

SOMMERSEMESTER 2015

 **20. CCEC-Workshop**
Technology-driven Change
Donnerstag, 11. Juni 2015
14.00 -18.00 Uhr

Fachhochschule Südwestfalen
Lübecker Ring 2, 59494 Soest
Hörsaal 20.008



Leitung

Prof. Dr. Peter Weber

Fachhochschule Südwestfalen

Prof. Dr. Roland Gabriel

Ruhr-Universität Bochum

Prof. Dr. Theo Bastiaens

FernUniversität in Hagen, Open Universiteit Nederland

Learning and Teaching with Social Software Tools

Thomas Hörner

Consultant, Author and Instructor for E-Commerce and Strategic Online Marketing

Future Retail Stores: How they Suffer, Change and Survive

Dr. Oliver Bohl

PAYBACK GmbH, American Express Group

Cum Hoc Ergo Propter Hoc! Some Thoughts on Causality & Correlation and How to Flirt with „Shopaholics“, „Redemption Freaks“ & Every Other Shopper at the Digital POS

Matthias Bolte

Member of the Parliament of NRW, Spokesman for Internet Policy & Data Protection and Privacy

Net Neutrality - The Guiding Principle for a Free and Open Internet

Anmeldung unter: www.ccec-online.de

Geschäftsführender Direktor: Prof. Dr. Bernhard Pellens

Fakultät für Wirtschaftswissenschaft