



Institut für Wirtschaftsinformatik
und Digitale Gesellschaft e.V.
an der Universität Potsdam

Networking Afternoon

16 October 2026 · 13:00–17:00

Invitation and Programme

Get to know our research.
Connect and exchange ideas.

The Institute for Business Informatics and Digital Society (WIDG) invites you to the Digitalvilla and the InTraLab for an afternoon of discussion and networking.

TALKS FROM 13:30

Digitalvilla · Level 0 · Room 0.04

Posters and live demos are on Levels 0, 1 and 2 and in the InTraLab. You will find the floor plans on pages 2 to 5.

Karl-Marx-Straße 67 · 14482 Potsdam

Labs and Talks

Villa Level 0



Demos

0.08 Learning to do research at the brew kettle: Beer 'n Science as a training format

0.12 Workshop-based concept development with hands-on models (e.g. Lego, Playmobil)

F0.01 Smart Waste

0.02 What the controller has learned and whether it sticks to it: behaviour models from learning systems, live at the model factory

0.03 Fibre-optic sensor for acoustics

Posters

P3 Daily Scrum with an AI coach: spotting knowledge loss before it happens

P4 Designing continuing education with the Subject-oriented Design Learning approach

Talks · Room 0.04

13:30 Traceable artificial intelligence: between plausible narrative and verifiable evidence

Jun.-Prof. Dr.-Ing. Marcus Grum

14:00 Digitalisation and sustainability: socio-ecological opportunities and risks of digitalisation

Prof. Dr. Grischa Beier

14:30 Implications of generative AI for employees

Prof. Dr. Hanna Krasnova

15:00 Theorist of the Future: how AI can shape the future of research

Till Schirrmeister, M.Sc.

15:30 Sensing with glass: market-oriented research made possible by ZIM funding

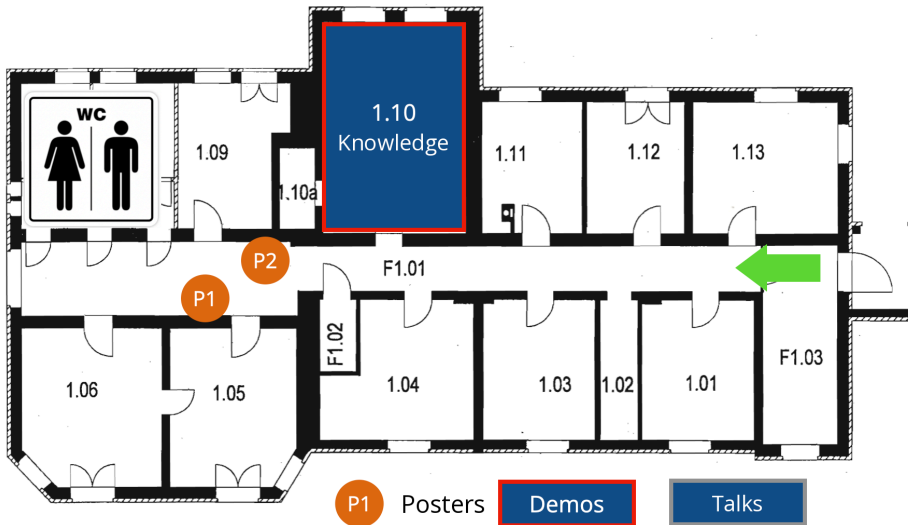
Dr. Christian Prüfert

16:00 The digital product passport: what lies ahead for companies?

Jasmijn Stoffels, M.Sc.

Knowledge and Learning

Villa Level 1



Posters

P1 Sapere aude or farewell to critical thinking? On the competent use of AI in practice

P2 Project idea: how to find out what skills your employees will need in five years' time

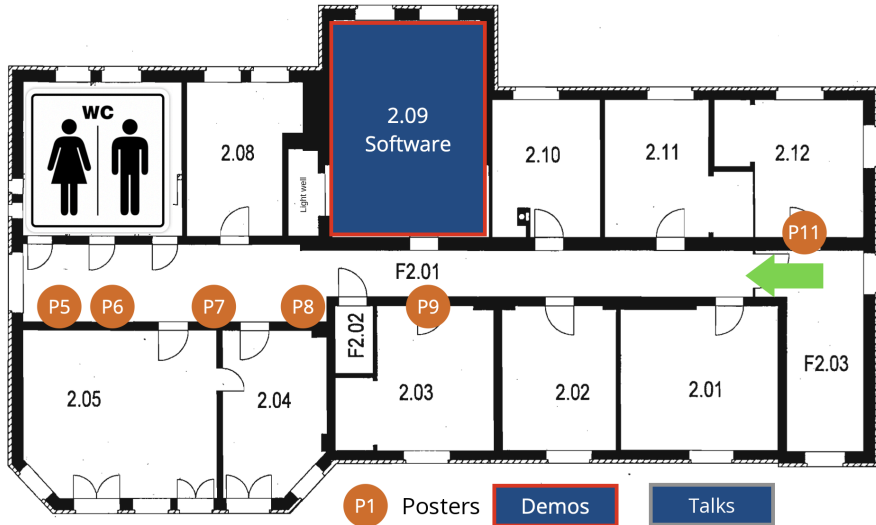
Demos · Room 1.10

1.10 Analysing and improving knowledge-intensive processes with tool support

1.10 More engagement in the lecture hall with our quiz app

Software and Business

Villa Level 2



Posters

P5 Using publicly available data to improve forecasting: a compendium for companies

P6 Closing process gaps in ERP: a guide

P7 How sovereign is your IT? Making digital sovereignty measurable

Posters

P8 From business process to IT landscape: making dependencies visible and architecture manageable

P9 The platform simulator: how decisions shape value creation on industrial platforms

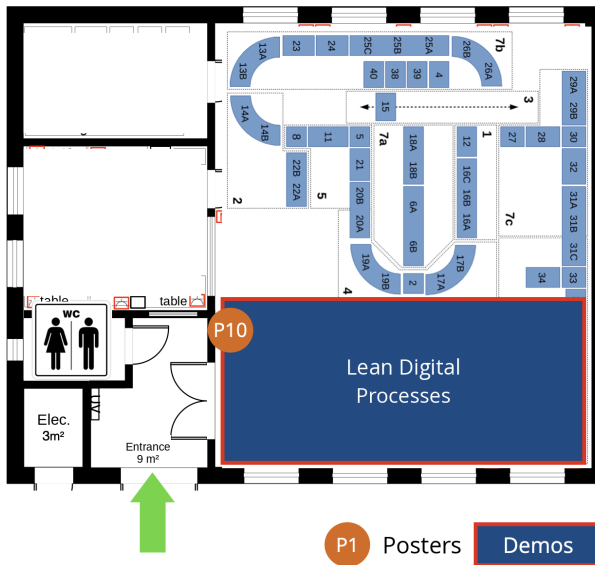
P11 SME resilience by design: modelling resilience-relevant interactions between product architecture, product development and value streams

Demo · Room 2.09

2.09 Selecting standard software for companies: from analysis to decision (learning module on standard software selection)

Experience Digital Production

Industrial Transformation Lab



Posters

P10 Shaping the future, learning today: the course programme of the Industrial Transformation Lab Potsdam

Demos in the InTraLab

- Master generative AI in one day (learning module)
- Building prototypes using rapid prototyping methods
- From the push of a button to first contact: two cobots greet you
- AI-assisted manual assembly with AR
- Immersive programming of a six-axis articulated robot

Research at WIDG

The people behind it and their research areas

Univ.-Prof. Dr.-Ing. habil. Norbert Gronau

Information Management, Digital Systems and Business Processes

Designing information and knowledge systems, improving business processes and studying how people, technology and organisations interact.



Research & Contact

Jun.-Prof. Dr.-Ing. Marcus Grum

Artificial Intelligence and Application Systems

Developing AI for technical systems and business processes, with a particular focus on traceable and reliable applications in production.



Research & Contact

Prof. Dr. Stefan Stieglitz

Digital Transformation & Society

Examining how digital technologies change work, decision-making and collaboration in business, public administration and society.



Research & Contact

Prof. Dr. Grischa Beier

Sustainability and Digital Transformation

Researching the opportunities and consequences of digitalisation for resource consumption, the environment and society, and supporting a sustainable transformation.



Research & Contact

Prof. Dr. Hanna Krasnova

Social Media, Data Science and Digital Interaction

Understanding how people use digital platforms and what social, psychological and organisational effects this has.



Research & Contact

Other University of Potsdam professorships at the Digitalvilla

Prof. Dr. Hans-Hennig von Grünberg

Knowledge and Technology Transfer

Connecting science and industry and turning research results into practical applications, with a focus on new technologies and optical measurement and sensing methods.



Research & Contact

More on our research areas: widg.de/en/forschung-am-widg

Time to Connect

Barbecue food and selected drinks are available free of charge while stocks last.

Where to find the barbecue and drinks

At the marquee
in the garden of the Digitalvilla.

Your afternoon at a glance

Time

16 October 2026, 13:00 to 17:00

Talks

The six talks start at 13:30, 14:00, 14:30, 15:00, 15:30 and 16:00 in Room 0.04 on Level 0.

Posters and demos

Use the room numbers and poster IDs to find your way. The overviews are on pages 2 to 5.

Conversation starters

Which application could help me in my day-to-day work?

Which ideas can I take away for my own work?

Which question would I like to pursue further with others?



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Contact and Overview

Host

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Website

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Logo and floor plans: WIDG e.V.

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