

# International TRIZ Conference 2023

Graz, Austria

August 31, 2023, 9:20 a.m. – 10:00 a.m. CET



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## Keynote speech

## Fostering creativity in entrepreneurship education – challenges and success stories

Universities today are called upon to promote creativity and entrepreneurial thinking among students. Over the past decades, various approaches have been developed for this purpose. Not all of them have proven to be successful.

The keynote looks at the various developments and shows some examples of successful implementation.



Speaker: Stefan Vorbach

Position: Vice rector for academic affairs, Graz University of Technology

Stefan Vorbach is a mechanical engineer, holds a doctorate in technical sciences and a habilitation in general business administration. Since 2010, he has been the head of the Institute of General Management and Organization and, since 2019, vice rector for academic affairs at Graz University of Technology. His interests include innovation and technology management, entrepreneurship and intrapreneurship, and organizational issues.

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