



**University
of Basel**

Faculty of
Business and Economics



Special U.S. Master Seminar 2022: «Innovation»

August 28 - September 3, 2022



Proudly celebrating its 20th birthday.

Summer School in Law, Business, and Economic Policy

Special U.S. Master Seminar

August 28 - September 3, 2022

Dear Students, Alumnae and Alumni

Dear Ladies and Gentlemen,

This Special U.S. Master Seminar 2022 of the Summer School in Law, Business and Economic Policy at the Faculty of Business and Economics of the University of Basel (Switzerland) pursues three goals:

1. It allows those students who successfully presented their seminar paper in February 2021 and in February 2022 through Zoom at the University of Basel (due to COVID-19) to finally travel to the U.S. and benefit from the (as some would say) most important part of the U.S. seminar, i.e., the discussions at Georgetown University, New York University and selected, very important institutions in Washington D.C. and New York.
2. We celebrate the 20th Anniversary of the Summer School and thus used the opportunity to invite alumnae and alumni of the Summer School to participate in this special edition of the U.S. Master Seminar in Business, Law and Economic Policy.
3. We devote the seminar to the topic of "Innovation" which forms the guiding theme of the Public Event 2022 as well as the Research Event 2022 of the 20th Anniversary and which is also the main focus of the current research project "Innovation CH-U.S." with a close link to the Summer School in the coming years (see <https://innoscape.ch>).

We expect an active participation of all participants in all events. Please bring your passport and proof of COVID vaccination with you all the time. For some events, special announcements will be made as the complete group has to appear earlier for security checks.

I am convinced that we will learn a lot and I wish us all an interesting and lively discussion. I would like to thank all my colleagues from GU and NYU, in particular Prof. Jeffrey Macher, for their support and commitment and also look forward to the visits to the DoJ, the World Bank, Celonis and the UN which I am happy to announce with great gratitude to the responsible persons of these institutions.

July 2022

Prof. Dr. Rolf Weder

Chairman of the Executive Committee

Special U.S. Master Seminar | Program

August 28 - September 3, 2022

Sunday, August 28

18.00	Welcome Session at Marriott Residence, Arlington, VA
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Monday, August 29

10.00–11.00	Georgetown University (GU): Welcome and Q&A Prof. Jeffrey T. Macher Georgetown University
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11.00–12.00	GU Campus Tour
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12.00–13.30	GU Welcome Lunch
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14.00–15.30	Presentation & Discussion at GU «Digital Sustainability and Entrepreneurship: How Digital Innovations are Helping Tackle Climate Change and Sustainable Development» Prof. Gerard George Georgetown University
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15.30–16.00	Coffee Break
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16.00–17.30	Presentation & Discussion at GU «The IT Revolution and the Globization of R&D» Prof. J. Bradford Jensen Georgetown University
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Tuesday, August 30

09.30–11.30	Visit of the Department of Justice - Antitrust Division Dr. Russell Pittman DoJ
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12.00–13.30	Individual Lunch
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14.00–15.30	Presentation & Discussion at GU «From Bubble to Crypto Winter: NFT Applications to Business» Prof. Sabrina Howell New York University
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Tuesday, August 30 (cont.)

15.30–16.00 Coffee Break

16.00–17.30 Presentation & Discussion at GU

«Innovation and Competition»

Prof. Jeffrey T. Macher | Georgetown University

Wednesday, August 31

10.00–12.00 Visit of the World Bank

12.00–13.30 Lunch at the World Bank Cafeteria

14.00–18.00 Transfer to New York City by Bus

Thursday, September 1

10.00–11.00 New York University (NYU): Welcome and Q&A

Prof. David Yermack | New York University

11.00–12.15 Presentation & Discussion at NYU

«Industry Evolution and Innovation»

Prof. J. P. Eggers | New York University

12.15–13.30 NYU Welcome Lunch

13.30–15.00 NYU Campus / Architecture Tour

Prof. Yakov Amihud | New York University

15.00–16.30 Presentation & Discussion at NYU

«Innovation and Entrepreneurship»

Prof. Deepak Hedge | New York University

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Friday, September 2

09.30–12.00	Visit of Celonis Global Leader in Execution Management
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12.00–13.00	Lunch at Celonis
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15.00–17.00	Visit of the United Nations
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18.00	Farewell Apéro and Dinner
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Saturday, September 3

11.00	Check-Out
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