

ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS*Τμήμα Διοίκησης Γεωργικών Επιχειρήσεων & Συστημάτων Εφοδιασμού
Department of Agribusiness & Supply Chain Management*

Πρόσκληση

Εισήγηση (Lecture)

*«Επιχειρηματικότητα, διαχείριση γνώσης και
επιχειρηματική ευφυΐα για βιώσιμη επιχειρηματική
ανάπτυξη»*

*«Entrepreneurship, Knowledge Management and
Business Intelligence for sustainable business
development'»*

Εισηγητής:

Dr Mindaugas Lauzikas

Professor of Innovation, Business Intelligence and Entrepreneurship,
Vilnius University Business School

*Η εισήγηση θα διεξαχθεί στην **αγγλική γλώσσα**
Language of teaching: **English***

*ΘΗΒΑ, 23 Νοεμβρίου 2022
Thiva, 23rd November 2022*

Lecturer: Professor Mindaugas Lauzikas

Language of teaching: English

Venue: Central Auditorium,
Dpt of Agribusiness & Supply Chain Management

Address: 1st km Old National Rd Athens-Corinth, GR32300, Thives

Date: Wednesday 23rd, November, 2022

Title: 'Entrepreneurship, Knowledge Management and Business Intelligence for sustainable business development'

The lecture outline:

The course aims to develop the ability to create effective business strategies, to manage innovation-based transformations, to ensure personal leadership via effectively/ efficiently used business intelligence and innovation strategies. The course offers a deeper understanding of science, technology and innovation impact to the variety of developments at institutional, national, European and global level. During the learning process the students will be introduced to the variety of innovative knowledge management-based techniques, necessary for sustainable development of business in a specific sector.

Main sections:

1. Global trends and entrepreneurship framework conditions across the countries and sectors: how it might affect a particular sector (GEM data and methodology-based)
2. Combination of the Innovation and HR strategies
3. Understanding the strategic context of business and application of the business intelligence cycle (the templates of filtering data, choosing and constructing the financial innovation indicators for investors and other stakeholders, roadmaps from tactical to strategic outcomes, consultancy approach)

Topics: Innovation and Knowledge Management, Strategic Management and Business Intelligence focusing on the area of Agriculture.