

Predictive People Analytics

1st Industry ↔ Academia Summit

November 27, 2019 at ifo Institute, Munich

Human capital is universally recognized as a crucial factor for firms' success, yet, it is hard to measure and non-trivial to harness. As technological progress is changing the workplace and delivers new data-driven solutions, modern HR managers face both challenges and opportunities.

EVENT

This summit will bring together HR professionals from various industries and leading academic researchers to foster exchange of knowledge and experiences. Participants will have the opportunity to learn about cutting-edge research in the field and 'frontier' HR practices, as well as to enter a debate on trends and challenges in HR and to discuss use-cases of applying big data, machine learning and artificial intelligence to workforce analytics.

The summit is the first in a prospective series of events to establish a community and to strengthen the cooperation between quantitatively oriented HR practice and academic research.

ACADEMIC AND BUSINESS SPEAKERS

Carsten Bertling (Henkel AG)

Global Head Compensation & Benefits, Processes & Systems, Org Mgmt & Analytics

Jordi Blanes-I-Vidal (London School of Economics, CEPR and CEP)

Associate Professor of Managerial Economics and Strategy

Dietmar Eidens (Merck KGaA)

Chief HR Officer (CHRO) Group Human Resources

Maria Guadalupe (INSEAD)

Professor of Economics, Academic Director of INSEAD's Randomized Control Trials Lab

Sahil Tesfu (McKinsey & Company)

Associate Partner

Catherine Thomas (London School of Economics, CEPR and CEP)

Associate Professor of Managerial Economics and Strategy

Barbara Wittmann (LinkedIn)

Country Manager for Germany, Switzerland and Austria

Christoph Zeiss (Heads! Executive Consultancy)

Co-Founder and Managing Director

CONFERENCE DETAILS

Workshop organizers: Prof. Dr. Florian Englmaier, Dr. Thomas Fackler, Dr. Nadzeya Laurentsyeva

Conference venue: ifo Institute, Poschingerstrasse 5, 81679 Munich, Germany

The workshop will take place from 10.45 to 18.00 and will comprise keynote lectures and interactive discussion sessions. The event will be followed by a conference buffet dinner. For further information, please visit www.predictive-people-analytics.net or contact us summit@predictive-people-analytics.net.

AGENDA

10:45 – 11:00 Welcome and PPA Launch

11:00 – 12:30 Keynote lectures I

11:00 Dietmar Eidens (Merck KGaA): “Replacing gut feeling with people analytics”

11:30 Maria Guadalupe (INSEAD): “Tracking team performance in agile organizations”

12:00 Carsten Bertling (Henkel AG): “Data quality as prerequisite for value-adding predictive analytics”

12:30 – 13:30 Lunch

13:30 – 15:15 Keynote lectures II

13:30 Jordi Blanes-I-Vidal (London School of Economics, CEPR and CEP): “Communication and workplace information flows”

14:00 Barbara Wittmann (LinkedIn): “People success - Measure, evaluate, predict”

14:30 Catherine Thomas (London School of Economics, CEPR and CEP): “How to encourage firm-specific and more general skill-building”

15:00 Sahil Tesfu (McKinsey & Company) “Development of an HR Performance Index”

15:15 – 15:30 Coffee-break

15:30 – 17:00 Interactive discussion sessions on *the future of the firm* in breakout groups:

- HR management in an agile world
- Digitization and workplace information flows
- Diagnostics – identifying and developing talent

17:00 – 18:00 Plenary discussion. Introduction and Lead by Christoph Zeiss (Heads! Executive Consultancy)

18:00 – Buffet Dinner & Drinks

ABOUT THE WORKSHOP ORGANIZERS

This Summit is organized by **Predictive People Analytics** - a platform for knowledge exchange between academia and firms on quantitative HR practices, issues, and opportunities. PPA brings together academic researchers and HR professionals to generate new insights and develop solutions by leveraging the latest technological advances and state-of-the-art economic research methods.

www.predictive-people-analytics.net