

## Annual Conference Sectorplan SSH-Breed 'The Influence of Digitalisation on Work, Prosperity and Entrepreneurship'

**Friday, 7 March 2025**

Location: Hal4 aan de Maas, Watertorenweg 200, 3063 HA Rotterdam

08:20 – 09:00	<b>Registration</b>																
09:00 – 09:15	<p><b>Welcome and Opening Remarks</b> Koen Swinnen <i>Academic Director Erasmus SSH-Breed Sectorplan Professor of Private Law and Public &amp; Private Interests (Erasmus University Rotterdam)</i></p>																
09:15 – 10:15	<p><b>Keynote Address: <i>Beyond Digital: How AI &amp; Immersive Tech Reshape Work, Innovation &amp; Human Potential</i>, by Ting Li</b> <i>Professor of Digital Business (Rotterdam School of Management, Erasmus University)</i></p>																
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13:30 – 13:45	<p><b>Dutch Research Agenda (NWA)</b> Announcement of Upcoming Call 'Digital Technology and Work'</p>												
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