

SEMINAR @ CBS COMPETITIVENESS DAY

CREATING BETTER STRATEGIC FORESIGHT FROM STAKEHOLDER INSIGHTS

8 SEPTEMBER 2014

13:00-15:00

**COPENHAGEN BUSINESS SCHOOL
FREDERIKSBERG, DENMARK**



ORGANIZERS

The seminar is organized by Torben Juul Andersen, Carina Antonia Hallin, Lasse Peter Laursen og Carsten Pedersen (Center for Global Strategic Responsiveness, CBS) as part of the CBS Competitiveness Day, organized by the CBS Competitiveness Platform. All events are free of charge and open for all, however registration is mandatory.

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CONTENT

The competitive environments are complex and dynamic with business conditions in constant flux. Therefore, firms that are able to quickly understand evolving trends and subtle changes faster than their competitors will be able to engage in timely responses and improve their competitive position.

PROGRAM

13:00 Registration

13:10 Torben Juul Andersen: "Why does management need updated information to deal with turbulent conditions?" Presentation and discussion

13:25 Carina Antonia Hallin: "How can we collect updated information from stakeholders in the frontline?" Introducing basic crowdsourcing techniques

13:40 Lasse Peter Laursen: "Developing a "pulse" to sense the business faster and more precise using ongoing predictions from employees and customers." – Applications in DFDS Seaways A/S

13:50 Lotte Weaver: "Using crowd predictions in strategic decision making" – Experiences and prospects in DFDS Seaways A/S

14:00 Carsten Pedersen & Mathias Lysholm Faaborg: "Using the crowd to develop and assess business opportunities" – Applications and experiences in TDC A/S

14:20 Karsten Bobek: "Creating better strategic foresight from crowdsourced information" - Applications in services and retailing

14:35 Round table discussion – Comments and questions

- Lotte Weaver, Strategy Manager, DFDS Seaways A/S
- Mathias Lysholm Faaborg, Head of Department, TDC A/S
- Karsten Bobek, Project Leader*
- Carsten Pedersen, PhD Candidate*
- Lasse Peter Laursen, PhD Candidate*
- Carina Antonia Hallin, Assistant Professor*
- Torben Juul Andersen, Professor*

*all at the Center for Global Strategic Responsiveness, CBS

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TIME AND DATE

8 September 2014
13:00-15:00

LOCATION

Råvarebygningen (CBS)
Porcelænshaven 22
2000 Frederiksberg

[Map](#)

ORGANIZERS

The CBS Competitiveness Platform

cbs.dk/Competitiveness

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