

Energy industry – Digitalization Trends

Lecture description:

The Romanian Energy Industry is traditionally an asset-intensive, stable, slow to change business area, which is reaching out to its consumers in an increasingly digital manner.

Driven by both strong regulations and open competition on a recently liberalized market, energy companies are looking into innovative ways to gain a competitive advantage. Digitalization is key in the overall transformation of these traditional companies, enabling operational efficiencies, decrease of energy losses, improved communication and productivity of field and administrative workforce, better service to final consumers.

This course will introduce the main digitalization trends in the Romanian Energy Industry and invite students to propose implementation options of such trends. We will look into how digitalization is implemented, considering strategic and financial (cost-benefit analysis) decision factors, and will assess various scenarios.

Course information

Lecturer: Andreea Alexandrescu (A.T. Kearney) with support from Luca Mateescu (A.T. Kearney)

Prerequisites:

N/A

Notes:

This course is interactive, students will be required to participate in practical exercises, and participate actively in the discussions during the class.

Specific instructions regarding preparation for this course will be provided in advance and students will be expected to prepare before class.

Please prepare in advance, bring your ideas to the table, and remember that we can only make this course effective if you are truly interested and engaged in it.

Bibliography:

Materials to be shared one week prior to course by A.T. Kearney