



## Key Speaker: Michal Krčál

**Short CV:** Michal is an assistant professor of business informatics at Masaryk University in Brno, Faculty of Economics and Administration. He is involved in HORIZON research project DiCiM (<https://www.dicimproject.eu>) where he helps companies in the printing, white goods, and automotive sectors to analyze business requirements for digital solutions that will improve their value recovery processes and supports them by planning, designing and executing training activities.

**Main research and industrial topics:** Michal focuses his research effort on digital transformation and business value of digital technologies. He has been involved in research on digital aspects of reverse flows and circular economics for more than 10 years. He also advise companies on business process improvements, knowledge sharing, and information strategy.

The logo for DiCiM, featuring a stylized 'D' icon followed by the text 'iCiM' in a green, sans-serif font.

