“Think, understand, manage”: The topics

Digital transformation

The crisis as a catalyst: most experts in digitalization, artificial intelligence, and technology in Germany are convinced that the coronavirus crisis will trigger a renewed acceleration of the digital transformation. This was reported by a recent survey conducted by TUM Campus Heilbronn together with the Bertelsmann Foundation and the district of Munich. Small and medium-sized companies are also beginning to switch to home offices and video conferencing, and consumers are placing orders much more frequently online. “Many of the trends that we are currently seeing in companies will continue even after the acute phase of the crisis has subsided,” says Professor Helmut Krcmar, the author of the study and the Founding Dean of TUM Campus Heilbronn.

The development itself is fundamentally nothing new: software and computing capacities have become increasingly inexpensive in recent years. As a result, the propagation of programs that change work processes has also increased. The digital transformation can turn value chains and business models upside down: products and software are increasingly turning to usage-based payment models, as opposed to ownership-based models. Resource efficiency is increasing, and greater amounts of data can be recorded, analyzed, and exploited. More and more employees are gaining deep insight into areas that were previously reserved for a small number of experts.

These developments are creating challenges for a wide range of companies, especially small and medium-sized companies across Germany, forcing them to critically reassess their own value chains. Internal processes are changing. More than ever before, rapid product development is a necessity to keep pace with technological advancements and customer demands. At the first TUM Talk on September 17, 2020 in Heilbronn, the challenges and opportunities presented by this transformation for companies across various industries will be discussed by top managers and scientists.

More information about the digital transformation: https://www.tum.de/nc/die-tum/aktuelles/pressemitteilungen/details/36176/
Leadership

The old concept of boss is obsolete: strict hierarchies and documenting performance for each worked hour are becoming a thing of the past in more and more companies. On the one hand, many tasks in a range of fields – from development and IT to human resource management – have recently become massively more complex. A single manager alone can no longer accumulate all relevant specialized knowledge. Instead, employees with high levels of self-organization and personal responsibility are required. On the other hand, many more employees are demanding precisely these qualities in their work – they want their daily work to have a tangible purpose, rather than simply working through a list of predefined tasks. This places new requirements on the concept of leadership. Modern managers are moderators and motivators – who make sure their team has the necessary resources.

This also entails a change of approach for many family businesses and small or medium-sized companies and their current management teams. The coronavirus crisis has brought these trends into even sharper focus: “The trend towards working outside of the office will have an especially significant impact on shaping the future organization of work processes,” says Professor Helmut Krcmar, Founding Dean of TUM Campus Heilbronn. “This represents a huge change, especially for traditionally and hierarchically organized companies, a change that will affect employee management in particular.”

At the TUM TALK on September 17, 2020 in Heilbronn, human resource managers from leading German companies will discuss how they are approaching and implementing questions of leadership in modern times. The discussion will be supplemented with opinions from TUM researchers who are studying leadership in modern professional context from a scientific perspective.

More information about leadership: https://www.tum.de/nc/die-tum/aktuelles/pressemitteilungen/details/36104/

All information can also be downloaded under “Press”

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