

DATE: 5 DECEMBER 2018

VENUE: PORCELÆNSHAVEN 22, PHR20, DK-2000 FREDERIKSBERG

CBS MARITIME LOOKING AHEAD



CBS MARITIME

EVENT: CURRENT AND FUTURE RESEARCH
AND TEACHING DEVELOPMENTS

PROGRAM OF THE DAY

VENUE: PORCELÆNSHAVEN 22, ROOM: PHR20, DK-2000 FREDERIKSBERG

8:30 – 9:00: Registration and Light Breakfast

9:00 – 9:10: Welcome by Henrik Sornn-Friese, Director, CBS Maritime and Leonardo Santiago, Co-director CBS Maritime

9:10 – 10:00: RESULTS FROM THE BLUE INNOSHIP RESEARCH PROJECT “SERVITIZATION: CREATING THE MARKET BY UNDERSTANDING PRICE, COST, CONTRACTS AND FINANCING”

- “Background and Overview of the Project” by Carsten Ørts Hansen, Copenhagen Business School
- “Price Setting for Product Service Offerings in the Maritime Industry” by Liping Jiang, Copenhagen Business School
- “Innovative Financial Solutions for a Servitization Business Model in the Maritime Industry”
by Jørgen Larsen, Danske Maritime
- “Project Takeaways and How to Benefit from it in the Future” by Carsten Ørts Hansen and Liping Jiang, Copenhagen Business School

10:00 – 10:15: Coffee Break

10:15 – 12:00: CBS MARITIME RESEARCH - ADDRESSING GLOBAL CHALLENGES

- “Firms, Politics and Influence on Global Environmental Maritime Regulation – the Case of the IMO”
by Christian Hendriksen, Copenhagen Business School
 - “Relation(Ships) in the Maritime Sector – Gaining Competitive Edge from the Perspective of Shipbrokers and Maritime Suppliers” by Agnieszka Nowinska, Copenhagen Business School
 - “Governance and Innovation for a Sustainable Maritime Supply Chain” by Leonardo Santiago
 - “Denmark as a Maritime Nation: Identity, Narratives and Interests”
by Anders Ravn Sørensen, Copenhagen Business School”
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- “Drivers of Organizational Innovation in the Maritime Industry – the Role of Parent and Subsidiary Managers in Multinational Firms” by Thomas Roslyng Olsen, Copenhagen Business School

12:00 – 12:45: Lunch and Networking

12:45 – 13:30: EXPANDING THE TALENT POOL

- “BSc in Shipping and Trade (BSc S&T)” by Martin Jes Iversen, Copenhagen Business School
- “MSc Tracks for the Maritime Sector” by Henrik Sornn-Friese, Director CBS Maritime
- “The Executive MBA in Shipping and Logistics (the Blue MBA)” by Irene Rosberg, Copenhagen Business School

13:30 – 13:45: Coffee Break

13:45 – 14:15: PANEL DEBATE: “PARTNERSHIP DEVELOPMENT”

 Facilitator: Martin Jes Iversen

Panelists: Gregor Halff (CBS – Dean of Education), Carina Cappelen (TORM – Global HR Business Partner), Timea Kovats (Maersk Tankers – Senior HR Business Partner), Denise Bell Knudsen (Lauritzen Bulkers and BSc S&T Alumni) and Tim Golinski (Maersk Broker and Bcs S&T Alimni)

14:15 – 14:45: KEYNOTE BY ANNE H. STEFFENSEN, DIRECTOR GENERAL AND CEO, DANISH SHIPPING

14:45 – 15:00: PER HOLTEN-ANDERSEN, PRESIDENT OF COPENHAGEN BUSINESS SCHOOL

15:00 – 15:20: WRAP UP “FIVE YEARS OF MARITIME RESEARCH AND TEACHING – WHATS NEXT?”

by Henrik Sornn-Friese, Director CBS Maritime

15:20 – 17:00: Reception

BACKGROUND: FIVE YEARS OF MARITIME RESEARCH AND TEACHING AT CBS

CBS Maritime was established as a strategic 'Business in Society (BiS) Platform' at Copenhagen Business School (CBS) in January 2014. As an entity operating across departments and with dedicated teaching programs CBS Maritime coordinates and develops maritime and neighboring research, teaching and problem-solving activities at CBS and provides a one-point-of-entry between CBS and the maritime industry (broadly conceived). A key focus has been on developing collaborative partnerships with maritime companies and organizations for tackling relevant business and societal challenges and opportunities.

CBS Maritime has developed strongly in its first five years:

- Several large-scale research projects have been carried out with the generous support of public and private foundations and in close collaboration with the maritime industry
- The existing Executive MBA in Shipping and Logistics was effectively reaccredited and considerably strengthened
- An ambitious BSc program in International Shipping and Trade was established – in academic partnership with Singapore Management University and Texas A&M University – and is successful in providing talent to Danish shipping
- Ties have been built to the other Danish universities as well as to the maritime schools and academies, and Maritime Research Alliance is now emerging as a result
- Strong international partnerships have been forged with maritime researchers at leading universities and business schools in Southeast Asia, Europe and North America.

Five years have passed and we now see several large-scale projects completed and important new developments in maritime teaching. We are therefore pleased to invite you to join us in taking stock and looking ahead at the event "CBS Maritime Looking Ahead" on 5 December 2018. Here, we will highlight and discuss current and future research and teaching developments.

REGISTRATION: The event is free of charge however, registration is mandatory. Sign up via the CBS Maritime [webpage](#). Deadline for registration is 30 November 2018.

PARTNERS:

