



Львівський
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Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG



DAAD

Ivan Franko National University of Lviv
Taras Shevchenko National University of Kyiv
V.N. Karazin Kharkiv National University
Odesa I.I. Mechnikov National University
Julius-Maximilians-Universität Würzburg (JMU)

Alumni Network Ukraine-Germany

Online Conference:

“The Digital Transformation“

25-26 November 2020

Language: English Online Platform: ZOOM

Time: Ukraine UTC+2 (EET), Germany UTC+1 (CET)

Conference Program

Wednesday, 25 November 2020

14:15 EET / 13:15 CET

Welcome Addresses by Senior Representatives of Participating Universities

(Moderation: Stephan Zimmermann, Würzburg)

- Prof. Dr. Alfred Forchel, President, Julius-Maximilians-Universität Würzburg (JMU)
- Prof. Dr. Vitaliy Kukharsky, Vice-Rector, Ivan Franko National University of Lviv
- Prof. Dr. Oleksandr Khyzhniak, Head of International Relations Office, V.N. Karazin Kharkiv National University
- Prof. Dr. Petro O. Bekh, Vice-Rector on International Communications, Taras Shevchenko National University of Kyiv
- Prof. Dr. Igor Koval, Rector, Odesa I.I. Mechnikov National University

15:00-17:00 EET / 14:00-16:00 CET

Keynote Speeches

(Moderation: Yuliia Koval and Oleksandr Khyzhniak, Kharkiv)

- Prof. Dr. Marc Erich Latoschik, Julius-Maximilians-Universität Würzburg
Human-Computer Interaction: Prospects and Limits of Virtual Reality
- Prof. Dr. Grygoriy Zholtkevych, V.N. Karazin Kharkiv National University
Digital Transformation: Can we Keep Critical Thinking under Information Explosion?

17:00-17:15 EET / 16:00-16:15 CET

Short Break

17:15-18:45 EET / 16:15-17:45 CET

Ecosystems and Satellites

(Moderation: Valeriia Poiedynok, Kyiv)

- Prof. Dr. Volodymyr Zaslavskiy, Taras Shevchenko National University of Kyiv
Protecting Honey Bee Ecosystems: Key Challenges, Innovative Approaches and Digital Solutions
- Dr. Carina Kübert-Flock, Julius-Maximilians-Universität Würzburg
Earth from Space: How we Monitor Global Change with Satellites

Thursday, 26 November 2020

10:30-12:00 EET / 09:30:00-11:00 CET

Life Sciences: Medicine, Biology and the Digital

(Moderation: Lyubomyr Borakovskyy, Lviv)

- Prof. Dr. Philipp Kollmannsberger, Julius-Maximilians-Universität Würzburg
AI-based Methods for Bioimage Analysis
- Dr. Bohdan Ostash, Ivan Franko National University of Lviv
Digital Approaches in Natural Product Research: Connecting Genes to Molecules

12:00-13:00 EET / 11:00-12:00 CET

Digitization in International Relations and the Higher Education System

(Moderation: Denys Kuzmin, Odessa)

- Prof. Dr. Tatiana Rodionova, Odesa I.I. Mechnikov National University
Digitization in Science and Education at the Odesa I.I. Mechnikov National University
- Prof. Dr. Sergii Glebov, Odesa I.I. Mechnikov National University
Digitization in International Relations: Teaching-learning Process and Practical Applicability

13:00-13:30 EET / 12:00-12:30 CET

Lunch Break

13:30-15:00 EET / 12:30-14:00 CET

Social Sciences: Business in the Digital Age

(Moderation: Stephan Zimmermann, Würzburg)

- Franz Seubert, Julius-Maximilians-Universität Würzburg
Dating 2.0 – How to Improve Collaboration between Humans and IT
- Dr. Alona Natorina, Academician Yuriy Bugay International Scientific and Technical University, Kyiv
Digital Business in Ukraine

15:00 EET / 14:00CET

Closing Remarks, End of Conference