BBS
BOLOGNA BUSINESS SCHOOL

In partnership with

CYPRUS INTERNATIONAL INSTITUTE OF MANAGEMENT
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SUPSI

HUMANISTIC MARKETING **EXECUTIVE SEMINAR**



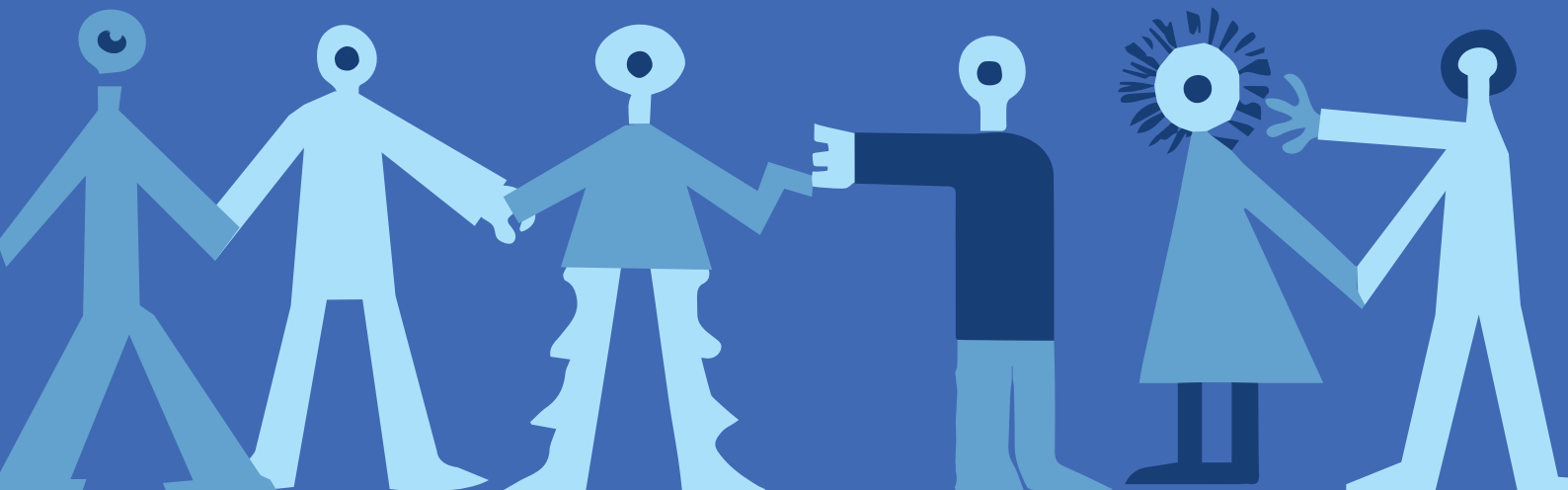
Prof. Philip Kotler

H2H MARKETING

HUMAN-TO-HUMAN MARKETING

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› November 2022—
January 2023



H2H MARKETING

HUMAN-TO-HUMAN MARKETING

The Executive Education Centre of CIIM of Cyprus, in partnership with the Bologna Business School of the University of Bologna and the University of Applied Sciences & Arts of Southern Switzerland, is proudly announcing the organising of the Humanistic Marketing Executive Seminar.

The 3-day course aims to provide managers and professionals in the areas of Sales, Marketing, HR and Customer Management highly specialised training which covers the novel theoretical approaches, practitioner's experience and case studies from the real world.



Amongst the esteemed speakers are authors of the book "H2H Marketing: The Genesis of Human-to-Human Marketing" (2021, Springer), **Philip Kotler** who is considered "the father of modern marketing", **Waldemar Pförtsch**, Senior Marketing Professor at CIIM and **Uwe Sponholz**, Professor of B2B Marketing and Strategic Management at the FHWS University of Applied Sciences Würzburg-Schweinfurt.

Key Learning Outcomes

- How to stand out in the market today: Give people what they want
- What is Human-to-Human (H2H) Marketing and how it differs from Business-to-Business (B2B) and Business-to-Consumer (B2C)
- How to understand and share the sensibilities and worldview of the individual
- The emerging need for a relationship that promotes meaningful connection between people
- How is the marketplace changing and what skills and strategies are necessary to retain a competitive edge
- The ability to place the customer at the centre in the shifting marketing landscape
- Embrace flexibility and innovation and arrive to it comfortably in an era of digitisation, artificial intelligence and cyber-physical systems interaction
- The merits of interconnection and simplification
- Add value by incorporating strategies of sustainability and protection of the environment

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Structure & Calendar

The programme consists of 3 inspiring sessions with the course faculty on Thursdays, from 13:00 – 17:00 (GMT+3)

NOVEMBER 24, 2022 LUGANO, SWITZERLAND (SUPSI, Suglio Building, Auditorium, 1st floor) + ONLINE

13:00	Ivan Ureta	The Application of H2H Marketing
13:30	Alessandro Merli	Beyond 2022 - sociological and socio-economic developments
14:30	Waldemar Pfoertsch	The Genesis of H2H Marketing
15:30	Federico Gavioli	Medtronic H2H Marketing applied
16:30	Philip Kotler	My Life as a Humanist and Q&A
17:30	Reception	

DECEMBER 15, 2022 NICOSIA, CYPRUS (CIIM Campus, R.002) + ONLINE

13:00	Waldemar Pfoertsch	The framework of H2H Marketing
14:00	Francesco Flammini	Digitalization and Cyber-Physical Systems Interaction
15:00	Uwe Sponholz	Methods and tools in Design Thinking
16:00	Angeline Nariswari	Service-Dominant Logic: Theoretical Foundations and Directions
17:00	Theodore Panayotou	Implications of Humanistic Marketing
18:00	Reception	

JANUARY 19, 2023 BOLOGNA, ITALY (BBS, Villa Guastavillani) + ONLINE

13:00	Fabio Ancarani	Humanistic Marketing
13:30	Roberto Grandi	Digital & Humanistic Culture in Bologna
14:30	Marco Zaffalon	Artificial intelligence and Humanistic Marketing
15:30	Vivek Hattangadi	H2H Marketing – From The Pharma Perspective
16:00	Aurelo Gisco	Humanistic Marketing and Wellness, Key Success Factor in Ultradent
16:30	Round Table	Humanistic Marketing
17:30	Reception	

Attendance

PART-TIME / ONLINE / STREAMING

At the end of the course, a participation certificate is issued (upon reaching 80% of classroom hours).

Participation Fees and Registration

Indian Particpants

Rs. 15000 only including 18% GST (Actual fees Rs. 19000/-, Rs 4000 exclusive discount through PharmaState Academy)

Participants outside India

$150 only (Actual price $205, $50 exclusive discount through PharmaState Academy)

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› November 2022– January 2023

H2H MARKETING

HUMAN-TO-HUMAN MARKETING

Speakers

Session 1—NOVEMBER 24, 2022 LUGANO, SWITZERLAND + ONLINE



The Application of H2H Marketing

IVAN URETA
Director of Continuing Education,
University of Applied Sciences
SUPSI Lugano, Switzerland

Master of Science in Education at the University of Fribourg Bachelor of Science in Social Work, Social Policy and Educational Sciences at the University of Fribourg. During his studies and after graduation he worked as an assistant and then as a researcher (project leader) at the Zentrum Lernen und Sozialisation of the Pädagogische Hochschule FHNW in Solothurn, dealing with research and teaching. Since 2016 he has been a researcher at the Center for Innovation and Research on Education Systems (CIRSE) where he also deals with teaching in basic and continuing education. He is the departmental contact person for mobility.



Beyond 2022 - sociological and socio-economic developments

ALESSANDRO MERLI
Associate Fellow SAIS Europe

Alessandro Merli is an associate fellow of the Johns Hopkins University at SAIS Europe, where he is currently in charge of the European Current Events Seminars. He is adjunct professor of International Economics at the Bologna Business School. He is a member of the research and policy network on central bank communication, created by the Centre for Economic Policy Research with the cooperation of the European Central Bank. He is an independent director of Credem, an Italian bank. He previously worked at the financial daily Il Sole 24 Ore, where he was, over a period of thirty years, Frankfurt correspondent/ECB watcher, columnist, financial editor, and UK correspondent.

Mr. Merli received the following recognition for his journalism: a special award of the Italian Ministry of Foreign Affairs at the IV Italy-Latin America Conference, the Citigroup Award for Journalistic Excellence, as winner of the 1st Italian edition, and the Order of the Southern Cross from the President of Brazil. In 2014 he was voted by the students best teacher in the Global MBA program at the Bologna Business School. He is a graduate in Law of the Università di Modena and received an MA in Economics from the University of Illinois. He was a Visiting Scholar at the Massachusetts Institute of Technology

H2H MARKETING

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Speakers

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The Genesis of H2H Marketing

WALDEMAR PFOERTSCH

Senior Marketing Professor, CIIM Cyprus International Institute of Management, Nicosia

Waldemar Pfoertsch is Senior Professor of Marketing at CIIM, Nicosia Cyprus. He is also Professor Emeritus of International Business at the University of Pforzheim, Germany, and Professor of Marketing at EPOKA University in Tirana. Provides insights on H2H Marketing and B2B Brand Management CIIM, Cyprus. He is a lecturer at Mannheim Business School, Tongji SEM, Shanghai, and TUM (Technical University Munich), Heilbronn. He also teaches at the Faculty of International Business of the University of Tübingen and the ITM Worldwide Foundation in Lidköping, Sweden. From 2007 to 2010 he was Professor of Marketing at China Europe International Business School Shanghai (CEIBS). His other teaching positions have been at the Executive MBA Program at the University of Illinois, Chicago, Indian Institute of Management Calcutta (IIMC) and ESAN's Graduate Business School, Lima Peru. He has been a visiting Associate Professor at Kellogg Graduate School of Management, Northwestern University and Lecturer for Strategic Management at Lake Forest Graduate School of Management. He has taught online with the University of Maryland Graduate School. Earlier in his career, he was a research assistant at the Technical University of Berlin. He has extensive experience in management consulting in the United States, Europe and China. During his years at UBM/Mercer Consulting Group, Arthur Andersen Operational Consulting and LEK Consulting, he worked in Europe, Asia and North America, assisting companies in developing international strategies. His previous positions include sales and strategy positions at Siemens AG in Germany/USA and being an economic advisor to the United Nations Industrial Development Organization (UNIDO) in Sierra Leone, West Africa. His research interests have evolved around the globalization of high-tech companies and their marketing and branding efforts. His latest research is focusing on Human-to-Human (H2H) marketing of industrial companies.

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Medtronic H2H Marketing applied

FEDERICO GAVIOLI

Vice President EMEA Diabetes
Medtronic, Milan, Lombardy, Italy

Federico Gavioli is Vice President EMEA Diabetes at Medtronic EMEA. Before, he worked as product manager at Leica Biosystems and General Electric Europe Diagnostic Cardiology, Xray and Surgery. He also was marketing Manager for 3M. He has a profound knowledge of customer needs in the medical industry and leads various change initiatives.



My Life as a Humanist and Q&A

PHILIP KOTLER

S.C. Johnson & Son Distinguished Professor of International Marketing
Kellogg School of Management, Northwestern University Evanston, USA

Philip Kotler is S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University in Evanston, Illinois. He is acclaimed as "the world's leading expert in marketing strategies" by the Management Centre Europe. He is also considered one of the pioneers of social marketing. Kotler has made an important contribution to the structuring of marketing as a scientific discipline, guiding the training of many students and managers around the world. His main work is Marketing Management (first edition in 1967), which is generally recognized as one of the most authoritative texts on marketing, and is the most widespread in universities and business schools around the world, with a percentage of adoptions close to 60%. Kotler has published numerous other works and more than a hundred articles on different aspects of marketing. He has also received important awards and recognitions. Kotler, through its consulting firm, Kotler Marketing Group (KMG), has collaborated with many large multinational companies, including IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and Motorola.

H2H MARKETING

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Speakers

Session 2—DECEMBER 15, 2022 NICOSIA, CYPRUS + ONLINE



The Genesis of H2H Marketing

WALDEMAR PFOERTSCH

Senior Marketing Professor, CIIM Cyprus International Institute of Management, Nicosia

Waldemar Pfoertsch is Senior Professor of Marketing at CIIM, Nicosia Cyprus. He is also Professor Emeritus of International Business at the University of Pforzheim, Germany, and Professor of Marketing at EPOKA University in Tirana. Provides insights on H2H Marketing and B2B Brand Management CIIM, Cyprus. He is a lecturer at Mannheim Business School, Tongji SEM, Shanghai, and TUM (Technical University Munich), Heilbronn. He also teaches at the Faculty of International Business of the University of Tübingen and the ITM Worldwide Foundation in Lidköping, Sweden. From 2007 to 2010 he was Professor of Marketing at China Europe International Business School Shanghai (CEIBS). His other teaching positions have been at the Executive MBA Program at the University of Illinois, Chicago, Indian Institute of Management Calcutta (IIMC) and ESAN's Graduate Business School, Lima Peru. He has been a visiting Associate Professor at Kellogg Graduate School of Management, Northwestern University and Lecturer for Strategic Management at Lake Forest Graduate School of Management. He has taught online with the University of Maryland Graduate School. Earlier in his career, he was a research assistant at the Technical University of Berlin. He has extensive experience in management consulting in the United States, Europe and China. During his years at UBM/Mercer Consulting Group, Arthur Andersen Operational Consulting and LEK Consulting, he worked in Europe, Asia and North America, assisting companies in developing international strategies. His previous positions include sales and strategy positions at Siemens AG in Germany/USA and being an economic advisor to the United Nations Industrial Development Organization (UNIDO) in Sierra Leone, West Africa. His research interests have evolved around the globalization of high-tech companies and their marketing and branding efforts. His latest research is focusing on Human-to-Human (H2H) marketing of industrial companies.

H2H MARKETING

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Session 2—DECEMBER 15, 2022 NICOSIA, CYPRUS + ONLINE



Digitalisation & Cyber-Physical Systems Interaction

FRANCESCO FLAMMINI

Full Professor of Computer Science
Mälardalen University

Francesco Flammini is Full Professor of Computer Science with specialization in Cyber-Physical Systems at Mälardalen University (Sweden) and Technical Manager of the EU-funded RAILS research project on Artificial Intelligence in the railway sector. He was Senior Lecturer and Chair of the Cyber-Physical Systems Group at Linnaeus University (Sweden). He has worked for 15 years in private and public companies, including Ansaldo STS (now Hitachi Rail) and IPZS (Italian State Mint and Istituto Poligrafico), on large international projects concerning intelligent transport systems, critical infrastructure protection and cyber security, as a technical leader and head of unit. His most current research interests are in secure autonomous systems and trustworthy AI. He has been ACM Distinguished Speaker, IEEE Senior Member, Chairman of the IEEE SMC Technical Committee for Homeland Security. He is also a member of the ERCIM Working Group on Formal Methods for Industrial Critical Systems (FMICS). He is (co)author of more than 100 scientific publications and has been president, invited speaker, member of the steering committee/program and editor for several international conferences and journals sponsored by ACM/IEEE.



Methods and Tools in Design Thinking

UWE SPONHOLZ

Professor for Service Engineering, Innovation Management and Design Thinking, FHWS University of Applied Sciences Würzburg-Schweinfurt, Germany

Uwe Sponholz is Professor of Service Engineering, Innovation Management and Design Thinking, B2B Marketing and Sales and Strategic Management at the FHWS University of Applied Sciences Würzburg-Schweinfurt and is Program Director of Business with Europe and Research Director of the Creative Cube and the VR Lab. He also teaches at Christ University, Bangalore, India, and other foreign universities. He is co-author with Philip Kotler and Waldemar Pfoertsch of the H2H Marketing publication.

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Speakers

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Service-Dominant Logic: Theoretical Foundations and Directions

ANGELINE NARISWARI

Associate Professor of Marketing & Social Entrepreneurship
California State Univerisity

Angeline Nariswari is Associate Professor of Marketing & Social Entrepreneurship at the California State University Monterey Bay, USA. She is a faculty member of College of Business and teaches Service Marketing. Her research is about Service Dominant Logic and Service Exchange. She published extensively in this area also with Professor Steffen Vargo.



Implications of Humanistic Marketing

THEODORE PANAYOTOU

Director & Dean CIIM Cyprus International Institute of Management, Nicosia

Theodore Panayotou, director and dean of CIIM, is a contributor to the 2007 Nobel Peace Prize and former Harvard faculty member. He is Professor of Economics and Ethics at CIIM. Former Visiting Professor at Tel Aviv University and former member of the Presidency Council of the National Economy of Cyprus. Professor Panayotou taught Economics for 25 years at Harvard University, where he was Program Director for Environment and Sustainable Development at the Center for International Development. Prior to joining Harvard in 1986, Dr. Panayotou was a senior economist at the Rockefeller Foundation (New York), based in Southeast Asia (Thailand) from 1978 to 1985. He has advised presidents and premiers in over 20 countries including China, Mexico, Russia, the United States and several countries in Eastern Europe, Central America and Southeast Asia, and has been an advisor to companies, governments, the United Nations and the World Bank. Dr. Panayotou holds a Bachelor of Economics from the University of Athens, a Master's Degree in Economics (Development Economics) from York University (Canada) and a PhD in Economics (Environmental and Resource Economics and Management) from the University of British Columbia (Canada). Dr. Panayotou has published more than a hundred journal articles, monographs and books on the topics of economic development, environmental management, climate change, sustainability and competitiveness. His most recent book Environment for Growth is published by Harvard University Press. It is considered a global authority on innovative economic instruments and financing mechanisms, transferable development rights, and sustainable and experiential tourism.

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Humanistic Marketing

FABIO ANCARANI

Full Professor of Marketing, Department of Management, Bologna Business School, University of Bologna, Italy

Fabio Ancarani is Professor of Marketing at the University of Bologna and Associate Dean for Executive Education and Short Term Programs at BBS, where he is also Director of the Executive Master in Sales and Marketing. Professor Ancarani has served as a member of the board of Directors of Fondazione BBS. Professor Ancarani has been visiting scholar at Smith School of Business, University of Maryland and Visiting Professor at ESCP-EAP in Paris. He also took his ITP (International Teachers Program) at Stockholm School of Economics. He has been Assistant and Associate Professor at Bocconi University. He teaches courses on marketing management, strategic marketing, pricing and customer value management, marketing metrics and performance. Professor's Ancarani research interests are focused mainly on strategic marketing, customer value analysis and measurement, pricing, value management. He went published in the Journal of the Academy of Marketing Science, Journal of Interactive Marketing, European Management Journal, Journal of Services Marketing, Journal of Retailing, Distribution and Consumer Research, Journal of Product and Brand Management. He has published the Kotler, P., Keller, K., Ancarani, F., Costabile, M. (2012 and 2017), Marketing Management, Pearson, 14th-15th italian edition. In professional activities, Prof Ancarani serves as advisor for marketing and management consultant for top international and national companies, on topics such as development of marketing competences, marketing strategies and marketing planning.



Artificial Intelligence and Humanistic Marketing

MARCO ZAFFALON

Scientific Director, IDSIA
Institute for Artificial Intelligence, Ticino, Switzerland

Marco Zaffalon is Professor and Scientific Director at Dalle Molle Institute of Artificial Intelligence at University of Lugano by concentrating on artificial intelligence, machine learning, etc. His research findings are highly acknowledged, and he has published more than 150 scientific papers. He cooperated with UBS, Mastercard, Novartis, Georg Fischer, and other companies.



H2H Marketing – From the Pharma Perspective

VIVEK HATTANGADI

Chief Mentor, The Enablers and PharmaState Academy, Ahmedabad, India

Vivek Hattangadi is Chief Mentor at The Enablers and PharmaState Academy, India. For many years he was managing pharma companies in sales function and as marketing and brand manager. In recent years, he worked as consultant to many companies and became book author with emphasis on understanding the dynamic of pharma branding.

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Session 3—JANUARY 19, 2023 BOLOGNA, ITALY + ONLINE



Digital & Humanistic Culture in Bologna

ROBERTO GRANDI

Full Professor of Communication, Bologna Business School & Chairman Bologna Istituzione Musei, Italy

Roberto Grandi was Vice Rector for International Relations at the University of Bologna (2000-2009), Former Associate Professor and full-time Professor of Sociology of Culture. Since 2019, he is co-director of the master's in digital marketing and Communication at Bologna Business School. He was Director of the master's degree for fashion operators at the University of Bologna (1991-1996), Lecturer in Mass Communication at the Department of Communication of Tongji University in Shanghai, Lecturer in Broadcasting in Western Europe at the Annenberg School of Communication of Philadelphia University (1998). In addition, he was Member of the Council of the Interdepartmental Centre for Islamic Studies at the University of Bologna (2003-2009), President of the Scientific Committee of Adrion-Virtual University of the Adriatic and Jonian Sea (2001-2009), member of the Council of the Observatory of the Magna Charta Universitatum (2002-2010) and representative of the University of Bologna in the European network of historical universities, Coimbra Group (2001-2009).



Humanistic Marketing and Wellness, Key Success Factor in Ultradent

AURELIO GISCO

Professor of Business Administration Università Vita-Salute San Raffaele

Aurelio Gisco is Professor of Business Administration at the Faculty of Medicine at the Vita-Salute S.Raffaele University of Milano. He is the CEO SEMEA of Ultradent Products Inc. At BBS, he is Adjunct Professor for the Master in Marketing Management, Sales and Marketing Executive, Sales and Marketing Open Program, Company's customized program. In addition, he is Adjunt Teacher of SDA Bocconi, Columbia Business School NY, Past member of the UNIDI board and President of many internal commission per 15 years and Member of the board of a Swiss Company. He is a researcher on Sales and MKTG innovation, Leadership and management Strategy. Moreover, he is CEO and USA Director of a multinational company in the healthcare business with 40 years of experience in the Int'l business. Aurelio is Author and co-author of books and articles on MKTG, Sales and Business Strategy. He holds Marketing and Communication Degrees, a Master degree in MKTG at the Kellogg School Nortwestern University of Chicago, EMBA BBS, CIBE Columbia Business School. Being since a long time a Rotary International Foundation member, he is involved in many charity and development projects in Italy.

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mail: academy@pharmastate.com

WhatsApp text support: +91-8587874143