



NEURUS



NEURUS 10th Anniversary and 19th Continental Seminar Program

Vienna University of Economics and Business Administration



Wednesday, 25 March

17.00-19.00 Happy Hour / Orientation (Nordbergstraße 15, UZA4 / B4.01)

Thursday, 26 March

Continental Seminar I (UZA4 / D7.06 – see description)

10.00 Welcome

10.30 **Presenter:** Blair Schaeffer

Discussant: Joe Batcheller

Housing, Social Segregation, and Gentrification in Vienna's Ottakring

11.10 **Presenter:** Christoph Kober

Discussant: Sameeha Sheth

Making Knowledge "spill over" - Potentials and Barriers for Technology Transfer Offices (TTOs) in the US and Germany

11.50 Break

12.10 **Presenter:** Enikő Rozman

Discussant: Josh Carrillo

Leading EMBA Programs - An analysis of the Development and Supply Structure

12.50 **Presenter:** Henk Nienhuis

Discussant: Enikő Rozman

Public and private actors in Real Estate Development Projects: USA and the Netherlands

13.30-14.50 Lunch@Mensa

14.50 **Presenter :** Ivan Cabrera

Discussant: Ulrike Mackrodt

Economic Development: Commercial-Retail Clusters in and between the Cities of Vienna and Bratislava

15.30 **Presenter:** Jessica Kovari

Discussant: Christoph Kober

Drinking Water Management in the Netherlands

16:10 Break

16.30 **Presenter :** Joe Batcheller

Discussant: Ivan Cabrera

Berlin by Design: Transforming the Social Dynamics of Open Space in a Fractured City

17.10 **Presenter:** Josh Carrillo

Discussant: Blair Schaeffer

Alternative Transportation Practices in European Cities

Friday, 27 March

Continental Seminar II

9.00-10.00 Faculty Business Meeting

10.00 **Presenter:** Ulrich Dilger

Discussant: Henk Nienhuis

The Rise of the Green City: Environmental Amenities and Sustainable Urban Politics as Location Factors for America's Young Skilled Workforce

10.40 **Presenter:** Ulrike Mackrodt

Discussant: Ulrich Dilger

The role of Real Estate Investment Trusts in the Housing and Financial Market

11.20 Break

11.40 **Presenter:** Sameeha Sheth

Discussant: Jessica Kovari

Study of the Process of Spatial Development Planning in Austria: Case of Guertel, Vienna

12.30-14.00 Lunch@Mensa

10th NEURUS Anniversary Meetings

Alumni and Faculty Proposals

14.00 NEURUS Alumni Association David Mau and Stefan Pargfrieder

15.00 ICURD (International Certificate for Urban and Regional Development)
Panel Presentation & Discussion

15.45 Break

16.00 Wrap-up and Final Comments

17.30 Reception hosted at **Modul University** by Professor Harvey Goldstein
(tickets for public transport required – see enclosure)



Saturday, 28 March

Vienna Excursion

9.00 Depart from WU UZA4 (tickets for public transport required – see enclosure)

12.00 Lunch from market stands in Brunnenmarkt

Afternoon at your disposal

19.00 Evening Heuriger (“Zeiler am Hauerweg”; see description)

TRAVEL INFORMATION VIENNA

Arriving by plane at Vienna Airport Schwechat (19 km from city centre):

By TAXI:

Take a so-called Airport-Taxi. It will take approx. 45 minutes (cost about EUR 30).

By TRAIN:

Take the “**Vienna Airport Train – CAT**” – you can easily find the station at the airport by following the signs to “CAT”. Driving time is approx. 16 minutes and it leaves every 30 minutes; cost is EUR 8 for a one-way ticket. For more information see the web: <http://www.cityairporttrain.com/langen/> .

By Vienna Airport Lines BUS SERVICE:

Take the bus outside the arrivals terminal, direction “Schwedenplatz/Morzinplatz”, to the station “Schwedenplatz”. Tickets are available from the driver (EUR 6 for a single journey). Journey takes approx. 20 minutes. (For more information see the airport information at the web: <http://www.viennaairport.com/jart/prj3/via/website.jart?rel=en&reserve-mode=active>).

From Schwedenplatz or City Air Terminal “Wien Mitte” to Hotel Alexander/Hotel Albatros

You may take the underground line U4 (direction Heiligenstadt) to the station "Spittelau". Get out, following the signs to "Verkehrsamt", pass the Verkehrsamt (on your left hand side you will see the main building of the Vienna University of Economics). At the crossing with the tramway turn left and walk down "Augasse" to Hotel Alexander. For Hotel Albatros take the next street on your left (“Lichtensteinstraße”) and walk down to the hotel.

How to get to the Meeting Room at the WU-Wien:

From Schwedenplatz or City Air Terminal “Wien Mitte”

Take the underground line U4 (direction Heiligenstadt) to the station “Friedensbrücke”. Take the stairs/elevator up in the direction “Gussenbauer-Gasse”. Cross the street at the traffic lights, turn to the street on your right hand side (“Tepserngasse”), walk to the end of the street and you will see the modular grey building (with the red piping) right in front of you. The elevators are on your right hand side after entering.

Coming from one of the hotels, please walk to “Althanstraße” – the reception at your hotel will surely help you. At Althanstr No. 10 you will see the sign of a post office. Left of this sign you can find steps. Please climb up to their end. Turn left and enter our building (“UZA4”). You have to cross the lobby (following the sign to Section D) to find the elevators.

The seminar will take place on the 7th floor – Section D and you will find the Konferenzraum D7.06 if you turn left after leaving the elevator.

Tickets for the Public Transportation System in Vienna:

You can buy all tickets at the ticket machines in the underground stations and in tobacconists shops ("Tabak Trafik") or buy one in the tram.

Please note: there are no ticket machines inside the underground trains and those bought in trams are a little more expensive than those bought in advance.

Tickets available are:

The Single Trip Ticket – can be used for one journey in one direction; price is EUR 1.70 at the tobacconist or ticket machine and EUR 2.20 inside the tram. No ticket machines inside the underground lines!

The "Wiener Einkaufskarte" (Vienna Shopping Card) - for those who want to travel within Vienna between 8:00 a.m. and 8:00 p.m.; cost is EUR 4.60

The 24-hour Ticket - The 24-hour Vienna card at EUR 5.70 may be used throughout Vienna for exactly 24 hours from the time it is validated.

The "72-hour Ticket" – can be used for all journeys within Vienna for exactly 72 hours after validation. Cost is EUR 13.60

The "Wien-Karte" – can be used for all journeys within Vienna for exactly 72 hours and also offers a price reduction for some museums and restaurants. Price is EUR 18.50

The "8-day-Ticket" – can be used by up to 8 persons using public transport in Vienna at the same time. It can be used on the day of validation until 1 a.m. the next day. One section must be stamped per person/per day at the (blue) stamping box. Cost is EURO 27.20

For detailed information go to <http://www.wienerlinien.at/wl/ep/home.do?tabId=0>

MAP of the CAMPUS VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS ADMINISTRATION

UZA 1
(Main Building, Administration, Mensa)

Connecting path between the buildings:
To get from UZA1 to UZA4 please exit the building at the ground floor, direction „Library/Bibliothek“, then turn left and follow the signs (on the floor and on pillars) to „UZA4“.

UZA 4 -
Conference room D7.06
(7th floor, Sect. D)
Main entrance Nordbergstraße 15

Entrance Althanstraße:
Walk up the steps near the post office (left side), enter the building at the entrance at your left hand side, cross the lobby (direction Section "D") and use the elevator to floor 7.

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Friday, 27 March 5.30 p.m. Reception hosted by Professor Harvey Goldstein at Modul University

Address: Am Kahlenberg 1
1190 Wien
Tel.: +43 1 320 3555-600 (Prof. Goldstein)
Web: <http://www.modul.ac.at/>

How to get there:

Take the tram line "D" (direction "Nußdorf"), either from station "Julius Tandler-Platz", or Augasse (there is one station near the exit of UZA4, where the meeting is held, as well as near the main entrance of Wirtschaftsuniversität at Augasse 2). Leave the tram at station "Grinzinger Straße" and change to bus line 38A, direction "Kahlenberg". Get off at station "Kahlenberg" (final stop). Calculate about 40 minutes for this trip.

Saturday, 28 March 7.00 p.m. Evening Heuriger

Address: Zeiler am Hauerweg
 Rathstr 31
 1190 Wien

How to get there:

Please use BUS Line 35A (direction Salmansdorf) from Nußdorferstraße (U6-station) or Spittelau (U6/U4-station). Get off the bus at station "Agnese-gasse" and walk along Rathstraße for a few more meters (same direction as the bus came, but at the opposite side of the street).

