



**NAMIBIA UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

**Directorate: Research  
Innovation and  
Partnerships**

## Public Lecture

### Topic: **Industry 4.0 and Transition in Management and Culture**

 **Wednesday, 12 March 2024**

 **18:00**

 **Classroom G, 3rd Floor, Harold Pupkewitz Graduate  
School of Business**

#### About the Topic

Digital technologies offer opportunities for both large companies and SMEs, but effective management strategies and implementation plans are essential for maximising benefits and enhancing organisational performance. This includes understanding Industry 4.0's impact and transitioning to Industry 5.0, focusing

on dynamic capabilities over traditional competencies. Embracing systemic thinking and ethical AI application is crucial, thus societal implications and cultural shifts must be acknowledged to fully leverage Industry 4.0's potential, leading us toward Industry 5.0.

#### About the Speaker

Dr Siegfried Georg Zürn, MBC, is a distinguished academic and industry leader currently serving as the Director of the International Centre and Graduate School at the University of Applied Sciences Esslingen, where he also holds a position on the Extended Presidium. With a career spanning over two decades, Dr Zürn has made significant contributions to academia and industry alike.

Dr Zürn's academic journey began with his graduation in Mineralogy from Munich University in 1993, followed by a PhD in Natural Sciences from the same institution in 1997. He further honed his expertise with a Master's in Business Consulting from Wismar University of Applied Sciences between 2010 and 2013.

In addition to his academic and professional commitments, Dr Zürn is actively involved in several professional associations, including serving as the Head of the Project Group "Gamification" at the German Project Management Association (GPM) and as a member of the German Association for Quality Management (DGQ).



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