



THIRD GLOBAL CONFERENCE ON CREATING VALUE

ONLINE CONFERENCE

Join us for an unconventional, thought-provoking discussion on the latest thinking on creating value in the face of uncertainty.

Register for free

We have decided to turn the format of the conference into an online event with global reach on June 2 and 3, 2020. We will do even more. The online event will also be a lead-up to the physical conference, which will take place on October 20 and 21 in Paris.

June 2-3 Free Online Conference



The online and physical conferences will be closely integrated, and linked by a common theme:

How is value creation challenged by the global crisis, now and in the future?

How can we contribute to defining a “new normal” in terms of value creation and its counterpart: value destruction?

October 20-21 Physical Conference



Our Purpose

Our purpose is to explore together what it means to create value in these times of extreme uncertainty. The current crisis has suddenly propelled us into a new reality in which our most fundamental beliefs have been shaken to the core. It has shown us how even the unthinkable can happen overnight – in both good and bad. After all, who would have imagined that the global economy could grind to a standstill overnight? Not in the face of a nuclear catastrophe, but as the deliberate decision of governments around the world.

Clearly, we are living a historic moment—a time of emergence. Also, the opportunities are immense, as are the challenges.

There are no ready-made answers we can encapsulate in a catchy 280-character slogan! A time of

emergence is a time for questions. A time for learning. A time for challenging accepted truths. A time for truly, deeply embracing uncertainty. A time to probe, examine and ponder. And a time to explore, together, possible new ways.

Central to all the questions we can ask is the very meaning of value? The balance between economic value and social value? The value of life, health and safety? The value of freedom...? How shall we face the challenge of recovering from the unprecedented value destruction the current epidemic has brought upon us? What will be tomorrow's new normal?

Line-up

The online conference will comprise three different time zones situated around the world.

For each zone, we have prepared an exciting line-up of events:

**Europe, Africa,
Middle-East**

(CET) 10h - 13h

June 2nd

**North & South
America**

(EDT) 11h30 - 14h30

June 2nd

**Asia, Australia
& Oceania**

(JST) 14h - 17h

June 3rd

Keynote Speaker

This section is for our inspiring, thought-provoking, and sometimes unsettling keynotes to challenge our basic beliefs.

Creative Sessions

Interactive creative sessions will harness the power of collective intelligence to explore some of the crucial problems that we are currently facing. A great opportunity for networking!

Paper Sessions

High value-added paper sessions for researchers to get feedback on their work and exhibit their ideas in the physical conference in October.

Europe, Africa, Middle-East

(CET) 10h - 13h

June 2nd

10h - 10h55 (CET) Check-in, Keynotes and Q&A

- 10' Participants check in
- 05' Opening by Gautam Mahajan
- 25' Keynote Speaker
- 15' Q&A moderated by Martin Calan

11h - 12h (CET) Parallel Creative Sessions

- 05' Participants check in
- 10' Panelists introduce their wicked problem
- 35' Online moderated sharing and discussing ideas
- 10' Panelists wrap up

12h05 - 13h (CET) Parallel Paper Sessions

- 05' Participants check in
- 05' Intro by Karina Burgdorff Jensen
- 20' Parallel paper presentations + discussion, round 1
- 02' Time to switch 'online room'
- 20' Parallel paper presentations + discussion, round 2
- 03' Wrap-up by Karina Burgdorff Jensen

North, Central & South America

(EDT) 11h30 - 14h30

June 2nd

11h30 - 12h25 (EDT) Check-in, Keynotes and Q&A

- 10' Participants check in
- 05' Opening by Gautam Mahajan
- 25' Keynote Speaker
- 15' Q&A moderated by Martijn Rademakers

12h30 - 13h30 (EDT) Parallel Creative Sessions

- 05' Participants check in
- 10' Panelists introduce their wicked problem
- 35' Online moderated sharing and discussing ideas
- 10' Panelists wrap up

13h35 - 14h30 (EDT) Parallel Paper Sessions

- 05' Participants check in
- 05' Intro by Karina Burgdorff Jensen
- 20' Parallel paper presentations + discussion, round 1
- 02' Time to switch 'online room'
- 20' Parallel paper presentations + discussion, round 2
- 03' Wrap-up by Karina Burgdorff Jensen

Asia, Australia & Oceania

(JST) 14h - 17h

June 3rd

14h00 - 14h55 (JST) Check-in, Keynotes and Q&A

- 10' Participants check in
- 05' Opening by Gautam Mahajan
- 25' Keynote Speaker
- 15' Q&A moderated by Gautam Mahajan

15h - 16h (JST) Parallel Creative Sessions

- 05' Participants check in
- 10' Panelists introduce their wicked problem
- 35' Online moderated sharing and discussing ideas
- 10' Panelists wrap up

16h05 - 17h (JST) Parallel Paper Sessions

- 05' Participants check in
- 05' Intro by Karina Burgdorff Jensen
- 20' Parallel paper presentations + discussion, round 1
- 02' Time to switch 'online room'
- 20' Parallel paper presentations + discussion, round 2
- 03' Wrap-up by Karina Burgdorff Jensen

Online Conference Participants

Europe, Africa & Middle-East

June 2nd

Keynote Speaker



Riel Miller

Head of Futures Literacy at
UNESCO

Creative Sessions



Winnifred Knight

Managing Director at CUBE
[ON THE SQUARE] Pty Ltd



Rikkert Achtereekte

Business Development
Manager at Randstad/Yacht



Torbjörn Fredriksson

Chief at ICT Policy Section
UNCTAD



Fathi Tlatli

President Global Sector
Auto-Mobility at DHL Cus-
tomer Solutions & Innovation



Peter Varghese

Former Foreign Secretary,
Australia and Chancellor of
the University of Queensland

Paper Sessions



Karina Burgdoff

Sales researcher PhD. Student

Online Conference Participants North, Central & South America

June 2nd

Keynote Speaker



Marti Subrahmanyam

Charles E. Merrill Professor
of Finance, Economics and
International Business

Creative Sessions



John van den Bosch

BAE Systems' Regional
Managing Director for Europe
and Americas

Creative Sessions



Jim Spohrer

Director, Cognitive Opentech
Group (COG) IBM Research



Klein Russ

CEO at The American Mar-
keting Association



Jill Griffin

Author, Board Seat Coach,
Loyalty Expert, and Vice
Chair Luby's/Fuddruckers



Cihan Cobanoglu

McKibbon Endowed Chair &
Director of M3 Center,
University of South Florida

Paper Sessions



Karina Burgdoff

Sales researcher P.h.D. Student

Online Conference Participants

Asia, Australia & Oceania

June 3rd

Keynote Speaker



Shyam Saran

Foreign Secretary of India and has served as Chairman of India's National Security Advisory Board



Raman Roy

Chairman and Managing Director at Quattrro BPO Solutions



Yan Xuetong

Director of The Institute of International Studies at Tsinghua University and the chief editor of The Chinese Journal of International Politics

Creative Sessions



Akhil Gupta

Vice Chairman at Bharti Group



Katsuhiko Kokubu

Professor of Graduate School of Business Administration at Kobe University



Vivek Mehra

MD&CEO SAGE Publishing India and part of SAGE's global management team

Paper Sessions



Karina Burgdoff

Sales researcher
Ph.D. Student

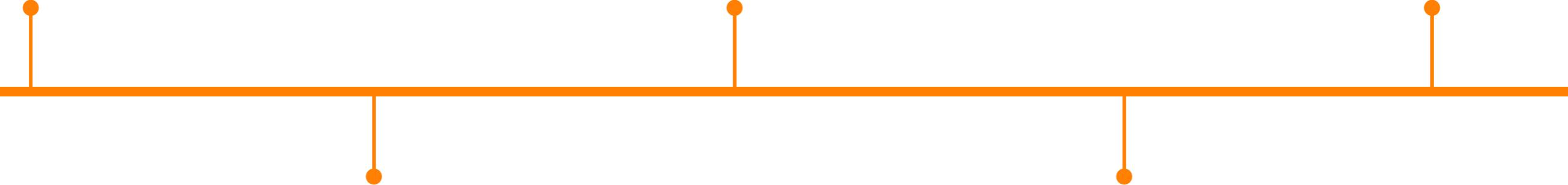
Testimonials from previous Conferences on Creating Value

Previous edition results present an overall growth by reaching over 200 industry leaders and leading academics from 30 different countries and nationalities.

"I really appreciated the mix of presentations by academic scholars and business practitioners from different cultures as well as the opportunity to further discuss with them throughout the conference."

"The range and versatility of the presentations was truly innovative and bold – and the degree of interdisciplinarity."

"In a nutshell: absolutely fabulous, a stimulating two days of new ideas. Could sense the overall atmosphere of a global movement towards an emphasis on value creation."



"You already made history by hosting the first conference specifically dedicated to the most essential yet elusive concept of business with living marketing legends, who have significantly contributed over time to the advancement of theory and practice, thanks to their seminal research work on the (co)creation of value from different vantage points."

"An incredibly electric conference that achieved its goal of advancing life's ultimate challenge -- "creating value". The best conference I have attended in 30 years."

Conference Directors



Gautam Mahajan

President Customer Value Foundation and Founder Editor of the Journal of Creating Value

Gautam Mahajan, internationally acclaimed expert in Value creation, strategy, general management and globalization is President of Customer Value Foundation. He is also Founder Editor of the Journal of Creating Value, jcv.sagepub.com. He mentors the Creating Value Alliance, creatingvalue.co



Martin Calnan

Director, Executive Education at École des Ponts Business School

Martin Calnan has the enviable mission of creating new and transformative experiences for executives around the world.

An appropriate place to find himself after over 25 years of a professional journey spanning multiple careers in many different sectors, from marketing to consulting by way of digital transformation and in companies ranging from multi-nationals to start-ups



Dr. Martijn Rademakers

Adjunct Professor of Strategy & Organization, Amsterdam Business School, University of Amsterdam

Dr. Martijn F. Rademakers Adjunct Professor of Strategy & Organization at Amsterdam Business School, University of Amsterdam, and managing director of Soll-corp.com, a consultancy. He is also associate editor of the Journal of Creating Value, and member of the Creating Value Alliance.

Will you join our Creating Value family?

creatingvalue.co

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Middle-East](#)

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Oceania](#)

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