

Prof. Dipl.-Ing. Dipl.-Wirtsch.-Ing. Michael Bartz collected business experience as industry manager at Philips, Capgemini and Microsoft for more than 15 years. In 2010 he returned to university and became Professor for International Business Management at IMC University of Applied Sciences Krems. Michael Bartz is specialized in New World of Work research. His main areas of expertise are: Long-term measurement of organizational productivity for New World of Work transformations. Furthermore, the design of mobile working policies and their optimisation. A new research field is competency development in post-pandemic work environments. Michael Bartz is also blogger www.newworldofwork.wordpress.com and author of several books ("Rules for Mobile Working", "Hybrid Working", "Next Generation Enterprise", "New World of Work", "Digital Transformation Playbook")