

International Forum of Development

NEW MEANINGS IN BUSINESS: REINVENTING IDENTITY

YOGYAKARTA (INDONESIA)

March 2019

BUSINESS – PSYCHOLOGY – SCIENCE – ART – CULTURE - EDUCATION



TOPICS

- Wholesome approach to business identity: philosophy – psychology – anthropology – semiotics – marketing.
- Business identity as a mental image: psychological alignment of organisational culture and the brand.
- Conscious and unconscious sides of business identity.
- Research of neuroscience: how mental image of business impacts its clients?
- Why 90% of economic decisions are made unconsciously?
(based on the concept of mental accounting developed by a winner of Nobel prize in economics 2017 Richard H. Thaler)

- How development of the region (city, country) impacts identity of the business and vice-versa?
- How mental images of organisational culture can be changed: approaches and practical examples.
- How to change mental image of the brand: approaches and practical examples.
- Identity of the leader: how it influences success of the business?
- Leaders as creators of new meanings through values and images of the Future.
- Epochal shift from textual to visual civilization: what does this transformation mean to businesses?
- Role of oriental cultures in civilizations of images.
- Role of art, advertisement and media in development of civilization of images.
- How to manage images of conscious and unconscious mind?

SPEAKERS AND PARTICIPANTS

- Intellectual leaders.
- Entrepreneurs.
- Managers.
- Directors of Marketing, Human Resources and Business Development.
- Scientists.
- Artists.
- Participants of Forum "NEW MEANINGS IN BUSINESS".

WHY YOGYAKARTA?

Yogyakarta is a Genius Loci place of the world where sleeping volcanos and images of ancient civilizations come together in the intersection of different religions.

Yogyakarta region includes Borobudur - the architectural miracle of the world and the largest Buddhist temple, and Prambanan – one of the largest and the most beautiful Hindu temples.

As a Genius Loci place of the world Yogyakarta has a great power to facilitate personal and business transformation:

- For participants with European mentality Yogyakarta will be an opportunity to deeply connect with live Asian culture and see own businesses from aside. Being in a very different cultural context participants will have greater stimuli to disconnect from their personal stereotypes and open up for very new business ideas to emerge.
- For participants with Asian mentality forum will provide possibility to deeply interact with leaders from Europe broadening their cultural understandings and opening new visions for their possibilities in the global world.