisive question is whether it fulfills all requirements necessary to compete in a globalized world. Those who perform best in this context have implemented a so-called integrated idea management method. Prof. Rothlauf will introduce this new thinking and underline his position with practical examples.



ABOUT THE SPEAKER:

Dr. Jürgen Rothlauf is currently Professor of International and Intercultural Management at the University of Applied Sciences Stralsund and at the University of Upper Alsace. Around the turn of the millennium, he worked as Visiting Professor for the German Academic Exchange Service at Hanoi International University and at the National Technological University Buenos Aires in 2003. However, Prof. Rothlauf did not only hold international positions in Academia but also as Project Manager at "Kikkoman" in Toyko from 1982 to 1983 and as Senior Commercial Advisor for the Saudi Arabian Government, 1991-1994. Furthermore, he was part of research works at companies like "Airbus GmbH", "Rügenwalder Mühle", and "Duravit AG". Among others, Prof. Rothlauf published the books "Total Quality Management in Theorie und Praxis" in 2016 and "A Global View on Intercultural Management" in 2018.