

8th Global Conference on Creating Value. Value Creation in a World of Transforming Ecosystems

Speakers and Panellists

Conference co-chairs

James Barlow

Professor of Technology & Innovation Management (Healthcare)

LinkedIn: [Profile](#)

Gautam Mahajan

President, Customer Value Foundation and conference co-chair

Talk: Customer value and its measurement

LinkedIn: [Profile](#)

Conference speakers and panellists

Dilnisin Bayel

Accenture Europe (Reimagining Customer Experience Lead)

Talk: A financial view on value creation

Panel: Value Creation Experience in Business

LinkedIn: [Profile](#)

Curt Carlson

Professor of Practice, Northeastern University and Former CEO, SRI International

Talk: AI Enables Mastery of Value Creation and Value Creation in Education panel

Panel: Value Creation in Education

LinkedIn: [Profile](#)

Amrita Dass

Founder Director, Institute for Career Studies, India

Panel: Value Creation in Education

LinkedIn: [Profile](#)

Paolo de Angeli

Customer Experience and Customer Value Management, Borealis

Panel: Value Creation Experience in Business

LinkedIn: [Profile](#)

Steve Denning

Forbes senior contributor, formerly program director at World Bank

Talk: Revolutionising Business: From Management to Value Creation

LinkedIn: [Profile](#)

Adrian Dore

Senior Consultant, Growing Value

Panel: Re-energising Business through Value Creation

LinkedIn: [Profile](#)

Arianna Gentilini

CSEP and formerly World Bank, - and pharma economics consultant

Talk: Value Creation in Fast Moving Sectors – Health and Pharma

LinkedIn: [Profile](#)

Hunter Hastings

Co-manager, Bialla Venture Partners and partner BHS Consulting

Panel: Value Creation in Education

LinkedIn: [Profile](#)

Sergey Kravchenko

Visiting researcher Imperial College London and former VP at Boeing

Talk: Value Creation in Fast Moving Sectors - Aerospace

LinkedIn: [Profile](#)

Janka Krings-Klebe

Co-Founder & Managing Director, co-shift GmbH

Panel: Re-energising Business through Value Creation

LinkedIn: [Profile](#)

Jens Molbak

NewImpact CEO and founder and former Coinstar CEO/founder

Talk: TBC

Panel: Value Creation Experience in Business

LinkedIn: [Profile](#)

BS Nagesh

Founder, TRRAIN (Trust for Retailers & Retail Associates of India) and formerly CEO, Shoppers Stop, India

Panel: Re-energizing Business through Value Creation

LinkedIn: [Profile](#)

Atul Parvatiyar

Professor of Marketing, Rawls College of Business, Texas Tech University

Panel: Value Creation Experience in Business

LinkedIn: [Profile](#)

Robert Passikoff

President, Brand Keys

Panel: Value Creation Experience in Business

LinkedIn: [Profile](#)

Jaideep Prabhu

Nehru Professor of Indian Business, Judge Business School, University of Cambridge

Talk: Frugal Innovation and Value Creation

LinkedIn: [Profile](#)

Jens Roehrich

Professor of Supply Chain Innovation, University of Bath

Talk: New partnering models for wider value creation

LinkedIn: [Profile](#)

Joachim Taiber

Advanced Research Fellow at CSEP and Managing Director, International Alliance for Mobility Testing and Standardization

Talk: Value Creation in Fast Moving Sectors - Automotive

LinkedIn: [Profile](#)

Fathi Tlatli

President Global Sector Auto-Mobility, DHL

Talk: Value unlocked: Creating Customer Impact, Driving Profitability and Outpacing the Competition

Panel: Re-energising Business through Value Creation

LinkedIn: [Profile](#)

Hiroki Tsuruta

Associate Professor and Head of Value Emergence Group, Kobe University Value School

Panel: Value Creation in Education

LinkedIn: [Profile](#)

Can Uslay

Professor of Marketing Rutgers University Business School

Talk: Brand Activism: The Power to Create or Destroy Value

Panel: Value Creation Experience in Business

LinkedIn: [Profile](#)

Victor Venancio

Director of Digital Solutions LatAm

Samson Group, Brazil

LinkedIn: [Profile](#)

Donna Weber

Customer value expert, USA

Talk: From Promises to Profit: Bridging the Customer Value Gap in the Age of AI

LinkedIn: [Profile](#)

Dariusz Woźniak

Rector & Professor, WSB-NLU University, Poland

Panel: Value Creation in Education

LinkedIn: [Profile](#)

Maurizio Zollo

Professor of Strategy & Sustainability and Scientific Director, Leonardo Centre on Business for Society, Imperial College Business School

Talk: The Leonardo Centre on Business for Society

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Academic paper presentations – speakers**Subash Bijlani**

Professor, University of Maryland, USA

Paper: Impact by Design: How Business Schools Forge Value-Creating Leaders

LinkedIn: [Profile](#)

Fatiha Boukouyen

Lecturer-Researcher, IUT Nantes-Nantes Université

Paper: Economic Intelligence: Surviving Crises and Creating Value

LinkedIn: [Profile](#)

Moshe Davidow

Adjunct Lecturer, Technion – Israel Institute of Technology

Paper: Where There is Smoke, There is Fire! Value Destruction Rears Its Ugly Head

LinkedIn: [Profile](#)

Ronald Martín Rivas

Associate Professor, Hillsdale College, USA

Paper: Value creation gastronomy: The case of a Peruvian Japanese cuisine

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With **David Mayorga Gutiérrez** (Universidad del Pacífico, Peru), **Lucio Lescano Duncan** (CAME, School of Middle Management, Peru),

Petra Hurme

Student, Tampere University, Finland

Paper: Value Creation and Destruction in Public Sector Lean Management

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Sadan Kulturel-Konak

Professor, Pennsylvania State University

Paper: Creating Value through Entrepreneurial Mindset Development in STEM: A Community-Engaged Approach to Innovation and Sustainability

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With **Elizabeth Deimeke** (Clark Atlanta University, USA)

Rosario Luxardo

Researcher, Department of Surgery and Cancer, Imperial College London

Paper: Defining the Value Proposition in Diagnostic Technology: Results from a Multi-Perspective Reflective Analysis, focused on health economics

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Charif Nouredine

Researcher and author, Cyprus

Paper: Paper: Reimagining Value Toward a Cosmic Economy of Presence and Emergence

LinkedIn: [Profile](#)

Rym Elamri Trabelsi

Lecturer, ESSECT, University of Tunis

Paper: The Key Account Manager role in Value Creation: The retailer's perspective in an emerging market context

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Katerina-Vanessa Savva

Researcher, KIOS, University of Cyprus

Paper: Co-Designing One Health Diagnostics

LinkedIn: [Profile](#)

Xueying Zhang

Assistant Professor, Hokuriku University, Japan

Paper: From Authentic Experiences to Self-Transformation: Student Value Construction in University Brand Contexts

[Profile](#)

With **Yuichi Inobori**

Professor, Ritsumeikan University, Japan

[Profile](#)

Practitioner presentations - speakers

Zsafia Agnes Nagy

Supply chain and customer value expert, Switzerland

Talk: Lessons from the value creation journey of the last 25 years

LinkedIn: [Profile](#)

Bob Reish

Caveat Institute, USA

Talk: From Greatness to What Matters... Moving from Success to Significance

LinkedIn: [Profile](#)

Andy Rudin

Contrary Domino, USA

Talk: Does Ethical Conduct Deliver Business Value?

LinkedIn: [Profile](#)

Alan Williams

Servicebrand Global, UK

Talk: The Kindness Equation: Quantifying, Visualizing, and Infinitely Multiplying Value through Social Energy (Kindnetics)

LinkedIn: [Profile](#)