

2. – 6.5.2022

# PROGRAMM

## INTERNATIONAL WEEK *Internationale Woche*



**International Office**  
Your way abroad!



**FH Bielefeld**  
University of  
Applied Sciences



Hinweis: Das aktuelle Programm der Internationalen Woche 2022 inklusive möglicher kurzfristiger Änderungen oder Streichungen von Programmpunkten finden Sie auf:  
<https://www.fh-bielefeld.de/internationales/iw/iw22/>

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Hinweis zum Tragen einer Maske in den Gebäuden der Fachhochschule Bielefeld: In allen Gebäuden gilt grundsätzlich eine Pflicht zum Tragen einer medizinischen Maske (FFP2 oder OP-Maske der Norm EN 14683). Das bedeutet, dass die Maske grundsätzlich auch in den Lehrveranstaltungen in den Hörsälen, Seminarräumen, Laboren usw. durchgehend zu tragen ist. Die Maske darf zum Essen und Trinken, z. B. in der Cafeteria oder Mensa, abgenommen werden, wenn der Platz eingenommen wurde und der Mindestabstand von 1,5 Metern eingehalten wird.

*Note: The current programme of the International Week 2022 including possible changes or cancellations of programme items at short notice can be found at:  
<https://www.fh-bielefeld.de/en/international-office/iw2022>*

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*Note on wearing face coverings in the buildings of Bielefeld UAS: It is compulsory to wear a medical face covering (FFP2/KN95 or surgical mask) in all buildings of Bielefeld University of Applied Sciences. This means that face coverings must also be worn at all times during courses in the lecture halls, seminar rooms, laboratories, etc. Face coverings may be removed for eating and drinking, e.g. in the cafeteria or canteen, as soon as the seat has been taken and provided that the minimum distance of 1.5 metres is maintained.*



## Willkommen zurück auf unserem internationalen Campus!

Diesen Mai können Sie die weite Welt wieder vor Ort an allen FH-Standorten erleben und genießen!

Mehr als 70 Gäste aus über 30 Ländern sind der Einladung unserer Lehrenden gefolgt und bereichern eine Woche lang alle sechs Fachbereiche – in Präsenz und auch digital.

Wie lehrt und forscht man in Indien? Habe ich ein Händchen für chinesische Kalligraphie? Wie ist es, an einer belgischen Hochschule zu studieren?

Auf diese und weitere Fragen erhalten Sie in Infoveranstaltungen, Workshops und an Ländertischen spannende Antworten. Tauchen Sie in die Kulturen unserer Partnerhochschulen ein und kommen Sie ins Gespräch mit internationalen Studierenden und anderen Gästen.

Lassen Sie sich auf den folgenden Seiten den Weg zu den Aktivitäten der Internationalen Woche weisen und erfahren Sie mehr über unsere internationalen Gäste.

Wir wünschen Ihnen eine spannende Woche mit inspirierenden Begegnungen und Gesprächen sowie neuen Lehr- und Forschungsperspektiven.

**Prof. Dr. Ingeborg Schramm-Wölk**

Präsidentin der Fachhochschule Bielefeld

**Prof. Dr. Ulrich Schäfermeier**

Vizepräsident für Internationales und Digitalisierung

**Judith Peltz**

Leitung Dezernat Internationales

## Welcome Back to Our International Campus!

*This May, you can experience and enjoy the whole world again on site at all locations of Bielefeld UAS!*

*More than 70 guests from more than 30 countries have followed our teaching staff's invitations and will enrich all six faculties for one week – physically and digitally.*

*How do you teach and do research in India? Do I have a knack for Chinese calligraphy? What is it like to study at a Belgian university?*

*You will receive exciting answers to these and other questions in information events, workshops and at country tables. Immerse yourself in the cultures of our partner universities and get in touch with international students and other guests.*

*On the following pages, let us show you the way to the International Week's activities and learn more about our international guests.*

*We wish you an exciting week with inspiring encounters and conversations as well as new teaching and research perspectives.*

**Prof. Dr. Ingeborg Schramm-Wölk**

President of Bielefeld University of Applied Sciences

**Prof. Dr. Ulrich Schäfermeier**

Vice President International Affairs and Digitalisation

**Judith Peltz**

Head of the International Office

# INTERNATIONAL WEEK

## Internationale Woche

We are pleased to welcome more than 70 guests from over 30 countries:

- Albania:** Dr. Ariola Harizi, Aleksandër Moisiu University, at the Faculty of Business  
 Dr. Arjeta Hallunovi, Aleksandër Moisiu University, at the Faculty of Business  
 Dr. Denada Lica, Aleksandër Moisiu University, at the Faculty of Business  
 Dr. Erisa Musabelliu, Aleksandër Moisiu University, at the Faculty of Business  
 Dr. Olta Nexhipi, Aleksandër Moisiu University, at the Faculty of Business  
 Mario Gjoni, PhD, Aleksandër Moisiu University, at the Faculty of Business  
 Dr. Mirela Tase, Aleksandër Moisiu University, at the Faculty of Business  
 Prof. Asoc. Dr. Azeta Tartaraj, Aleksandër Moisiu University, at the Faculty of Business  
 Prof. Dr. Shkëlqim Fortuzi, Aleksandër Moisiu University, at the Faculty of Business
- Austria:** Dr. Doris Ingrisich, University of Music and Performing Arts Vienna, at the Faculty of Social Sciences  
 Dipl.-Ing. Verena Brandner, at the Faculty of Design
- Belgium:** Prof. Dr. Patrick Pilat, PXL University of Applied Sciences and Arts, at the Faculty of Engineering and Mathematics
- Brasil:** José Augusto Lacerda Fernandes, PhD, Universidade Federal do Pará – UFPA, at the Faculty of Engineering and Mathematics
- Bulgaria:** Ass. Prof. Dr. Rossitsa Simeonova, Sofia University “St. Kliment Ohridski”, at the Faculty of Social Sciences
- Canada:** Dr. Susan Sommerfeldt, University of Alberta, at the Faculty of Social Sciences (digital)
- China:** Dr. Jingwei Zhang, Hohai University, at the Faculty of Minden Campus (digital)  
 Prof. Dr. Kun Ding, Hohai University, at the Faculty of Minden Campus (digital)  
 Dr. Kang An, Shanghai Normal University (SHNU), at the Faculty of Engineering and Mathematics (digital)  
 Dr. Zhe Gao, Shanghai Normal University (SHNU), at the Faculty of Engineering and Mathematics (digital)  
 Lilie Wu, Shanghai Normal University (SHNU), at the Faculty of Engineering and Mathematics (digital)  
 Prof. Dr. Yiran Li, Shanghai Normal University (SHNU), at the Faculty of Engineering and Mathematics (digital)
- Colombia:** Dr. Javier Arturo Orjuela Castro, Universidad Distrital Francisco José de Caldas, at the Faculty of Engineering and Mathematics
- Czech Republic:** Jana Melezínková, Czech University of Life Sciences Prague, at the Faculty of Business  
 Prof. Dr. Karel Tomšík, Czech University of Life Sciences Prague, at the Faculty of Business
- France:** Dr. Rémy Rigo-Mariani, Université Grenoble Alpes, at the Faculty of Engineering and Mathematics  
 Dr. Renate Stauss, The American University of Paris, at the Faculty of Design  
 Maxime Guyon, Freelance Artist, at the Faculty of Design
- Finland:** Mila Moisiu, Aalto University, TAUKOdesign OY, at the Faculty of Design
- Georgia:** Ass. Prof. Nino Kvrivishvili, Tbilisi State Academy of Arts, at the Faculty of Design
- Germany:** Shang Chen, Stuttgart University, at the Faculty of Engineering and Mathematics  
 Prof. Dr. Adem Alparslan, FOM University of Applied Sciences, at the Faculty of Business
- Greece:** Prof. Dr. Nikolaos Hatzigrygiou, National Technical University of Athens (NTUA), at the Faculty of Engineering and Mathematics
- India:** Dr. Sameer Rohadia, Ganpat University, at the Faculty of Business  
 Dr. Suraj Manojkumar Shah, Ganpat University, at the Faculty of Business
- Israel:** Prof. Diane Levin-Zamir, Holon Institute of Technology, at the Faculty of Health (digital)  
 Prof. Oded Ezer, University of Haifa, at the Faculty of Design
- Italy:** Mattia Parietti, Studio Frog Design, at the Faculty of Design  
 Giuliano Mozzillo, Studio Frog Design, at the Faculty of Design  
 Prof. Alessandro Spano, University of Cagliari, at the Faculty of Business  
 Prof. Dr. Rinaldo Brau, University of Cagliari, at the Faculty of Business

- Malaysia:** Prof. Dr. Nowshad Amin, Universiti Tenaga Nasional, at the Faculty of Minden Campus (digital)
- Mexico:** Dr. José Luis Vázquez González, Universidad de las Américas Puebla (UDLAP), at the Faculty of Engineering and Mathematics  
Prof. Dr. Erika Galindo Bello, Universidad de las Américas Puebla (UDLAP), at the Faculty of Engineering and Mathematics  
Prof. Dr. Francisco Gabriel Rodríguez González, Universidad de las Américas Puebla (UDLAP), at the Faculty of Engineering and Mathematics  
Prof. Dr. Ruben Alejos Palomares, Universidad de las Américas Puebla (UDLAP), at the Faculty of Engineering and Mathematics
- Morocco:** Aboubakr Benazzouz, Institut de Recherche en Energie Solaire et Energies Nouvelles (IRESEN), at the Faculty of Engineering and Mathematics
- Netherlands:** Ronit Eden, International Association of Curators of Contemporary Art, at the Faculty of Design
- Portugal:** Prof. Dr. Ana Paula Prata, Universidade do Porto, at the Faculty of Health  
Prof. Dr. Margarida Reis Santos, Universidade do Porto, at the Faculty of Health
- Scotland:** Gabriele Stuckemeier, Freelance Artist, at the Faculty of Social Sciences
- Slovakia:** Dr. Olja Triaška Stefanović, Academy of Fine Arts and Design Bratislava, at the Faculty of Design  
Martin Kollar, Freelance Artist and lecturer at the Academy of Fine Arts and Design Bratislava, at the Faculty of Design
- Spain:** Gabor Schreier, Saffron Consultants, at the Faculty of Design  
Lucía Aguado, Saffron Consultants, at the Faculty of Design  
Prof. Dr. Maria Galán Lominchar, Universidad Pontificia Comillas, at the Faculty of Health
- Sweden:** Dr. Manuela Sjöström, University of Gothenburg, at the Faculty of Social Sciences  
Elisabet Sernbo, PhD, University of Gothenburg, at the Faculty of Social Sciences  
Sofie Areljung, PhD, Umeå University, at the Faculty of Social Sciences
- Thailand:** Dr. Amornrat Limmanee, National Energy Technology Center (ENTEC), at the Faculty of Minden Campus (digital)
- Tunisia:** Prof. Dr. Khaled Elleuch, University of Sfax, at the Faculty of Engineering and Mathematics
- Turkey:** Prof. Dr. Burcu Güneri Çangarlı, Izmir University of Economics, at the Faculty of Business  
Prof. Dr. Gülin Vardar, Izmir University of Economics, at the Faculty of Business  
Prof. Dr. Deniz Yükeker, Kent University, at the Faculty of Social Sciences  
Prof. Dr. Uğur Tekin, Kent University, at the Faculty of Social Sciences  
Prof. Dr. Ela Sibel Bayrak Meydanoglu, Turkish-German University (TGU), at the Faculty of Business  
Prof. Dr. Haldun Akpınar, Marmara University, at the Faculty of Business
- Ukraine:** Prof. Dr. Larysa Tarasevich
- UK:** Brian Mitchell, University of Bradford, at the Faculty of Social Sciences  
Chia-Hao Ho, University of Exeter, at the Faculty of Engineering and Mathematics  
Michael Grant, University of Bradford, at the Faculty of Social Sciences
- USA:** Dr. Joy Agner, University of Southern California, at the Faculty of Health  
Mark Coniglio, TroikaTronix – Isadora, at the Faculty of Design  
Prof. Dr. Rebecca Hackemann, Kansas State University, at the Faculty of Design  
Prof. Dr. Zadia M. Feliciano, City University of New York (CUNY), at the Faculty of Business  
Tracy Gray, Borough of Manhattan Community College, at the Faculty of Social Sciences (digital)



You can find the event programme of the Faculty of Design at the following link: <https://internationalweek-gestaltung.de>

## 10.30 Marketing Services and Quality

**Host:** Prof. Dr. Mariam Dopslaf  
**Guests:** Prof. Dr. Erika Galindo Bello/Prof. Dr. Francisco Gabriel Rodríguez González  
**Type of event:** Workshop  
**Room:** G 206, Gütersloh Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** In this workshop, we will present the link between marketing and service quality. The participants will learn to correlate the two concepts and how to use them in their companies or personal projects.

Prof. Dr. Erika Galindo-Bello holds a Doctorate in Economics and Social Sciences with a specialization on International Marketing from Johannes Kepler University, Austria. She holds a master's degree in International Business and Marketing and a bachelor's degree in business administration from UDLAP. Currently, she is Director of the Marketing Department at Universidad de las Américas, Puebla, Mexico and associate professor of the marketing department. She was in charge of Center for Business Outreach for 8 years, initiating collaboration agreements with around 500 internationally recognized companies thus forming a solid portfolio of business collaboration. She has worked for companies such as San Luis Group, Rassini and Mondelez, Adams. She has worked actively in consulting projects to support SMEs. She is author of the book "Export Obstacles and Social Networks: Latin American Experiences" and coauthored other books and scientific publications. She has presented results of her research at academic conferences in Mexico, Brazil, Peru and Austria. She has been speaker and instructor in Colombia, Mexico and Germany on service marketing, customer attraction, consumer behavior, among other topics. Her research fields are export strategies and consumer behavior.

## Accompanying programme

14.00–15.00

### Scholarship Award for International Students and Refugees & DAAD Award Ceremony (hybrid)

**Host:** International Office  
**Type of event:** Award ceremony  
**Room:** Conference Hall, Bielefeld Campus  
**Zoom link:** <https://fh-bielefeld.zoom.us/j/68027714055>  
**Language of event:** German/English  
**Target groups:** Scholarship holders and their relatives as well as all interested parties

**Content of event:** The scholarship ceremony, which will last approximately one hour, is intended to honour the outstanding social and academic achievements of our international students. In addition to the award of approx. 20 scholarships, the DAAD Prize will also be presented to this year's winner.

14.30

### Health Literacy: Basis for Communicating Health Information – What Influence Do the Social Context and Digitalization Have?

**Hosts:** Dr. Dirk Bruland/ Prof. Dr. Änne-Dörte Latteck  
**Guests:** Dr. Joy Agner/Prof. Diane Levin-Zamir  
**Type of event:** Course  
**Room:** F335, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programmes:** Nursing, Advanced Nursing Practise, Health, Midwifery, Social Work  
**Limit of participants:** 30

**Content of event:** Health literacy (HL) is highly relevant in all health-related professions, especially for communication of health information and client/patient empowerment. But, more than half of the German population say they have difficulties in dealing with health-related information. This course provides an overview of the state of HL research. Continuing, highly relevant fields are addressed. These are digital HL, which is becoming more and more important in a digital society. Furthermore, the impact of social context on HL, which is predominantly perceived as



an individual competence. We are very proud to be able to win high-ranking experts for the event.

- Welcome (Änne-Dörte Latteck, Dirk Bruland, 5 min.)
- Health Literacy: An overview of the state of the art (20 min. + 10 min. discussion, Tessa Schulkorf, Germany)
- Relevance of Digital Health Literacy (20 min. + 10 min. discussion, Diane Levin-Zamir, Israel)
- Health literacy and social context (20 min. + 10 min. discussion, Joy Agner, USA)
- Summary and goodbye (Dirk Bruland)

More information:

<https://www.fh-bielefeld.de/inbvg/projekte/versorgungsforschung/geko-mmgb/international-week-2021>

**Joy Agner** is an Assistant Professor of Research, an occupational therapist, health justice activist, and a dancer/choreographer. Dr. Agner directs the Health Equity Action Lab (HEAL) within the Chan Division of Occupational Science and Occupational Therapy at the University of Southern California. Her research focuses on improving health systems and services for underserved populations, such as racial minorities, people in poverty, and individuals with chronic disability or serious mental illness.

Dr. Agner's work is shaped through ongoing collaboration with community partners and follows principles of community-based participatory research. Her passion for community-engaged scholarship has resulted in numerous publications and awards, including an NIH Career Development Award and a Fulbright Fellowship. She is truly looking forward to participating in International Week and meeting scholars from around the world.

#### Accompanying programme

16.00–17.00

### Ceremonial Opening of the International Week 2022 (hybrid, followed by food, drinks and networking)

Hosts:

Prof. Dr. Ingeborg Schramm-Wölk, President of Bielefeld UAS  
Prof. Dr. Ulrich Schäfermeier, Vice President International Affairs and Digitalisation of Bielefeld UAS  
International Office

Type of event:

Ceremonial opening

Room:

Conference Hall, Bielefeld Campus

Zoom link:

<https://fh-bielefeld.zoom.us/j/95661365148>

Registration with:

[iw@fh-bielefeld.de](mailto:iw@fh-bielefeld.de)

Registration deadline:

21 April 2022

Language of event:

English

Target groups:

Guests and hosts of the International Week and all interested parties

Content of event:

The President of Bielefeld UAS, Prof. Dr. Ingeborg Schramm-Wölk, the Vice President International Affairs and Digitalisation, Prof. Dr. Ulrich Schäfermeier and the International Office welcome the (digital) international guests and open the International Week at all campus locations of Bielefeld UAS.

After the official welcome, you can network with the participants over delicious food and drinks.

# INTERNATIONAL WEEK

## Internationale Woche

### All week Pinboard – Ideas on Support Services for Ukrainian Students and Researchers

Host:	International Office
Type of event:	Pinboard (online and on site)
Room:	Main Hall (Magistrale), Bielefeld Campus
Language of event:	German/English
Target groups:	All interested parties
Content of event:	Feel free to leave your ideas for support services for Ukrainian students and researchers who had to flee their country. You can leave your ideas on the pinboard as well as on the padlet at the following link: <a href="https://padlet.com/hansbrandtpook/jb1bnymdw64xmgw">https://padlet.com/hansbrandtpook/jb1bnymdw64xmgw</a>

### All week Information stand ViSiB

Host:	Association to Support International Students in Bielefeld (ViSiB)
Type of event:	Information stand
Room:	Main Hall (Magistrale), Bielefeld Campus
Language of event:	German/English
Target groups:	All interested parties
Content of event:	Every year, many students and scholars from abroad come to Bielefeld to study, teach, research and immerse themselves in a new culture. ViSiB (Association to Support International Students in Bielefeld) is a contact point for newcomers in Bielefeld since 1985. Learn more about the exciting work of ViSiB.



<https://www.uni-bielefeld.de/vereine/visib/>

You can find the event programme of the Faculty of Design at the following link: <https://internationalweek-gestaltung.de>

### 9.30–10.30 Population Structure and Characteristics. The Age Transition

Host:	Prof. Dr. Riza Öztürk
Guest:	Dr. Mirela Tase
Type of event:	Course
Room:	C 328, Bielefeld Campus
Language of event:	English
Open for the following study programmes:	Open for all study programmes
Limit of participants:	20
Registration:	<a href="mailto:mirelatase@hotmail.com">mirelatase@hotmail.com</a>
Registration deadline:	30 April 2022

**Content of event:** This course introduces you to population issues, concepts, such as concepts of age and sex, age transitions at work etc. It offers an overview of various aspects of demographic growth and transition relating to Age, Gender and Sex, Age Cohorts, Population Aging etc. It matters not just how fast the population is growing, but which age and sex groups are growing and which ones are growing faster or slower than others. In particular, predictable changes occur in the distribution of a population by age and sex as a society goes through the demographic transition.

**Dr. Mirela Tase** is a lecturer and researcher in the Department of Tourism, Faculty of Business at Aleksandër Moisiu University of Durrës. She holds a BSc, an MSc and a PhD in geography from the University of Tirana.

Dr. Mirela Tase has authored or co-authored several books and over 40 publications in peer reviewed journals at regional, national and international conferences.

Dr. Mirela Tase is an editorial board member in several journals in Europe, USA and on the Asian continent. She has been part of teaching mobility in the framework of the Erasmus programme in countries like Hungary, Spain, Portugal, Romania. Her expertise is focused on tourism, demography and heritage issues.



9.45–10.30

### Circular Economy – Business Cases in Mechanical Engineering

**Host:** Fabian Schoden  
**Guest:** Chia-Hao Ho  
**Type of event:** Course  
**Room:** C 3, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** First, the circular economy is introduced and described. Then, the context of mechanical engineering and the environmental impacts of this sector are shown. Finally, business cases are shown to illustrate possible solutions to make the industry more sustainable and circular.

**Chia-Hao Ho** is a PhD candidate at the University of Exeter, Business School. His current research project focuses on the role of business internal activism in driving the circular economy transition. His core research interest lies in the social aspect of the circular economy, with a specific interest in organizational studies in connection with the change. Other research interests ranged from sustainability, activism inside or between organisations or corporations (e.g., activist entrepreneur, corporate activist, intrapreneur, eco-entrepreneur, or social entrepreneur...etc.), relations between business and society, and human resource management. Currently, he has published in Business Strategy & The Environment and Research Handbook of Innovation for a Circular Economy. He has also engaged in several teaching modules, particularly quantitative research courses in the business domain.

#### Accompanying programme

10.00–14.00

### A Deep Dive into the Founders Foundation and the B2B Startup Ecosystem

**Host:** Janina Ostendorf, Founders Foundation  
**Type of event:** Information stand  
**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** German/English  
**Target groups:** All interested parties

Content of event:

We train the next generation of successful founders and build an impactful B2B startup ecosystem in the heart of the German Mittelstand. The Founders Foundation is pioneering the training of founders using the holistic Education Model. The B2B startup ecosystem exemplifies how 'new and old business' can be brought together to form the soil in which successful entrepreneurship can grow. The Founders Foundation is a non-profit organization that makes the successful long-term training of founders the core of its efforts: no equity – people first.

10.00–15.00

### OIC – Bielefeld's Think Tank

**Host:** Miriam Kleiner, Open Innovation City  
**Type of event:** Information stand  
**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** German/English  
**Target groups:** All interested parties

Content of event:

Open Innovation City (OIC) is a Bielefeld-based think tank that is publicly funded by NRW's Ministry of Economy, Innovation, Digitalization and Energy and makes Bielefeld the first open innovation city in Germany. OIC works holistically, focusing on enabling and creating innovation networks within all layers constituting the fabric of our society: research and educational institutions, businesses and start-ups, city administration and politics, and citizens and civil society. Better together: We are always looking to grow our ecosystem domestically and globally, into an active international, sustainable and innovative community. Yes – we mean you! Come and learn how we work together with our co-initiators Fachhochschule des Mittelstands (FHM), Founders Foundation, Pioneers Club and owl maschinenbau e.V.. We work closely with international partners in cities such as Tampere and Tel Aviv, too.

10.00–14.00

### From Student to Startup – Center for Entrepreneurship

**Host:** Jan Nikolas Rolf, Center for Entrepreneurship at Bielefeld University of Applied Sciences  
**Type of event:** Information stand

# INTERNATIONAL WEEK

## *Internationale Woche*

**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** German/English  
**Target groups:** All interested parties

**Content of event:** Ever thought of founding your own startup? Meet the Center for Entrepreneurship (CFE) at Bielefeld UAS! The CFE is a project of our university that supports future founders on their way to becoming successful entrepreneurs. The CFE offers a variety of support gigs such as workshops, coaching, funding advice and an incubator program. Find the CFE coaches at the International Week and see what's in it for you and your startup project.

### 11.00–12.00 Meet the Startup Ecosystem Bielefeld

**Hosts:** Founders Foundation, Open Innovation City, Center for Entrepreneurship  
**Type of event:** Information session  
**Room:** Conference Hall, Bielefeld Campus  
**Language of event:** German/English  
**Target groups:** All interested parties

**Content of event:** In this session, you will get to know three major institutions of the startup ecosystem in Bielefeld – the Center for Entrepreneurship, the Founders Foundation and the Open Innovation City – all of which provide you with support, events and everything you need to become innovative.

### 11.00–13.00 International Tables

**Host:** International Office  
**Type of event:** Information stands  
**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** English  
**Target groups:** All interested parties

**Content of event:** International and exchange students of Bielefeld University of Applied Sciences present their countries of origin at country information stands in the Main Hall (Magistrale). In addition to information about the country, culture and the respective partner universities, there will be typical local specialities to try.

### 11.00 Tax Systems in Albania

**Host:** Prof. Dr. Riza Öztürk  
**Guest:** Prof. Dr. Shkëlqim Fortuzi  
**Type of event:** Lecture  
**Room:** C 328, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes  
**Limit of participants:** 30

**Content of event:** A brief introduction to the Albanian taxation system and the challenges faced in the last years. This presentation will help participants to understand the economic development in Albania and the financial barriers faced by the Balkans.

**Shkëlqim Fortuzi** has been a professor at the Accounting Department of the Faculty of Business at Aleksandër Moisiu University, Durrës since 2013. He has been the dean of UAMD's Business Faculty since August 2020.

His main research focuses on Cost Accounting, Management Accounting, and Fiscality. His specific research focuses on cost analysis of finished goods, semi-products at all stages, based on the traditional system and the ABC system. Also, his research focuses on calculating the break-even point, cost-volume-profit analysis, for any good or product based on specific activities. An important element of the research is also the planning system, according to the plan-implementation-control-action scheme. He is the author of a monograph in Germany, author of two books (Cost and Management Accounting, and Fiscality), and of more than 35 different national and international scientific articles and publications, 14 of which are with impact factor. He has participated in teaching outside Albania e.g., in Kosovo, Macedonia and as a guest lecturer under the Erasmus programme at the University of Lublin, Poland. His published articles and conferences cover the issues of fiscal policies, informality, tax performance in Albania, problems in the banking sector, public and personal finance, etc. He has earned the degree of "Doctor" in 2008 at the Agricultural University of Tirana.

12.30

### Future Engineers

**Host:** Prof. Dr. Mariam Dopslaf  
**Guests:** Prof. Dr. Rubén Alejos Palomares/Dr. José Luis Vázquez González  
**Type of event:** Information session  
**Room:** G 005b, Gütersloh Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** The IVAC project „Future Engineers – International, Global and Multicultural Formation“ consisted of international student collaboration and product development between UDLAP and Bielefeld UAS. Together, German and Mexican students developed a spirometer (positive pressure breathing device) in order to measure lung capacity.

**Prof. Dr. Rubén Alejos Palomares** received the B. S. degree in Electrical Engineering From Minatitlán Technological Institute in 1987, the M. S. and Ph.D. degrees in the National Institute of Astrophysics, Optics and Electronics at Tonantzintla, Puebla, México, in 1990 and 1999 respectively. Since 1988 Dr. Alejos has been with the Department of Electrical Engineering of the Universidad de las Américas-Puebla as full-time professor. His areas of interest are instrumentation, measurement, intelligent control systems. Currently he is working in Mechatronics Systems oriented to develop intelligent and autonomous prostheses and in design of biomedical instruments. He was Head of the Electronics Engineering Department of the Universidad de las Américas, Puebla from 2002 to 2005 and Dean of the Engineering School in the same university in 2005. He has published around 100 technical contributions in conferences proceedings and some peer revised journals. He has been advisor of around of 1,155 bachelor theses and 30 M.Sc. theses, most of which on the subject of industrial measurement and medical instrumentation. He is an active member in IEEE and during the period of 2008 to 2010, was the president of the IEEE Puebla Section. Since 2010, he has been Chair of the IEEE Computational Intelligent Society Chapter of the IEEE Puebla Section. He was Chair of the Technical Program of the MWSCAS 2009.



**Dr. José Luis Vázquez González** has been a full-time professor at the University of the Americas Puebla, Mexico since 1998. He has been a visiting professor at Appalachian State University (2013), visiting researcher at General Electric Infrastructure Querétaro(2015), visiting researcher at University of Valencia (2016, 2017) and has twice participated in the International week at Bielefeld UAS (2020, 2021). He currently heads the department of Computing, Electronics and Mechatronics. His areas of interest are Industrial Automation, Mechatronic Design and Model-Based Simulation. Currently, Dr. Vázquez works in the investigation of the impact of technologies in the construction of a platform to support the development of intelligent factories and especially the tools and skills that new generations of students must acquire for the jobs that will be available in the future. In addition, he is interested in collaborating in multidisciplinary groups to investigate the impact of the exponential growth of the data obtained from the processes for its use in improving the quality of the products.

#### Accompanying programme

12.45–13.45

### Your Way Abroad (hybrid)

**Host:** Felix Kraemer, International Office  
**Type of event:** Information session  
**Room:** Conference Hall, Bielefeld Campus  
**Zoom link:** <https://fh-bielefeld.zoom.us/j/97894542997>  
**Language of event:** German  
**Target groups:** Students

**Content of event:** Be an Erasmus+ student in Barcelona, do an internship in Ireland or spend a semester abroad in Canada? The International Office provides information on study abroad programmes. Students of Bielefeld UAS will report on their experiences and give advice on planning and organization. Afterwards, you will have the opportunity to ask questions.

13.30–14.30

### Social Entrepreneurship in the Brazilian Amazon Region

**Host:** Prof. Dr. Mariam Dopslaf  
**Guest:** José Augusto Lacerda Fernandes, PhD  
**Type of event:** Lecture  
**Room:** G 005b, Gütersloh Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** Prof. Lacerda Fernandes will present business cases of startups in the field of Sustainability in the Brazilian Amazon Region and also a bit of his research.

**José Augusto Lacerda Fernandes** is an administrator and PhD in Sustainable Development at the Center for Higher Amazon Studies (NAEA) at the Federal University of Pará (UFPA), with a doctoral internship at the Center for Social Studies (CES) at the University of Coimbra, in Portugal. Since 2015, he has been an effective professor at UFPA, collaborating with the Faculty of Administration of the Institute of Applied Social Sciences (FAAD / ICSA) and with the Master in Public Management (PPGGP / NAEA). In addition to teaching and research activities, it has distinguished itself by coordinating initiatives capable of leveraging the local ecosystem of entrepreneurship and innovation, such as the Xingu Incubator (Altamira/PA), the Ateliê de Negócios Transformadores da Amazônia (ATENTA) and the Team ENACTUS UFPA – Brazilian champion team of Social Entrepreneurship (2019 and 2020) and sometimes the only representative of the country in several international competitions. He is currently carrying out his post-doctoral work at the Laboratory of Economics and Sociology of Work (LEST) at Aix-Marseille Université (AMU) in France, investigating how new organizational forms and social entrepreneurship can contribute to the sustainable development of the Amazon, in particular with regard to strengthening businesses and production chains based on the bioeconomy of the forest.

13.30–14.30

### Industry 4.0 – How Can Virtual Reality, Augmented Reality, Machine Learning and Data Visualisation Add Value to Industry and Education?

**Host:** Prof. Dr.-Ing. Franz Feyerabend  
**Guest:** Prof. Patrick Pilat  
**Type of event:** Lecture  
**Room:** E 2, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programmes:** All interested parties  
**Limit of participants:** 20–30

**Content of event:** In this lecture, Prof. Pilat informs about how Virtual Reality (VR), Augmented Reality (AR), Machine Learning (ML) and Data Visualisation can add value to industry and education.

**Patrick Pilat** has been active at PXL University College at the Department for Electromechanics for 20 years. He started as a teacher in mechanics, thermodynamics and maintenance. Besides his teaching assignment he was also involved in several research projects (mostly on the topic of maintenance). For the last 12 years, he has been the head of the Department for Electromechanics. In this role, he is responsible for education, quality, teaching staff and research. For the last 6 years, his research group has focused on energy, smart buildings and Industry 4.0.

14.00

### Science, Art and Gender

**Host:** Prof. Dr. Cornelia Muth  
**Guest:** Dr. Doris Ingrisich  
**Type of event:** Course  
**Room:** B 242, Bielefeld Campus  
**Language of event:** German  
**Open for the following study programmes:** Open for all study programmes

**Content of event:**

Within our course on resilience we ask ourselves how our scientific thinking is a healthy one.

**Doris Ingrisich** is a cultural scientist and visiting professor at the Institute for Cultural Management and Gender Studies at the University of Music and Performing Arts Vienna.

Her research projects and publications cover the fields of gender and cultural studies with a focus on art and science in dialogue, science, art and gender, history of science, exile/emigration research as well as qualitative, experimental methods and arts-based research.

Publications (among others): "Intuition, Ratio & Gender? Über Bipolaritäten und andere Formen des Denkens", in: Andrea Ellmeier, Doris Ingrisich, Claudia Walkensteiner-Preschl (Hg.), "Ratio und Intuition. Wissen/s/Kulturen in Musik\*Theater\*Film", Wien/Köln, 19-43, Wissenskulturen im Dialog. Experimentalmräume zwischen Wissenschaft und Kunst, Bielefeld 2017 (Hg. zusammen mit Marion Mangelsdorf und Gert Dressel), "...im Chaos eine andere Ordnung erraten... - vom Entweder-Oder zum Und", in: Marietta Böning/Lutz Ellrich (Hg.), Werte(De)Konstruktionen – Die Problematik starker Orientierungen, Berlin 2019, 236-256, "Knowing in Intra-Acting. Arts-based Research als Weg des Welt-Gestalten", in: Annegret Huber/Doris Ingrisich/Therese Kaufmann/Johannes Kretz/ Gesine Schröder/Tasos Zembylas (Hg.) "Knowing in Performing. Artistic Research in Music and the Performing Arts", Bielefeld 2021, 147-160

<https://www.mdw.ac.at/ikm/ingrisch/>

**14.15–15.45****Medical Theories in Social Work**

**Host:** Prof. Dr. Diana Jost  
**Guest:** Brian Mitchell  
**Type of event:** Course  
**Room:** B 238, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** Social Work

**Content of event:** The goal of this seminar is to explore and develop your existing understanding of psychology and the impact of the medical/social models on your practice. There are opinions and debates concerning how medical theories

can lead to the discrimination and oppression of people. Together we can explore how this happens and what this means for the social work professional. The module will explore the current wider discussions considering alternative opinions with a focus on human rights and their practical application.

**Mr. Brian Mitchell** is the Programme Lead and Lecturer in Social Work and teaches across the Social Work programmes at the University of Bradford. He has a background in Adult Social Care, Adult Residential Care and rights based social work practice.

Brian has an interest in equality and inclusion and is also an advocate of supporting people that use services to have a meaningful voice within provision.

Brian was a winner and recipient of a national social work award having received the Practice Educator of the Year accolade in 2014.

Brian is currently hoping to start and complete his PhD. The theme for the work focuses on 'student engagement' and explores notions of co-production and inclusion. Within the text there will be a strong focus on rights, power, and this links to sound and valued educational and social work practice.

**Accompanying programme****15.00–16.00****Education and Research in India**

**Host:** Jnanada Shrikant Joshi  
**Type of event:** Information session  
**Room:** A 226, Bielefeld Campus  
**Language of event:** English  
**Target groups:** All interested parties

**Content of event:** Ms Joshi will be informing about the education and research system in her home country, India. She will also talk about her journey to pursuing a doctoral degree in Germany. She hopes to help international students by providing advice as an international researcher in Germany.



15.30

**Circular Economy – Business Cases in Mechanical Engineering**

**Host:** Fabian Schoden  
**Guest:** Chia-Hao Ho  
**Type of event:** Course  
**Room:** C 3, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** First, the circular economy is introduced and described. Then, the context of mechanical engineering and the environmental impacts of this sector are shown. Finally, business cases are shown to illustrate possible solutions to make the industry more sustainable and circular.

**Chia-Hao Ho** is a PhD candidate at the University of Exeter, Business School. His current research project focuses on the role of business internal activism in driving the circular economy transition. His core research interest lies in the social aspect of the circular economy, with a specific interest in organizational studies in connection with the change. Other research interests ranged from sustainability, activism inside or between organisations or corporations (e.g., activist entrepreneur, corporate activist, intrapreneur, eco-entrepreneur, or social entrepreneur...etc.), relations between business and society, and human resource management. Currently, he has published in Business Strategy & The Environment and Research Handbook of Innovation for a Circular Economy. He has also engaged in several teaching modules, particularly quantitative research courses in the business domain.

You can find the event programme of the Faculty of Design at the following link: <https://internationalweek-gestaltung.de>

9.30–10.30

**Internationalization and Strategies of Location Choices**

**Host:** Prof. Dr. Riza Öztürk  
**Guest:** Dr. Denada Lica  
**Type of event:** Course  
**Room:** C 328, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** One of the critical choices regarding the manufacturing location activities is whether internalization of these activities should be within firms' home country or abroad. Studies on international business suggest that location represents an important variable for firms that are both market and efficiency-resource seeking. Indeed, many firms were forced to rethink the geographical distance between production unit and their core activities. This happens due to different factors of location decision such as organizational factors, locational factors, and temporal factors.

**Accompanying programme**

10.00–11.30

**Expert Forum Research Contributions (hybrid)**

**Host:** Prof. Dr.-Ing. Franz Feyerabend  
**Guests:** Prof. Dr. Yiran Li/Dr. Kang An/Dr. Zhe Gao from Bielefeld UAS;  
 Prof. Dr. Marc-Oliver Schierenberg/Prof. Dr. Maik Lauterbach  
**Type of event:** Expert forum  
**Room:** Conference Hall, Bielefeld Campus  
**Zoom link:** <https://fh-bielefeld.zoom.us/j/96610718126?pwd=YVJhak9ObTNrd3hjUDZLTXdGbDNodz09>  
 (Meeting-ID: 966 1071 8126; Code: 948539)  
**Language of event:** English

# INTERNATIONAL WEEK

## Internationale Woche

**Target groups:** All interested parties  
**Content of event:** This expert forum will feature short presentations by four professors. Afterwards, questions will be answered and there will be a discussion. The forum will be moderated by Prof. Dr. Franz Feyerabend.

### 11.00–13.00 International Tables

**Host:** International Office  
**Type of event:** Information stands  
**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** English  
**Target groups:** All interested parties

**Content of event:** International and exchange students of Bielefeld University of Applied Sciences present their countries of origin at country information stands in the Main Hall (Magistrale). In addition to information about the country, culture and the respective partner universities, there will be typical local specialities to try.

### 12.30–13.30 (Virtual) Student Exchange Programmes, Bielefeld UAS and Queens College CUNY: COIL Projects

**Host:** Prof. Dr. Vivian Carstensen  
**Guest:** Prof. Dr. Zadia M. Feliciano  
**Type of event:** Workshop  
**Room:** Conference Hall, Bielefeld Campus  
**Language of event:** English

**Open for the following study programmes:** Students who like to participate in some form of international exchange and international student collaboration

**Content of event:** This workshop introduces the international partnership between the City University of New York (CUNY) and Bielefeld UAS. Prof. Feliciano talks about collaborative teaching in international classes and participants will elaborate on the several options of cooperation and international student exchange between our two institutions. The workshop concludes with a Q&A session of how students from Bielefeld can participate in physical and virtual mobility

with Queens College CUNY.

**Zadia M. Feliciano** is a Professor at Queens College and a faculty member at The Graduate Center, City University of New York. She is a Research Economist in the Program of International Trade and Investment at the National Bureau of Economic Research. She is also the Director of the Latin American and Latino Studies at Queens College. Professor Feliciano earned her Ph.D. in Economics at Harvard University in 1995 and her B.A. in Economics at the University of Chicago in 1987. Her research is on international trade, foreign direct investment, and economic development. Her earlier work focused on the impact of Mexico's reduction of tariffs and quotas on wages and employment prior to the signing of the North American Free Trade Agreement. She has also published work on Mexican migration and minimum wages. She has done extensive research on inward foreign direct investment in the U.S. and the impact of trade liberalization on post-communist and developing countries including Bulgaria and Thailand. Her most recent work is on the repeal of a tax credit program on survival rates of pharmaceutical establishments in Puerto Rico.

### 12.30

### Creating innovative and sustainable solutions with a focus on the Amazon region

**Host:** Prof. Dr. Mariam Dopsłaf  
**Guest:** José Augusto Lacerda Fernandes, PhD  
**Type of event:** Workshop  
**Room:** G 106, Gütersloh Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** Dr. Lacerda Fernandes will present business cases of startups in the field of Sustainability in the Brazilian Amazon Region and also a bit of his research.

**José Augusto Lacerda Fernandes** is an administrator and PhD in Sustainable Development at the Center for Higher Amazon Studies (NAEA) at the Federal University of Pará (UFPA), with a doctoral internship at the Center for Social Studies (CES) at the University of Coimbra, in Portugal.

Since 2015, he has been an effective professor at UFPA, collaborating with the Faculty of Administration of the Institute of Applied Social Sciences (FAAD / ICSA) and with the Master in Public Management (PPGGP / NAEA). In addition to teaching and research activities, it has distinguished itself by coordinating initiatives capable of leveraging the local ecosystem of entrepreneurship and innovation, such as the Xingu Incubator (Altamira/PA), the Ateliê de Negócios Transformadores da Amazônia (ATENTA) and the Team ENACTUS UFPA – Brazilian champion team of Social Entrepreneurship (2019 and 2020) and sometimes the only representative of the country in several international competitions. He is currently carrying out his post-doctoral work at the Laboratory of Economics and Sociology of Work (LEST) at Aix-Marseille Université (AMU), in France, investigating how new organizational forms and social entrepreneurship can contribute to the sustainable development of the Amazon, in particular with regard to strengthening businesses and production chains based on the bioeconomy of the forest.

13.00

**Solar Computing Lab Workshop – Campus Minden**

**Host:** Prof. Dr. Frank Hamelmann  
**Guests:** Dr. Amornrat Limmanee (Bangkok, Thailand, National Energy Technology Center, Solar Photovoltaic Research Team)  
 Dr. Hari Kumar Suberi (Phuntsholing, Bhutan, College of Science and Technology)  
 Prof. Dr. Nowshad Amin (Kuala Lumpur, Malaysia, National Energy University)  
 Prof. Dr. Kun Ding (Changzhou, China, Hohai University)  
 Dr. Jingwei Zhang (Changzhou, China, Hohai University)  
 Ms Li Feng (Minden, Germany, University of Applied Sciences Bielefeld)  
 Ms Sabrina Werneke (Minden, Germany, University of Applied Sciences Bielefeld)

**Type of event:** Workshop  
**Zoom link:** [https://fh-bielefeld.zoom.us/j/91468543466?pwd=V3B3YlRvNGsrZXcrU0JYenFRDRxdzO9](https://fh-bielefeld.zoom.us/j/91468543466?pwd=V3B3YlRvNGsrZXcrU0JYe nFRDRxdzO9)

**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** The guests will give lectures on the following topics, among others: „Circular Solar Modules – from Solar Farms to Agri Fields: A Case Study in Thailand“;

„Digital Twin System of Photovoltaic Array“; „Module-Level Fault Diagnosis of Photovoltaic Array based on Wireless Sensor Networks and Inverter Activated I-V Scanning“; „A study on Agri-Photovoltaic“

**Accompanying programme**

13.00–14.00

**Presentation of the Partner University Shanghai Normal University (SHNU) (hybrid)**

**Host:** Prof. Dr.-Ing. Franz Feyerabend (Bielefeld UAS)  
**Guest:** Lilie Wu (SHNU)  
**Type of event:** Information session  
**Room:** D 102, Bielefeld Campus  
 and via Zoom:  
<https://fh-bielefeld.zoom.us/j/92469748754?pwd=S3JVK1FmSGNXSnpY M2luQVJoZytjQT09; Meeting-ID: 924 6974 8754>  
 (Meeting-ID: 924 6974 8754; Code: 296768)

**Language of event:** English/German  
**Open for the following study programmes:** All interested parties  
**Limit of participants:** 20–30

**Content of event:** Presentation of the university and study opportunities at the College of Information Mechanical & Electrical Engineering. Ms Wu provides information on specialisations, teaching modules, German lessons, laboratories, practical lessons and international partner universities.

14.00–15.30

**Professional Lecture on Industry and University Education: How International Do Students Need to Be?**

**Host:** Prof. Dr.-Ing. Franz Feyerabend  
**Guests:** Dr. Rene Hermes (CLAAS KGaA)/Tanju Durmaz (DMG MORI AG)  
**Type of event:** Lecture  
**Room:** Conference Hall, Bielefeld Campus  
**Language of event:** English

**Content of event:** How international do students need to be? Requirements and views of the companies in relation to international business fields using the example of the companies DMG MORI AG and Claas.

### 14.15–15.45 Medical Theories in Social Work

**Host:** Prof. Dr. Diana Jost  
**Guest:** Brian Mitchell  
**Type of event:** Course  
**Room:** B 245, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** Social Work

**Content of event:** The goal of this seminar is to explore and develop your existing understanding of psychology and the impact of the medical/social models on your practice. There are opinions and debates concerning how medical theories can lead to discriminate and oppress people. Together we can explore how this happens and what this means for the social work professional. The module will explore the current wider discussions considering alternative opinions with a focus on human rights and their practical application.

Mr. **Brian Mitchell** is the Programme Lead and Lecturer in Social Work and teaches across the Social Work programmes at the University of Bradford. He has a background in Adult Social Care, Adult Residential Care and rights based social work practice.

Brian has an interest in equality and inclusion and is also an advocate of supporting people that use services to have a meaningful voice within provision. Brian was a winner and recipient of a national social work award having received the Practice Educator of the Year accolade in 2014.

Brian is currently hoping to start and complete his PhD. The theme for the work focuses on 'student engagement' and explores notions of coproduction and inclusion. Within the text there will be a strong focus on rights, power, and this links to sound and valued educational and social work practice.

### German-French Research Atelier

**Host:** Prof. Dr. Jens Haubrock  
**Guests:** Michael Kranholdt, Germany  
 Ansgar Ottensmann, Germany  
 Prof. Dr.-Ing. Nouredine Hadj-Said, France  
 Dr.-Ing. Rémy Rigo-Mariani, France  
 Prof. Dr.-Ing. Nikos Hatziargyriou, Greece  
 Aboubakr Benazzouz, Morocco  
 Prof. Dr.-Ing. Ulrich Rückert, Germany  
**Type of event:** Research atelier  
**Language of event:** English  
**Open for the following study programme:** Open for all study programmes  
**Registration:** <https://events.vtools.ieee.org/m/309266>

**Content of event:** The research atelier aims to shed light on the topic of deploying Artificial Intelligence (AI) for power grids in the presence of subject matter expertise and industry partners, discuss the challenges as well as opportunities, and possible future collaborations.

All information about this event can be found at the following link:  
<https://www.fh-bielefeld.de/iium/forschung/agnes>

Mr. **Aboubakr BENAZZOUZ (AB)** has been leading the Smart Grids Group at the Green Energy Park in Benguerir since January 2019. Aboubakr was prior to that involved in international projects on outdoor testing and characterization of PV technologies (PV modules, PV systems, solar trackers) in partnership with international PV modules manufacturers. Aboubakr has as well been involved in the development and commissioning of PV projects in Morocco as a technical consultant for different applications agriculture, e-mobility, residential, microgrids and largescale power plants.

He is currently coordinating several international projects focusing on the integration of PV into the grid (PV impact studies, PV power optimization, risk assessment) and the optimization of solar microgrids in the African context in collaboration with international research institutes. Aboubakr is devoted to supporting the development of green technologies and renewable energy applications in Morocco.



Nikos D. Hatzigiorgiou is Professor Emeritus in Power Systems at the National Technical University of Athens. He has over 10 years of industrial experience as Chairman and CEO of the Hellenic Distribution Network Operator (HEDNO) and as executive Vice-Chair and Deputy CEO of the Public Power Corporation (PPC). He was chair and vice-chair of the EU Technology and Innovation Platform on Smart Networks for Energy Transition (ETIP-SNET). He is honorary member of CIGRE and past Chair of CIGRE SC C6 “Distribution Systems and Distributed Generation“. He is Life Fellow Member of IEEE, past Chair of the Power System Dynamic Performance Committee (PSDPC) and Editor in Chief of the IEEE Trans on Power Systems and 2017 recipient of the IEEE/PES Prabha S. Kundur Power System Dynamics and Control Award. He has participated in more than 60 R&D projects funded by the EU Commission, electric utilities and industry for fundamental research and practical applications. He is author of the book “Microgrids: Architectures and Control” and of more than 300 journal publications and 500 conference proceedings papers. He is included in the 2016, 2017 and 2019 Thomson Reuters lists of the top 1% most cited researchers and he is 2020 Globe Energy Prize laureate.

Accompanying programme

12.45–13.45

**Get in Touch (hybrid)**

**Host:** Felix Kraemer, International Office  
**Type of event:** Information and Q&A session  
**Room:** Conference Hall, Bielefeld Campus  
 Main Hall (Magistrale), Bielefeld Campus  
**Zoom link:** <https://fh-bielefeld.zoom.us/j/97317845146>  
**Language of event:** German  
**Target groups:** Students

**Content of event:** What do students have to say about going abroad? Here they will tell you about their experiences, give advice on planning and organization and answer your questions.

You can find the event programme of the Faculty of Design at the following link: <https://internationalweek-gestaltung.de>

Accompanying programme

9.00–14.00

**International Table China**

**Host:** Prof. Dr. Franz Feyerabend (Bielefeld UAS)  
**Guests:** Students of Shanghai Normal University (SHNU)  
**Type of event:** Information stand  
**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** English/German  
**Target groups:** All interested parties

**Content of event:** Students of Shanghai Normal University (SHNU) will present their country of origin and its culture at this information table in the Main Hall (Magistrale).

9.00–14.00

**International Table Belgium**

**Host:** Prof. Dr. Franz Feyerabend (Bielefeld UAS)  
**Guests:** Students of PXL  
**Type of event:** Information stand  
**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** English/German  
**Target groups:** All interested parties

**Content of event:** Students of PXL University of Applied Sciences and Art will present their country of origin and its culture at this information table in the Main Hall (Magistrale).



9.30–10.30

## Consumer Behavior and Marketing

Host: Prof. Dr. Riza Öztürk

Guests: Dr. Ariola Harizi/Prof. Assoc. Dr. Azeta Tartaraj

Type of event: Course

Room: C 328, Bielefeld Campus

Language of event: English

Open for the following study programmes:

Open for all study programmes

Content of event:

“Consumer Behavior and Marketing“ is an applied discipline that contributes to the understanding of consumers. Its economic orientation is based on marketing studies. The teaching program provides the most advanced model for understanding consumer decision making, which serves as a program for the success of businesses in a market economy. It focuses on “Why” and “How” consumers make specific decisions and behave in certain ways, what motivates them, what catches their attention, what makes them often loyal to their products, services and brands, especially. Consumer behavior is described as the process of developing a product, service, and strategy based on what consumers want. The objective of this teaching program is to give the student concepts of various aspects of consumer behavior.

**Dr. Ariola Harizi** is a lecturer in the Department of Marketing, Faculty of Business, at the University “Aleksandër Moisiu“, Durrës, Albania (2016–to date). She holds a bachelor’s degree in “Business Management“ from the Faculty of Integrated Studies based in Practices, University “Aleksandër Moisiu“ (2013). She also completed a Master of Science in Executive Management at at Luarasi University, Tirana, Albania (2015). In 2021 she completed her doctoral studies in “Marketing“ at the Slovak University of Agricultural, Slovakia. Currently, she teaches courses on bachelor and master level such as Digital Marketing, Marketing and Research, Consumer Behavior and Research Design.

Dr. Harizi is the author and co-author of several texts and publications in scientific journals and regional, national and international conferences mainly in the field of marketing and consumer behavior. Her field of study mostly focuses on marketing, consumer behavior, strategies of marketing choices. Her publications among others include: ELSEVIER – Innovation Strategies in the Food Industry – 978-0-323-85203-6 B978-0-323-85203-6.00001-3 –

Chapter 7: Consumer-driven and consumer-perceptible food innovation. <https://elsevierbooks.proofcentral.com/en-us/index.html?token=b9b27ea502f076569f3bf0b6b06267>

**Prof. Assoc. Dr. Azeta Tartaraj** is a lecturer in the Department of Marketing, Faculty of Business, at the University “Aleksandër Moisiu“, Durrës, Albania (2008–to date). She graduated in 1992 at the Faculty of Economics of the University of Tirana and has an Integrated Diploma of the First Level in Marketing. She completed the Scientific Master in Profiling Marketing at the University of Tirana in collaboration with the University of Nebraska, in 2006. Doctorate at UAMD in the field of Marketing with Thesis Dissertation »Territorial Marketing and Social Cohesion«. In March 2015, she received the title of Associate Professor. Active participation in 22 national and international scientific conferences, 20 scientific articles. Covers the areas of Integrated Marketing Communication, Marketing Basics, Marketing Direction, Publicity.

9.30–12.45

## Managing, Simulating and Optimising Food Supply Chains Using Mathematical Modelling

Host: Prof. Dr. Christian Schwede

Guest: Dr. Javier Arturo Orjuela Castro

Type of event: Course

Room: D 231, Bielefeld Campus

Language of event: English

Open for the following study programmes:

Open for all study programmes

Content of event:

The objective of the course is to introduce to students the modelling of food supply chains. It starts with a conceptualization about logistics, supply chain and introduces three kinds of models. The different approaches of modelling are then examined and applied to food supply chains. Finally, different applications will be presented in the three simulations paradigms, system dynamics, discrete events and agent. It concludes with optimization models.



### Dr. Javier Arturo Orjuela Castro

- Education: Ph.D., National University of Colombia, 2018, Engineering Industry and Organizations. Sc.M., Tecnológica de Pereira University, 2005, in Operation Research and Statistics. Sc.B., Distrital University, 1998, in Industrial Engineering, Sc.B. 1994, in Food Engineering.
- Last academic experience: Titular Professor 1999–present., Distrital University. Director – Industrial Engineering program. Guest Professor: Military university, engineering faculty, master's degree in integral logistics, 2019. Universidad de La Sabana, Master in Design and Process Management, 2007–2011.
- Last Industrial Experience: Food Systems Design Consultant, FAO, 2018. Flower export company, Process improvement consultant, Riofrio, Chia Group, Colombia, 2010–2011. Deputy Director, Food Supply, Secretarie of Economic Development. Mayor's Office of Bogotá, 2007–2008.
- Last Journal Publications: An Appraisal of Traceability Systems for Food Supply Chains in Colombia, 2021, International Journal on Food System Dynamics. LOGISTICS PLATFORMS - TRENDS AND CHALLENGES, 2021, Acta logistica-International Scientific Journal about Logistics. Perishable food distribution in the last mile: a multi-objective VRP model 2021, International Journal of Information and Decision Sciences. Logistics network configuration for seasonal perishable food supply chains, 2021, Journal of industrial engineering and management.

10.00–11.30

### Values and Ethical Practice in Social Work

**Host:** Prof. Dr. Diana Jost  
**Guest:** Michael Grant  
**Type of event:** Course  
**Room:** C 007, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** Social Work

**Content of event:** The introduction will explore students' own values, prejudices and beliefs. We need also to consider why we become social workers? We will look at our professional values. We will explore ethical principles and consider

ethical theory. We will also consider links to practice within legal and ethical frameworks. I wish students to explore the role of social work as working in partnership with people and their communities offering a holistic view of their situation within a complex and ever-changing landscape, both socially and politically. We will consider how we use ethics and values within our social work interventions (for example the use of anti-discriminatory and anti-oppressive practice), and how these can cause challenges when balancing the rights of people with risk assessment.

**Michael Grant** qualified as a Social Worker in 1991 and has held a number of professional roles giving him a wide experience of working in frontline practice within generic, hospital and community mental health settings. His practice experience includes social work with people with mental health issues, learning disabilities, physical disabilities and older people.

He has been a lecturer in social work for thirteen years and is currently Assistant Professor at the University of Bradford. He teaches across the undergraduate, post-graduate and post-qualifying awards and also is currently the Director of work placements, work experience and internships for the School of Social Sciences.

His main areas of interests include Mental Health, Risk Assessment and Risk Management, International Social Work and Value Based Practice. Michael is hoping to start his PhD soon and intends the focus to be on overcoming loss and trauma within frontline mental health social work.

### Accompanying programme

11.00–13.00

### International Tables

**Host:** International Office  
**Type of event:** Information stands  
**Room:** Main Hall (Magistrale), Bielefeld Campus  
**Language of event:** English  
**Target groups:** All interested parties

# INTERNATIONAL WEEK

## Internationale Woche

**Content of event:** International and exchange students of Bielefeld University of Applied Sciences present their countries of origin at country information stands in the Main Hall (Magistrale). In addition to information about the country, culture and the respective partner universities, there will be typical local specialities to try.

### 12.00–14.00 The Ormaig Landart Project: Art Performance as a Role Model for Pedagogical Practice

**Host:** Prof. Dr. Cornelia Muth  
**Guest:** Gabriele Stuckemeier  
**Type of event:** Course  
**Room:** B 242, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programmes:** Open for all study programmes

**Content of event:** Artist **Gabriele Stuckemeier** is living on the west coast of Scotland and creates abstract non-permanent painting installations. Her work is informed by the performative aspect of the painting process in relation to her environment. Gabriele's large scale outdoor installation "The Ormaig Landart Project" (2020) was a creative response to the prehistoric landscape of Kilmartin Glen in the southern Highlands. The installation and film received funding by Creative Scotland and the National Lottery Fund and was awarded The Highland Society of London Award 2021. In the event Gabriele will talk about Ormaig Landart Project and show the seven minute short film about the making of the installation (12.00–13.00) followed by a feedback and discussion session (13.00–14.00).

#### Education

2018 – MLitt in Painting, The Glasgow School of Art, Glasgow, Scotland  
 2012 – BA (Hon) Fine Art at Moray School of Art, UHI, Elgin, Scotland  
 1997 – Occupational Therapist / Ergotherapeutin, Bielefeld, Germany

#### Achievements

The Highland Society of London Award 2021 in the 195th Royal Scottish Academy Annual Exhibition, Edinburgh, Scotland.  
 Open Project Funding from Creative Scotland and The National Lottery Fund

2020 for Ormaig Landart Project.  
 Longlisted for the Ivan Juritz Prize 2018.

Exhibitions and projects

2021

Royal Scottish Academy Annual Exhibition 2021, Edinburgh.  
 Llano Earth Art Festival 2021. Live online event.

2020

Ormaig Landart Project, large scale outdoor installation near Kilmartin, Scotland and short documentary film. Open Project Funding from Creative Scotland and The National Lottery Funding. Film by Aaron Watson. Supported by Kilmartin Museum and Forestry and Land Scotland.

2019

Relay, group show with graduates from the MLitt Fine Art programme 2017/18, Tramway Upper Foyer, Glasgow.

#### Accompanying programme

### 13.00–14.00

### Your Way Abroad (hybrid)

**Host:** Felix Kraemer, International Office  
**Type of event:** Information session  
**Room:** A 226, Bielefeld Campus  
**Zoom link:** <https://fh-bielefeld.zoom.us/j/96280548228>  
**Language of event:** German  
**Target groups:** Students

**Content of event:** Be an Erasmus+ student in Barcelona, do an internship in Ireland or spend a semester abroad in Canada? The International Office provides information on study abroad programmes. Students of Bielefeld UAS will report on their experiences and give advice on planning and organization. Afterwards, you will have the opportunity to ask questions.



13.30–14.15

### Early Childhood Education in Sweden

**Host:** Prof. Dr. Helen Knauf  
**Guest:** Sofie Areljung, PhD  
**Type of event:** Lecture  
**Room:** C 226, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** Social Work

**Content of event:** What are the goals of early childhood education in Sweden? How is everyday life organised? At what age do Swedish children go to the kindergarten? In this event you will gain insights into the way early childhood education is organised in Sweden. Information will be provided by Sofie Arlejung, Senior Lecturer at the Department of Applied Educational Science at Umeå University.

**Ms Sofie Areljung** works as a senior lecturer in educational work at Umeå University in Sweden. By profession, she is originally a teacher in the field of Science and Mathematics. Since 2012, she has been doing research on Science Education for children in the early childhood education (age 1–9 years). She has a particular interest in arts-integrated Science Education as well as in the physical learning environment. Most of her studies are conducted in close collaboration with teachers in preschools and schools. In addition to her research assignments, she is the coordinator of Umeå University's graduate school in Educational Science, which currently has around 60 active doctoral students.

15.00–16.00

### Interior and Design of Autonomous Shuttle Buses: Requirements, Trends and Innovations

**Host:** Prof. Dr.-Ing. Franz Feyerabend  
**Guest:** Shang Chen  
**Type of event:** Lecture

**Room:** C 2, Bielefeld Campus  
 and via Zoom:  
<https://fh-bielefeld.zoom.us/j/91211589775?pwd=dnpGYm5XTzFScGFsTnBmemdRcjdvUT09>  
 Meeting-ID: 912 1158 9775  
 Meeting code: 778410

**Language of event:** English/German

**Open for the following study programmes:** All interested parties

**Limit of participants:** 20–30

**Content of event:** In this lecture, Ms Chen informs about the current requirements, trends and innovations in the field of interior and design of autonomous shuttle buses.

#### Accompanying programme

15.00–16.00

### Paving the Way for International Students: StayInOWL

**Host:** Cobi King, International Office  
**Type of event:** Information session  
**Room:** A 226, Bielefeld Campus  
**Language of event:** German  
**Target groups:** Students

**Content of event:** Come and make yourself acquainted with the entirely new project “StayInOWL” (STIBET II programme), which aims to support international degree seeking students at Bielefeld UAS with the transition from higher education to employment in Germany. This information session also provides you with details on what workshops, activities and other events the project will offer within the framework of the “Progressionsprogramm.”

16.00 – 17.30

### Psychological Foundations of Early Development and Education

**Host:** Prof. Dr. Diana Jost  
**Guest:** Tracy Grey  
**Type of event:** Course  
**Room:** B 245, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** (Early) Childhood Education

**Content of event:** This course examines the psychological and psychosocial foundations of early childhood and relates these foundations to educational practice with young children, birth to eight years. It focuses on historical and contemporary theories of childhood development. Early learning is considered in relation to biological factors, child and family factors, program factors and social factors, particularly in diverse urban settings. Young children's physical, cognitive, communicative, social and emotional development is explored as contributors to and as consequences of early learning experiences.

### German-French Research Atelier

**Host:** Prof. Dr. Jens Haubrock  
**Guests:** Michael Kranholdt, Germany/Ansgar Ottensmann, Germany  
 Prof. Dr.-Ing. Nouredine Hadj-Said, France  
 Dr.-Ing. Rémy Rigo-Mariani, France  
 Prof. Dr.-Ing. Nikos Hatzigiorgiou, Greece  
 Aboubakr Benazzouz, Morocco  
 Prof. Dr.-Ing. Ulrich Rückert, Germany  
**Type of event:** Research atelier  
**Language of event:** English  
**Open for the following study programme:** Open for all study programmes  
**Registration:** <https://events.vtools.ieee.org/m/309266>  
**Content of event:** The research atelier aims to shed light on the topic of deploying Artificial Intelligence (AI) for power grids in the presence of subject matter expertise and industry partners, discuss the challenges as well as opportunities, and possible future collaborations.

All information about this event can be found at the following link:  
<https://www.fh-bielefeld.de/iium/forschung/agnes>

**Mr. Aboubakr BENAZZOUZ (AB)** has been leading the Smart Grids Group at the Green Energy Park in Benguerir since January 2019. Aboubakr was prior to that involved in international projects on outdoor testing and characterization of PV technologies (PV modules, PV systems, solar trackers) in partnership with international PV modules manufacturers. Aboubakr has as well been involved in the development and commissioning of PV projects in Morocco as a technical consultant for different applications agriculture, e-mobility, residential, microgrids and largescale power plants.

He is currently coordinating several international projects focusing on the integration of PV into the grid (PV impact studies, PV power optimization, risk assessment) and the optimization of solar microgrids in the African context in collaboration with international research institutes. Aboubakr is devoted to supporting the development of green technologies and renewable energy applications in Morocco.

**Nikos D. Hatzigiorgiou** is Professor Emeritus in Power Systems at the National Technical University of Athens. He has over 10 years of industrial experience as Chairman and CEO of the Hellenic Distribution Network Operator (HEDNO) and as executive Vice-Chair and Deputy CEO of the Public Power Corporation (PPC). He was chair and vice-chair of the EU Technology and Innovation Platform on Smart Networks for Energy Transition (ETIP-SNET). He is honorary member of CIGRE and past Chair of CIGRE SC C6 "Distribution Systems and Distributed Generation". He is Life Fellow Member of IEEE, past Chair of the Power System Dynamic Performance Committee (PSDPC) and Editor in Chief of the IEEE Trans on Power Systems and 2017 recipient of the IEEE/PES Prabha S. Kundur Power System Dynamics and Control Award. He has participated in more than 60 R&D projects funded by the EU Commission, electric utilities and industry for fundamental research and practical applications. He is author of the book "Microgrids: Architectures and Control" and of more than 300 journal publications and 500 conference proceedings papers. He is included in the 2016, 2017 and 2019 Thomson Reuters lists of the top 1% most cited researchers and he is 2020 Globe Energy Prize laureate.



You can find the event programme of the Faculty of Design at the following link: <https://internationalweek-gestaltung.de>

### 9.00 Humboldt Scholarship @ Bielefeld UAS: Mechanical Behavior of NiB and NiB-TiO<sub>2</sub> Nanocomposite Coatings under Brinell Indentation: Modeling and Experiments

**Host:** Prof. Dr. Thomas Kordisch  
**Guest:** Dr. Amir Bahri  
**Type of event:** Information event/scientific lecture  
**Room:** F 113, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** Open for all study programmes  
**Limit of participants:** 60

**Content of event:** After two successful collaborations within the framework of DAAD between Bielefeld UAS and the National Engineering School of Sfax, Tunisia in the field of materials testing, our cooperation continues within the Alexander von Humboldt Foundation. During the Alexander von Humboldt scholarship our research work focuses on characterizing, FEM-modeling and developing coatings deposited in the Tunisian research laboratory using electrochemical deposition procedure, in particular NiB and NiB-TiO<sub>2</sub> nanocomposite coatings. These kinds of coatings are expected to be introduced in the olive oil extraction procedure, requiring good mechanical properties and wear resistance. The main idea is to optimize the new coatings in order to meet the application requirements.

### 9.00–10.30 Conception and Implementation of Subject and Project Teaching at the Partner University Shanghai Normal University (SHNU)

**Host:** Prof. Dr.-Ing. Franz Feyerabend  
**Guests:** Tim Krain/Josef Heinrich  
**Type of event:** Lecture  
**Room:** C 013, Bielefeld Campus



and via Zoom:

<https://fh-bielefeld.zoom.us/j/95752467762?pwd=VDJjYjB3L29ZSWk0REJlDWGp6LOsydz09>

Meeting-ID: 957 5246 7762, Meeting code: 453310

English/German

**Language of event:**  
**Open for the following study programmes:**  
**Limit of participants:**

All interested parties  
 20–30

**Content of event:**

In this event, there will be live digital contributions from students of Shanghai Normal University on the teaching module “Internal Combustion Engines”.

### 9.30–17.00 Bielefeld International Conference on Applied Business (Bicab)

**Host:** Prof. Dr. Riza Öztürk  
**Guests:** Prof. Dr. Haldun Akpınar  
 Prof. Dr. Adem Alparslan  
 Mario Gjoni, PhD  
 Dr. Arjeta Hallunovi  
 Prof. Dr. Ela Sibel Bayrak Meydanoğlu  
 Dr. Erisa Musabelliu  
 Dr. Olta Nexhipi  
 Dr. Sameer Rohadia  
 Dr. Suraj Manojkumar Shah  
 Prof. Alessandro Spano

**Type of event:**  
**Room:**  
**Language of event:**  
**Open for the following study programme:**

International Conference  
 Conference Hall, Bielefeld Campus  
 English  
 Open for all study programmes

**Content of event:**

The Faculty of Business at Bielefeld University of Applied Sciences will start organising an annual international conference in 2022. The first one will take place on 6 May 2022 and will have the following title: „Data driven decisions in enterprises – implications for business education and cases“

# INTERNATIONAL WEEK

## *Internationale Woche*



**Prof. Dr. Haldun Akpınar** was a member of the Faculty of Administrative Sciences at Istanbul University between 1982 and 2002 and has been a member of the Faculty of Administrative Sciences at Marmara University since 2003. He has founded the master program of Business Informatics at the Institute of Business Sciences at Istanbul University in 1996, became the member of the National Committee for Informatics of the Council of Higher Education in 1999, the head of the Chair of Quantitative Methods at Istanbul University between 2000 and 2003 and the head of German-speaking department for Business Informatics of Marmara University between 2003 and 2015. He has been teaching the courses “Artificial Intelligence”, “Data Mining”, “Decision Support Systems” and “Advanced Technology Management” in the undergraduate as well as in the graduate program. He has published 12 books and numerous research and articles.

He has worked at universities and in enterprises in Germany, Austria, U.S.A., Japan, Sweden, New Zealand and Kyrgyzstan. He speaks Turkish (native), German, English and Spanish. He presents and shares his international experiences of more than 40 years in the international academic arena.

**Mario Gjoni, PhD**, is a professor at the Management Department of the Faculty of Business at the University “Aleksandër Moisiu”, Durrës. His main research focuses on Management, Organizational Behavior, Marketing Management and Strategies etc.

He is the author of various research papers, presented and published in journals some of which are with impact factor. His published articles and conferences cover the issues of management, strategies, prices structure, organizational behavior, customer behavior and satisfaction etc. He has earned the degree of “Doctor” in 2020 at the University of Tirana.

**Dr. Arjeta Hallunovi** has been a finance lecturer at the University “Aleksandër Moisiu”, Durrës for about 12 years, and she holds a PhD in Economics Sciences, Finance–Bank Profile. She is author/co-author of four books in the field of finance, has published various monographs on Amazon and has also published papers, the major part with Scopus, Impact Factor and Thomson Reuters in Italy, Hungary, United Kingdom, Germany, Singapor, USA, France, Canada, Turkey etc. Among other things, she is on the editorial board of the Educational Review – USA, Journal of Applied Mathematics and Computation – USA, Co-Editor-in-Chief of Journal of Economics and Economic Education Research – UK and Editor-in-Chief of the Asian Themes in Social Sciences Research – USA.

During the last years she was part of different Teaching Mobilities in Andrei Saguna University – Romania, Kodolanyi Janos University – Hungary, Danubius University – Romania, Technical University – Bulgaria and has also participated in the Summer School “Advanced Measurement of Quality of Working Life” – France, speaker in the World Youth Forum Right to Dialogue “Ethics of Complexity” – Italy, Winter School on Geometric Constraint Systems – Canada, EUROMOD-HHoT Summer School: Using EUROMOD for model family simulations – Belgium, Summer School Current Trends in Accounting Research – Spain, Tools for Social Development – Serbia etc.

**Prof. Dr. Ela Sibel Bayrak Meydanoğlu** is a Professor of Management Information Systems and Marketing at the Department of Business Administration at Turkish-German University (Istanbul). She earned her bachelor’s degree in Business Informatics in 1997 and master’s degree in Finance and Accounting in 2000 at Marmara University (Istanbul). She earned her doctorate at the University of Lüneburg (Germany) in 2005. She was promoted to the associate professorship in the area of Management Information Systems by the Turkish Higher Education Council in 2011. She teaches on e-business, management information systems, digital marketing in bachelor and master programs. Her current fields of research cover digital transformation, digital business, and digital/mobile marketing.

**Dr. Erisa Musabelliu**, has been a full-time lecturer in the management department at the University “Aleksandër Moisiu”, Durrës, Albania, since September 2011; she lectures courses such as Business, Entrepreneurship, Project Management and Human Resources Management. She has gained a lot of academic experience as a lecturer in Albanian national universities, e.g., at the University “Aleksandër Xhuvani”. She also has teaching experience from Erasmus+ projects in Spain and Romania. Erisa finished her bachelor studies in management in 2008 at the Agricultural University of Tirana. In 2010, she gained her master’s degree in Administration and Enterprises Management from the Agricultural University of Tirana. She gained her PhD from the Agricultural University of Tirana in March 2019 in Economy and Agribusiness field. She has participated in many international conferences and has published many papers in different international journals. Her fields of interest are

# INTERNATIONAL WEEK

## *Internationale Woche*



management of public enterprises and public enterprises challenges.

**Dr. Suraj Manojkumar Shah** is educational professional with more than 8 years of teaching and research experience. He is presently associated with Ganpat University – Centre for Management Studies and Research as an Assistant Professor and Program coordinator (MBA – Business Analytics and MBA – International Business).

He has a doctorate in management and is a Gold medalist with a master's degree in international business. Being a passionate researcher, he has presented more than 30 research papers at various international and national conferences. He has more than 15 publications in national and international journals, 8 book chapters and 1 book to his credit. He has been awarded more than twelve Best Research Paper Awards at various national and international level conferences. He was awarded very prestigious "AIMS-JIMI Outstanding Young Management Researcher Award" by AIMS International, Houston, USA in the year 2021. He was awarded the prestigious President award for staff excellence – Early career Research in the year 2019 and Learning and Teaching Category in the year 2021 at Ganpat University. He was also awarded a gold medal under "best research paper presenter category – west zone" at AIMS annual convention 2017. His area of interest include Marketing Management, Cause Related Marketing, Consumer Behavior, Marketing Analytics, and International Business.

**Dr. Olta Nexhipi**, has been a full-time lecturer in the management department at the University "Aleksandër Moisiu", Durrës, Albania since March 2010; she lectures courses such as Business, Entrepreneurship, Project Management and Service Management.

She has gained a lot of academic experience as a lecturer in Albanian national universities, e.g., at the University "Aleksandër Xhuvani", at the Agricultural University of Tirana and at Tirana Business University College. For the last two years, she has been giving lectures at the University of World and National Economy in Sofia, Bulgaria.

She has also gained teaching experience from Erasmus+ projects in Romania and Spain. She is a member of staff in ENTRAL project, which mainly focuses on entrepreneurship.

Since May 2015, she has been the head of Management Department in the Faculty of Business. Olta finished her bachelor studies in management in 2006 at the University of New York, Tirana. In 2009, she gained her master's degree in Marketing from the Institut Universitaire Kurt Bösch in Switzerland.

She gained her PhD from the University "Aleksandër Moisiu" in June 2015 in Economic Sciences.

She has participated in many international conferences and has published many papers in different international journals. Her fields of interest are service management and entrepreneurship challenges. She also holds the position of reviewer in management journals.

**Dr. Sameer Rohadia** has 22 years of industry & IT management teaching experience. Currently, he is working as Business Intelligence Specialist & IT Trainer in Hanover. Also, he is working as Adjunct Professor in two Indian Universities. His qualifications are in Electrical Engineering, Business Administration & Data Science with a Doctorate in ERP Implementation. In the last 1.5 years, he has successfully conducted 75 webinars & workshops and trained 7,000+ industry professionals, faculty members & students in Big Data, MS Power BI, Tableau & MS Excel. He has 10 certifications in the Data Science area. He conducted 50+ sessions for German, Polish & Slovenian students and has received 5 awards for his teaching excellence from institutes of repute. He is a life member of "All India Management Association" and "Indian Society for Training & Development".

**Prof. Alessandro Spano** is full professor of Business Economics at the Department of Economic and Business Sciences (SEA) at the University of Cagliari, Italy, and received a PhD in Public Management and Accounting.

He currently serves as President of the International Business Studies Exchange Network (IBSEN), a consortium of ten universities from ten different countries.

He was visiting professor at the South-Eastern Finland University of Applied Sciences (Finland) in 2019; at Mikkeli University (Finland) in 2015 and 2016; and at Carleton University, Ottawa, Canada in 2011.

His research interests include management control systems, information systems, business analytics, performance measurement and evaluation, process analysis, health care management.

He is author and co-author of about 40 papers in international peer-reviewed journals (European Management Journal, Public Management Review, Public Money and Management, International Public Management Review and International Journal of Public Administration), conference proceedings, book chapters and books.

He is the co-founder and the CEO of Chain Factory Srl, a university spin-



off that focuses on blockchain and other digital technologies. He is the founder and head of the SAP Next-Gen Chapter on Blockchain and an active member of the SAP Academic. He is also an active member of the Celonis Academic Alliance.

9.30–17.00

### The Future of Finance: The Impact of Crypto Assets, Artificial Intelligence, and FinTech Development on the Financial System

**Host:** Prof. Dr. Riza Öztürk  
**Guest:** Prof. Dr. Gülin Vardar  
**Type of event:** Course  
**Room:** C 328, Bielefeld Campus  
**Language of event:** English  
**Registration with** [gulin.karasulu@ieu.edu.tr](mailto:gulin.karasulu@ieu.edu.tr)  
**Registration deadline** 29 April 2022  
**Open for the following study programme:** Open for all study programmes

**Content of event:** With the rapid acceleration of technology, three key areas of innovation will have a significant impact on the shape of the financial system ecosystem. These areas are the rise of artificial intelligence (AI), the advent of crypto-assets, and the fintech revolution. I will be exploring each of these subjects, helping the students to understand the context, background, and fundamentals of these trends. I hope that the examination of these and many more questions will provide useful insights to students considering where to focus studies or start their careers. Considering that there will be winners and losers in this ecosystem, the ones who are able to adapt and thrive in the face of these changes and developments will be successful.

**Ms Vardar** has obtained her Ph.D. in Business Administration majoring in the field of finance in 2010 at Izmir University of Economics, Turkey. During her Ph.D., she went to the University of Texas in Dallas as a visiting researcher, where she had done doctoral research with a scholarship from TUBITAK. Ms Vardar is now working as a Professor in the Department of International Trade and Finance and has been the Head of the Department since 2016 at Izmir University of Economics, Turkey.

She has teaching experience in a wide range of topics including Business Finance, International Financial Management, Quantitative Methods in Finance, Bank Management, Financial Econometrics, Current Trends in Finance, Financial Markets and Institutions. Her research interests are Quantitative Finance, Energy Finance – Sustainable Finance and also the recent trends in Finance Area (Fintech, Artificial Intelligence and Cryptocurrency). She has publications in a wide range of respected journals including Economic Modelling, Emerging Markets Trade and Finance, Eurasian Economic Review, Euromed Journal of Business, Sustainability Accounting, Management and Policy Journal, International Journal of Sustainable Energy. Izmir University of Economics provides strong collaborations and connections in the industry which helps to develop industry projects.

10.30

### Erasmus Cooperation between Sfax in Tunisia and Bielefeld UAS

**Host:** Prof. Dr. Thomas Kordisch  
**Guest:** Prof. Dr. Khaled Elleuch  
**Type of event:** Information session  
**Room:** F113, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** Open for all study programmes  
**Limit of participants:** 60

**Content of event:** Brief introduction to the Tunisian education system with a focus on the time after the baccalaureate diploma and the beginning of master studies. The official language of studies is defined and some cultural basic knowledge is given to prepare foreign students to travel to Tunisia. Specific information about studying in engineering schools like ENIS (National Engineering School of Sfax) is shown. Hence different steps for obtention of engineering diploma are exposed in this presentation to give some more ideas how to step into ENIS training courses. Some International Masters trainings are offered at ENIS as well as co-constructed professional masters. It is also possible to take courses in such context or in doctoral studies.

# INTERNATIONAL WEEK

## Internationale Woche



### Prof. Dr. Khaled Elleuch

- Mechanical Engineering Professor at Ecole Nationale d'Ingénieurs de Sfax (ENIS); TUNISIA since 2002.
- Director of Internships and International Relations since 2017.
- From 2011 to 2017 Director of Material Engineering Department.
- Since 2017 member of the national committee for accreditation of higher Education Programmes in Science and Technology.
- Since 2012 member of the National Recruitment Committee for University Professors in Materials Science.
- President of the ENIS Alumni Association (AIDENIS) since 2017.
- From 2005 to 2017 treasurer of AIDENIS.
- President of the Quality Project Committee at ENIS since 2020.
- Supervisor of more than 20 PHD defunded thesis in Material and Environment.
- More than 90 published papers in Higher Scientific Journals.
- Scopus HI 22 (1540 citations).
- More than 150 international communications.
- 3 National Patents inventions, 5 international research projects.
- 3 national research projects.
- 10 times visiting professor in European countries (Ecole Centrale de Lyon, Ecole Centrale de Paris, Université de Limoges, Université Bretagne Sud, Université Lorraine, Sassari University, Cagliari University, ...).

### Accompanying programme

10.00–14.00

### Cultural Encounter with China

**Hosts:** Team German University of Applied Sciences in Hainan (GUAS) International Office

**Type of event:** Information stand and workshop

**Room:** Main Hall (Magistrale), Bielefeld Campus

**Language of event:** German/English

**Target groups:** All interested parties

**Content of event:** Experience Chinese culture at Bielefeld UAS: Chinese calligraphy and silhouettes, learn your first Chinese characters.

10.30–12.30

### Information Stand IBSEN Network

**Hosts:** Prof. Dr. Karel Tomšík/Jana Melezínková

**Type of event:** Information stand

**Room:** Main Hall (Magistrale), Bielefeld Campus

**Language of event:** English

**Target groups:** All interested parties

**Content of event:** The IBSEN (International Business Studies Exchange Network) network aims to improve intercultural competences and support the professional development of students and staff (academic and administrative) on a multicultural level.

11.00–12.00

### Integra: Expanding Your Knowledge on Your Studies and the Jump into Employment

**Host:** Cobi King, International Office

**Type of event:** Information session

**Room:** A 226, Bielefeld Campus

**Language of event:** German

**Target groups:** All interested parties

**Content of event:** Learn more about the study support programme within the “Integra” project for international students at Bielefeld UAS, as well as initial ideas on the proposed summer school.

13.00–14.00

### Your Way Abroad (hybrid)

**Host:** Felix Kraemer, International Office

**Type of event:** Information session

**Room:** A 226, Bielefeld Campus

**Zoom link:** <https://fh-bielefeld.zoom.us/j/98984986502>

**Language of event:** German

**Target groups:** Students

**Content of event:** Be an Erasmus+ student in Barcelona, do an internship in Ireland or spend a semester abroad in Canada? The International Office provides





information on study abroad programmes. Students of Bielefeld UAS will report on their experiences and give advice on planning and organization. Afterwards, you will have the opportunity to ask questions.

11.30

### Presentation of the Preliminary Work “One plus one makes less than two? Consolidation policies and mortality in the Italian NHS”

**Host:** Prof. Dr. Vivian Carstensen  
**Guest:** Prof. Dr. Rinaldo Brau  
**Type of event:** Seminar  
**Room:** B 443, Bielefeld Campus  
**Language of event:** English  
**Open for the following study programme:** Open for all study programmes

**Limit of participants:** 15

**Content of event:** In this seminar we investigate the population-wide health effects of the amalgamation of local health departments in Italy. We focus on the evolution of municipality-level mortality in the years 2002–2018. We exploit the within municipality variation over time and the staggered adoption of the consolidation reform in different years by using an event study design. Our preliminary findings outline an average increase of the overall population mortality rate, especially in the medium and long-term: an increase of 1.9%, 4–7 years after the consolidation; 2.4% in percentage terms, after 8–10 years. Potential mechanisms are unfolded by considering mortality rates for different age groups, leading causes of death and geographical heterogeneity of the effect.

**Prof. Dr. Rinaldo Brau** is a full professor in Public Economics at the Department of Economics and Business, University of Cagliari. He is currently serving as Head of Department for the period 2021–2024. He is also a researcher at CRENoS-Centre for North South Economic Research, University of Cagliari and Sassari. He previously completed a PhD in Public Economics at the University of Pavia and worked as a researcher at FEEM-Fondazione Eni Enrico Mattei. He teaches Public Economics in the degree course of Economics and Finance, Welfare State and Regulation in

the master’s degree in Economics, and Economics of ICT markets in the master’s degree in Data Science. His main research interests are in public economics (health economics, welfare evaluation), applied microeconomics (discrete choice models), environmental and resource economics (environmental policy and natural resource-based tourism) and tourism economics (tourism and growth; tourism preferences and sustainability).

14.15–15.00

### The Impact of Different Leadership Styles on Creative Decision Making

**Host:** Prof. Dr. Riza Öztürk  
**Guest:** Prof. Dr. Burcu Güneri Çangarlı  
**Type of event:** Workshop  
**Room:** C 328, Bielefeld Campus  
**Language of event:** English  
**Registration with** [burcu.guneri@ieu.edu.tr](mailto:burcu.guneri@ieu.edu.tr)  
**Registration deadline** 29 April 2022  
**Open for the following study programme:** Open for all study programmes  
**Limit of participants:** 9–15 students

**Content of event:** Participants in 3 groups will be assigned a challenging job; through a window, they will throw eggs covered with balloons and tapes! They need to find a creative way for covering the eggs so that they don’t break! Each group has their own leader with a unique style. At the end of the 20 min. activity, there will be a lot to discuss. Leadership styles, group dynamics and their impact on group decision making which requires creativity will be discussed and linked with the related theories.

### German-French Research Atelier

**Host:** Prof. Dr. Jens Haubrock  
**Guests:** Michael Kranholdt, Germany  
 Ansgar Ottensmann, Germany  
 Prof. Dr.-Ing. Nouredine Hadj-Said, France  
 Dr.-Ing. Rémy Rigo-Mariani, France  
 Prof. Dr.-Ing. Nikos Hatzigiorgi, Greece

# INTERNATIONAL WEEK

## *Internationale Woche*

**Type of event:**

Aboubakr Benazzouz, Morocco

**Language of event:**

Prof. Dr.-Ing. Ulrich Rückert, Germany

**Open for the following study programme:**

Research atelier

**Registration:**

English

Open for all study programmes

<https://events.vtools.ieee.org/m/309266>**Content of event:**

The research atelier aims to shed light on the topic of deploying Artificial Intelligence (AI) for power grids in the presence of subject matter expertise and industry partners, discuss the challenges as well as opportunities, and possible future collaborations.

All information about this event can be found at the following link:

<https://www.fh-bielefeld.de/iium/forschung/agnes>

**Mr. Aboubakr BENZAOUZ (AB)** has been leading the Smart Grids Group at the Green Energy Park in Benguerir since January 2019. Aboubakr was prior to that involved in international projects on outdoor testing and characterization of PV technologies (PV modules, PV systems, solar trackers) in partnership with international PV modules manufacturers. Aboubakr has as well been involved in the development and commissioning of PV projects in Morocco as a technical consultant for different applications agriculture, e-mobility, residential, microgrids and largescale power plants.

He is currently coordinating several international projects focusing on the integration of PV into the grid (PV impact studies, PV power optimization, risk assessment) and the optimization of solar microgrids in the African context in collaboration with international research institutes. Aboubakr is devoted to supporting the development of green technologies and renewable energy applications in Morocco.

**Nikos D. Hatziaargyriou** is Professor Emeritus in Power Systems at the National Technical University of Athens. He has over 10 years of industrial experience as Chairman and CEO of the Hellenic Distribution Network Operator (HEDNO) and as executive Vice-Chair and Deputy CEO of the Public Power Corporation (PPC). He was chair and vice-chair of the EU Technology and Innovation Platform on Smart Networks for Energy Transition (ETIP-SNET). He is honorary member of CIGRE and past Chair

of CIGRE SC C6 "Distribution Systems and Distributed Generation". He is Life Fellow Member of IEEE, past Chair of the Power System Dynamic Performance Committee (PSDPC) and Editor in Chief of the IEEE Transactions on Power Systems and 2017 recipient of the IEEE/PES Prabha S. Kundur Power System Dynamics and Control Award. He has participated in more than 60 R&D projects funded by the EU Commission, electric utilities and industry for fundamental research and practical applications. He is author of the book "Microgrids: Architectures and Control" and of more than 300 journal publications and 500 conference proceedings papers. He is included in the 2016, 2017 and 2019 Thomson Reuters lists of the top 1% most cited researchers and he is 2020 Globe Energy Prize laureate.

# INTERNATIONAL WEEK

*Internationale Woche*





# INTERNATIONAL WEEK

*Internationale Woche*



Hinweis: Das aktuelle Programm der Internationalen Woche 2022 inklusive möglicher kurzfristiger Änderungen oder Streichungen von Programmpunkten finden Sie auf:

<https://www.fh-bielefeld.de/internationales/iw/iw22/>

Note: The current programme of the International Week 2022 including possible changes or cancellations of programme items at short notice can be found at:

<https://www.fh-bielefeld.de/en/international-office/iw2022>

## Veranstaltungsorte/ Venues

Bielefeld  
Campus Bielefeld, Interaktion 1, 33619 Bielefeld  
Fachbereich Gestaltung/Faculty of Design  
Lampingstraße 3, 33615 Bielefeld

Gütersloh  
Campus Gütersloh, Langer Weg 9a, 33332 Gütersloh

Minden  
Campus Minden, Artilleriestraße 9, 32427 Minden



**International Office – Your way abroad!**

## DIE WELT ZU GAST

- ▶ Campus Bielefeld, Campus Gütersloh und Campus Minden mit internationalen Gästen
- ▶ Infos zum Auslandsaufenthalt
- ▶ Internationale Gastdozierende
- ▶ Workshops und Infoveranstaltungen
- ▶ Internationale Gastvorträge
- ▶ Erfahrungsberichte

... und vieles mehr!

## THE WORLD AS GUEST

- ▶ Bielefeld Campus, Gütersloh Campus and Minden Campus with international guests
- ▶ Information on studying abroad
- ▶ International guest lecturers
- ▶ Workshops and information events
- ▶ International guest lectures
- ▶ Testimonials

... and much more!

FH Bielefeld  
University of Applied Sciences  
International Office  
Interaktion 1  
33619 Bielefeld



**Kontakt/Contact:**

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**Alle Infos/All information:**

[www.fh-bielefeld.de/internationales/iw/iw22/](http://www.fh-bielefeld.de/internationales/iw/iw22/)

[www.fh-bielefeld.de/en/international-office/iw2022](http://www.fh-bielefeld.de/en/international-office/iw2022)