

***Tentative Program***  
**CENTRAL Meeting**  
**and**  
**Workshop on Multi Business Model Analysis and Innovation**  
**Novotel Phuket Resort, Patong, Phuket**  
**March 9–11, 2021**

Time	Workshop on Multi Business Model Analysis and Innovation	CENTRAL Meeting
March 8, 2021		
16.00–16.00	Registration	
18.00–20.00	Dinner	
March 9, 2021		
08.30–09.00	Registration	
09.00–09.45	<p style="text-align: center;">Open Ceremony (Meeting Hall)</p> <p style="text-align: center;">Welcome Speech: Asst. Prof. Dr. Teeravisit Laohapensaeng  <i>(Dean, School of Information Technology, Mae Fah Luang University)</i></p> <p style="text-align: center;">Opening Speech by Prof. Dr. Ramjee Prasad  <i>(CGC President)</i></p> <p style="text-align: center;">Assoc. Prof. Dr. Albena Dimitrova Mihovska  <i>(CENTRAL Project Coordinator, Aarhus University, Denmark)</i></p> <p style="text-align: center;">MC: Dr. Chayapol Kamyod  <i>(Local Coordinator, School of Information Technology, Mae Fah Luang University)</i></p>	
09.45–10.00	Coffee Break	
10.00–12.00	<p>Introduction to Multi Business Model Analysis and Innovation</p> <p>Instructor: Prof. Dr. Peter Lindgren  <i>(Multi Business Model Innovation and Technology, Aarhus University, Denmark)</i></p>	<p>CENTRAL: Project Status Update and Notes from EU</p> <p style="text-align: center;">* Preparation for Closing Project By Assoc. Prof. Dr. Albena Dimitrova Mihovska</p>
12.00–13.00	Lunch	
13.00–15.00	The DigiBoard tool introduction	<p>WP2: Development I</p> <p style="text-align: center;">* Progression Report and Deliverables</p>
15.00–15.15	Coffee Break	

15.15-17.15	The DigiBoard tool introduction, and how to use the tool in Multi Business Model analyse and innovation	WP2: Development II * Plan and Deliverables
18.00-20.00	Dinner	
March 10, 2021		
9.00-10.30	Business Modeling Views	WP3 : Quality Plan I * Progression Report and Deliverables
10.30-10.45	Coffee Break	
10.45-12.15	DigiBoard and Business Modeling Analysis	WP3 : Quality Plan II * Plan and Deliverables
12.15-13.00	Lunch	
13.00-15.00	The DigiBoard and marketing matrix	WP3 : Quality Plan III * Plan for Sustainability
15.00-15.15	Coffee Break	
15.15-17.00	DigiBorad Review and Assignment	WP3 : Quality Plan IV * Plan for Sustainability
18.00-20.00	Dinner	
March 11, 2021		
9.00-10.30	DigiBoard: Business case 1 and Exercise	WP4 : Dissemination and Exploitation I * Progression Report and Deliverables
10.30-10.45	Coffee Break	
10.45-12.15	DigiBoard: Business case 2 and Exercise	WP4 : Dissemination and Exploitation II * Plan and Deliverables
12.15-13.00	Lunch	
13.00-15.00	DigiBoard: Business: Examination Case	Discussion for Next Erasmus+ Project I
15.00-15.15	Coffee Break	
15.15-17.00	DigiBoard: Business: Examination Case	Discussion for Next Erasmus+ Project II
END PROGRAM		