

WFI SUMMER SCHOOL

FIRMS IN SOCIETY

INGOLSTADT MUNICH GERMANY

19TH JULY - 30TH JULY 2021

Keynote Speaker:

Prof. Pinar Ozcan (Saïd Business School, Oxford University): „Start-ups, platforms and market disruptions“

Manager Talk:

Thomas Sattelberger, MdB

Firm visits @ AUDI AG (automotive) and BAUER AG (construction).

The Ingolstadt School of Management (WFI) is located in the **heart of Bavaria** near Munich.

Attend **high-class courses** on the role of firms in society, experience **real world business** insights with entrepreneurial champions, gain a deeper insight into German and especially Bavarian culture and visit Neuschwanstein Castle.



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>> Short Programs & Summer Schools >> WFI Summer School



WFI SUMMER SCHOOL PROGRAMME

ACADEMIC AND SOCIAL ACTIVITIES

Start-Ups & Platforms

START-UPS, PLATFORMS AND MARKET DISRUPTION

Prof. Pinar Ozcan (Saïd Business School, Oxford)

Sustainability

SUSTAINABLE SUPPLY CHAIN MANAGEMENT

Prof. Matthias Fifka (FAU Erlangen-Nürnberg)

Development

GLOBAL SUPPLY CHAINS AND FIRMS IN DEVELOPING COUNTRIES

Prof. Alexander Danzer

Digital Business Models

DIGITAL BUSINESS MODELS AND SOCIAL INNOVATIONS

Prof. Thomas Setzer & Prof. André Habisch

Consumer Behaviour

CONSUMER PSYCHOLOGY FOR A BETTER WORLD: "NUDGING" IN CONSUMER BEHAVIOR

Prof. Shashi Matta

Taxation

CORPORATE TAX AVOIDANCE

Prof. Dominika Langenmayr & Prof. Reinald Koch

Innovation

ENTREPRENEURSHIP, INNOVATION AND REGIONAL ECONOMICS

Prof. Simon Wiederhold

Culture

VISIT FAMOUS NEUSCHWANSTEIN CASTLE



Firm Visits

GLOBAL PLAYERS AND HIDDEN CHAMPIONS

