Research Report 2011
of the School of Business and Economics
Welcome to the 2011 research report of the School of Business and Economics at Friedrich-Alexander-Universität Erlangen-Nürnberg. The past year was truly exciting and we hope that you feel as pleased about our achievements as we do: in the field of business and economics, the University of Erlangen-Nürnberg is among the strongest research universities in Germany. The School of Business and Economics received excellent ratings from the CHE (Centre for Higher Education) with regard to application orientation, research, and internationality. On a national level, the School of Business and Economics belongs to the top institutions, achieving excellent marks for the application orientation of its academic research and teaching in business administration and economics. For the first time, the School has also gained a position among the top 25 economic research institutions in the Handelsblatt ranking, which compares universities in Germany, Austria and the German-speaking part of Switzerland. These impressive results could not have been achieved without the countless individual efforts by researchers at the School: new research projects funded by the German Research Foundation (DFG), the Federal Ministry of Education and Research (BMBF), the Fritz Thyssen Foundation and several other funding institutions were launched. New research collaborations with industry partners and research institutions were started and existing co-operations were strategically extended. Research results by professors, young researchers and doctoral candidates were recognised on an international level by the Strategic Management Society and the Academy of Management with numerous Best Paper Awards. Within the University of Erlangen-Nürnberg, the team led by Veronika Grimm achieved an important success for the Faculty of Business, Economics, and Law: the project ‘Taxation, Social Norms, and Compliance: Lessons for Institution Design’ was identified by FAU’s Executive Board as one of the University’s future strategic projects and selected for funding as an ‘Emerging Fields Project’ (EFP). Congratulations to all colleagues participating in the project: Veronika Grimm (co-ordinator), Martin Abraham, Thies Blümm, Roland Ismer, Christian Mahlfelder, Johannes Rincke, Wolfram Scheffler, Stefan Schwab, Verena Ulikal, and Matthias Wrede. 2011 also brought a number of new faces to the School with five new junior professors being appointed. They represent the fields corporate governance, idea and innovation management, utility management, professional competence development, and behavioural economics. The Dr. Theo and Friedl Schoeller Research Center appointed four members of the School as Schoeller Fellows and Prof. Dr. Dr. h.c. mult. Horst Steinmann received the Schoeller Lifetime Achievement Award.

Nevertheless, the above list of research successes is far from comprehensive. We want to invite you to familiarise yourself with current research projects and to find out about their variety and scope using this research report and our websites on the School’s research. The report presents a profile of the School including its research areas and strengths in FAU’s Major Research Area ‘Cohesion – Transformation – Innovation’. It also introduces you to the people, projects and publications which shape the unique profile of business administration and economics in Nuremberg. The doctoral theses, Habilitation theses and prizes awarded at the School in 2011 impressively demonstrate the broad range of current projects and the interdisciplinary collaboration between economics, business administration, social sciences, and law. CVs for all Nuremberg professors are listed in this report to give you the opportunity to get to know the members of our School.

The mission of the School of Business and Economics is to continue its tradition of high-class research. The research report aims to illustrate the colourful, inspiring, fascinating and diverse quality of everyday research at the School of Business and Economics in Nuremberg. Let the great variety of topics and promising research perspectives inspire you to challenge us with your questions and expectations.

‘Creating cohesion – shaping transformation – realising innovation’ is not only the thematic focus of our Major Research Area but also the motto of our academic work, which demonstrates our commitment to research that has a real impact.
# Table of contents

- **Research Report 2011**
  - of the School of Business and Economics

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preface</td>
<td>3</td>
</tr>
<tr>
<td>Profile</td>
<td>7</td>
</tr>
<tr>
<td>Research Focus of Friedrich-Alexander-Universität Erlangen-Nürnberg</td>
<td>8</td>
</tr>
<tr>
<td>Cohesion – Transformation – Innovation</td>
<td>8</td>
</tr>
<tr>
<td>Dr. Theo and Friedl Schoeller Research Center for Business and Society</td>
<td>12</td>
</tr>
<tr>
<td>Research Areas of the School of Business and Economics</td>
<td>18</td>
</tr>
<tr>
<td>- Business education</td>
<td>18</td>
</tr>
<tr>
<td>- Economic policy</td>
<td>20</td>
</tr>
<tr>
<td>- Globalisation</td>
<td>22</td>
</tr>
<tr>
<td>- Information systems</td>
<td>24</td>
</tr>
<tr>
<td>- Labor Market</td>
<td>26</td>
</tr>
<tr>
<td>- Management</td>
<td>28</td>
</tr>
<tr>
<td>- Marketing</td>
<td>30</td>
</tr>
<tr>
<td>- Taxation</td>
<td>32</td>
</tr>
<tr>
<td>- Valuation</td>
<td>34</td>
</tr>
<tr>
<td>Professors at the School of Business and Economics</td>
<td>36</td>
</tr>
<tr>
<td>Early Career Scholars at the School of Business and Economics</td>
<td>50</td>
</tr>
<tr>
<td>Doctoral Theses in 2011</td>
<td>60</td>
</tr>
<tr>
<td>Habilitation Theses in 2011</td>
<td>63</td>
</tr>
<tr>
<td>Awardees in 2011</td>
<td>66</td>
</tr>
<tr>
<td>Imprint</td>
<td>69</td>
</tr>
</tbody>
</table>
Profile

Research Focus of Friedrich-Alexander-Universität Erlangen-Nürnberg

Global networks

Europe, Asia, America, Africa – the School of Business and Economics entertains connections to all parts of the world. With over 100 partner universities in 37 countries, it is part of a vast international network. Collaborations with top universities from all over the globe allow our researchers’ work to transcend the boundaries of subjects and countries.

Local connections

As an academic partner in the region, the School entertains close institutional and individual ties with partners in industry. Collaborations with regional and national companies from all lines of business allow for a direct transfer of research results. These collaborations also improve the conditions for research and studying.

A long tradition of excellence

The School of Business and Economics originated from the Nuremberg College of Economics and Social Sciences founded in 1918. Interdisciplinary co-operation between business administration, economics, and the social sciences has been a defining factor since those days. In 1961, the former College was integrated into the University of Erlangen-Nürnberg as the Faculty for Economics and Social Sciences (WiSo). In 2007, WiSo was transformed into the School of Business and Economics at the Faculty of Business, Economics, and Law.

Sought-after local partner in the metropolitan region

Today, with over 5500 students and 34 Chairs, a worldwide network of connections and one of the broadest range of subjects in the German-speaking world, the School of Business and Economics is one of the most reputable institutions of its kind. Founded as a college with a strong practical focus, the School continues to be a university think-tank and a sought-after local partner in the Nuremberg Metropolitan Region.

High-quality research – a mission with a long tradition

The integration of local strengths into international networks is the basis of the diversified research profile of the School of Business and Economics. The close collaboration between experts in business administration, economics, and social sciences provides answers to central research questions in the field. Research results achieved at the School are regularly published in international journals, research monographs, textbooks, application-oriented manuals, and management guidelines.
Creating Cohesion – Shaping Transformation – Realising Innovation

The slogan ‘creating cohesion – shaping transformation – realising innovation’ characterises the School’s contribution to the University-wide Major Research Area ‘Cohesion – Transformation – Innovation’ with its nine Focus Areas.

Corporate structures and cultures create cohesion. The question of how to structure both formal and informal systems which consolidate or loosen structures and cultures in organisations is central to many fields of economic and social research. Research projects in business education, taxation, and evaluation make essential contributions to the understanding, design and implementation of formal and informal systems that create cohesion.

Excellence in research is a mission with a long tradition at the School of Business and Economics. In FAU’s impressive research profile, the School of Business and Economics and the School of Law are represented in the Major Research Area ‘Cohesion – Transformation – Innovation’.

A survey of the contributions made to the Major Research Area by the individual fields and their respective research priorities may be found below.
Research Focus of Friedrich-Alexander-Universität Erlangen-Nürnberg

**Shaping Transformation**

The University-wide research on transformation focuses on the understanding, shaping and consolidation of transformation processes and the conditions of autonomous action with regard to legal systems, organisations and markets. The research areas of the School concentrate on industrial transformation processes, the resulting transformations in organisations and markets and the changes in work environments.

**Realising Innovation**

Innovation research focuses on the understanding, design and implementation of innovation in organisational, social, and cultural contexts. The research areas of the School concentrate on service, process and systems innovations in companies and markets.

The School has special competences and strengths in the study of discontinuous innovations and their realisation in services markets.

PARTICIPATING RESEARCH AREAS

- Labor Market and Workplace Studies
- Globalisation
- Economic Policy
- Management
- Marketing
- Information Systems

The School has particular competences and strengths in the study of new models of career development and professional success and the development of new payment and incentive systems. It also provides specific knowledge on work supply and demand, migration and mobility, labour market policies and work relationships.
The Dr. Theo and Friedl Schoeller Research Center for Business and Society builds on the existing strengths in research in FAU's Major Research Area 'Cohesion – Transformation – Innovation in Law and Economics' with its motto, 'Creating cohesion, shaping transformation, realizing innovation'. The Center aims to establish links between top Nuremberg researchers and international partners. In its present form, the Center is unique in Bavaria and offers a role model for interdisciplinary, collaborative research to strengthen responsible action in business and society.

The Schoeller Research Center promotes innovative top-level research in the field of business and economics. Each year, with the support of the Dr. Theo and Friedl Schoeller Foundation, both established professors and young researchers are invited to come to Nuremberg to examine current academic issues and to work on interdisciplinary research projects in economics and social studies in collaboration with the respective departments and centres at FAU's School of Business and Economics. The guest researchers also act as ambassadors to promote research in the Nuremberg region in an international context, to strengthen networking activities and to increase the visibility of FAU's Major Research Area 'Cohesion – Transformation – Innovation in Law and Economics'.

The Advisory Board of the Dr. Theo and Friedl Schoeller Research Center selects researchers and projects for funding. The members of the Advisory Board are high-ranking personalities from politics, industry and academia such as the former Bavarian Prime Minister Dr. Günther Beckstein, the Chairman of the Executive Board of DATEV eG, Prof. Dieter Kempf, the President of FAU Erlangen-Nürnberg, Prof. Dr. Karl-Dieter Grüske, the former director of Bavarian broadcaster BR, Dr. Thomas Gruber, the founder and director of the limnological department of TU Munich, Prof. Dr. Arnulf Melzer, Prof. Dr. h.c. Margt Osterloh, Rainer Hattenberger, Chairman of the Schoeller Foundation. Ms Friedl Schöller, the founder of the centre and honorary senator of FAU, serves as an honorary member of the Advisory Board.

At a function at the Museum for Industrial Culture in May 2011, Prof. DDr. Adamantios Diamantopoulos (University of Vienna) and Prof. Imran Rasul, PhD (University College London) were awarded the status of Schoeller Senior Fellows while PD Dr. Michael Großke (FAU Erlangen-Nürnberg) and Prof. Sanjay Chugh, PhD (University of Maryland) received Schoeller Fellowship status. The Schoeller Honor-...
Dr. Theo and Friedl Schoeller Research Center for Business and Society

Recipient of the 2011 Schoeller Lifetime Achievement Award

Prof. Dr. h.c. mult. Horst Steinmann
FAU Erlangen-Nürnberg

Born on 17 July 1934 in Bad Salzuflen (Lippe), Prof. Steinmann earned his doctoral degree at TU Clausthal in 1960 and also completed his Habilitation thesis there five years later. He obtained his Master of Business Administration with distinction at the Institut Européen d’Administration des Affaires (INSEAD) in 1965. In 1958, he was appointed Chair of Business Administration (Corporates Studies) at Free University Berlin. Two years later, he transferred to Friedrich-Alexander-Universität Erlangen-Nürnberg as Chair of Business Administration (Management).

During his time at FAU, he was offered professorships at several other universities (Paderborn, Darmstadt, FU Berlin), all of which he declined. In 1966, he was awarded an honorary doctorate by the School of Business, Economics, and Law of the University of Bern, followed by an honorary doctorate from the University of Strasbourg in 1999 for his acclaimed studies on management theory with a special focus on business and corporate ethics. Many of the Dipl.-, doctoral and Habilitation students supervised by Horst Steinmann went on to occupy leading positions in industry and academia and gained public fame.

Parallel to his work as a university professor, Prof. Steinmann founded the European Business Ethics Network (EBEN) in 1968 and the Deutsche Netzwerk Wirtschaftsethik (German Academic Association for Business Research; and the Verband der Hochschullehrer für Betriebswirtschaft (VHB), which he co-chaired from 1978 to 1980.

His research priorities include management, corporate governance, HR management, strategic planning and control, organisation theory, business ethics and philosophy of science. He continues to give lectures and to publish essays on social management responsibility. To date, Horst Steinmann has published 300 essays and 25 books as (co)author or (co)editor, some of which were translated into Polish, Czech and Chinese.

2011 Schoeller Senior Fellows

Diamantopoulos
University of Vienna, Austria

Prof. DDr. Adamantios Diamantopoulos is Chair of International Marketing at the University of Vienna. He also serves as a guest lecturer at the School of Business and Economics at the University of Ljubljana (Slovenia). His studies have been published in the Journal of Marketing, the Journal of International Business Studies, the Journal of the Academy of Marketing Science, the International Journal of Research in Marketing, MIS Quarterly, and the Journal of Retailing. In the latest Handelsblatt ranking of business professors in Germany, Austria and Switzerland, he achieved rank 3 in the category ‘current research achievements’ and rank 4 in ‘lifetime achievements’.

Prof. Imran Rasul, PhD
University College London, GB

Prof. Rasul earned his doctorate in economics at the London School of Economics in 2005. He is a professor at University College London, Deputy Head of the Centre for the Microeconomic Analysis of Public Policy at the Institute of Fiscal Studies and Deputy Head of Research of the Human Capital Research Group at the International Growth Centre. His main research interests include labour economics, public economics, and development economics. He is also a dedicated runner and has already completed seven marathons.

2011 Schoeller Fellows

Prof. Sanjay K. Chugh, PhD
Boston College, USA

Sanjay K. Chugh is an assistant professor at Boston College. Having served as an economist on the Federal Reserve Board from 2004–2007, where he worked on both research and policy analysis, he joined the Department of Economics at the University of Maryland in 2007. The majority of his research activities focuses on developing general insights for macroeconomic political analysis based on the search and matching framework. Numerous papers on this and related topics have been published in the Journal of Monetary Economics, the Journal of Economic Theory, the Review of Economic Dynamics, Macroeconomic Dynamics and Economics Letters. Professor Chugh received his doctorate from the University of Pennsylvania in 2004 and currently teaches undergraduate and graduate macroeconomics. He is also a dedicated runner and has already completed seven marathons.

Further Schoeller (Senior) Fellows 2009/2010

Prof. Dr. Jonas Puck (Fellow)
University of Erlangen-Nürnberg

PD Dr. Michael Grottke
FAU Erlangen-Nürnberg

Michael Grottke read business administration at Friedrich-Alexander-Universität Erlangen-Nürnberg and obtained a Master of Arts in Economics from Wayne State University in Detroit, USA. After receiving his doctorate from Friedrich-Alexander-Universität Erlangen-Nürnberg, he went to Duke University in Durham, USA, as a research associate and assistant research professor. In 2010, he gained his Habilitation in statistics and business administration at Friedrich-Alexander-Universität Erlangen-Nürnberg. His research activities focus on the reliability, availability and performance of software systems as well as on software engineering economics.

Further Schoeller Lifetime Achievement Award Recipients 2009/2010

Prof. Dr. John Bessant, PhD (Senior Fellow)
University of Exeter, GB

Prof. Thomas L. Brewer, PhD (Senior Fellow)
Georgetown University, Washington, D.C., USA

Prof. Carol S. Saunders, PhD (Senior Fellow)
University of Central Florida, USA

Dr. Andreas König (Fellow)
University of Erlangen-Nürnberg

Prof. Dr. Friederike Mengel (Fellow)
Maastricht University, Netherlands

Prof. Dr. Jonas Puck (Fellow)
Vienna University of Economics and Business, Austria

Dr. Andreas Wechsler (Fellow)
European University Institute, Florence, Italy

Hossen S. Zadeh, PhD (Fellow)
Defence Science & Technology Organisation, Australia
Current research projects

- **Innovation einmal anders**
  (A new perspective on innovation)
  (Prof. John Bessant, PhD)
- **Consumers’ Responses to Country-of-Origin, Region-of-Origin, and Brand-Specific Cues: Cognitive and Affective Dimensions**
  (Prof. Dr. Adamantios Diamantopoulos)
- **Understanding Illicit Behavior**
  (Prof. Imran Rasul, PhD)
- **Emotional-Cognitive Overload with Information Technology**
  (Prof. Carol S. Saunders, PhD)
- **Matching, Selection, and Labor Markets**
  (Prof. Sanjay K. Chugh, PhD)
- **Warum Software versagt – und was man gegen Softwarefehler tun kann (Why software fails and what can be done about software errors)**
  (PD Dr. Michael Grottke)
- **Wie beeinflussen die Weltbilder von CEOs das strategische Verhalten von Unternehmen? – Ein konzeptualmetaphorischer Ansatz der Upper-Echelons Theorie (How does a CEO’s worldview influence a company’s strategic behaviour? A conceptual-metaphorical approach based on the upper echelons theory)**
  (Dr. Andreas König)
- **Neuronale Reaktionen auf faire Allokationen und faire Prozeduren (Neuronal reactions to fair allocations and fair procedures)**
  (Prof. Dr. Friederike Mengel)
- **Die Transformation der Rechtsdurchsetzung in Europa am Beispiel des Kartellrechts (The transformation of law enforcement in Europe exemplified by antitrust law)**
  (Dr. Andrea Wechsler)
- **Enhanced Aged Healthcare Using Pervasive Technologies: Interfacing Distance Monitoring Systems and Smart Fabrics in the Healthcare Sector**
  (Hossein S. Zadeh, PhD)

Selected publications

Description of the research area

The area of business education has the following research priorities:

- Learning for and in professional economic settings and human resource development
- Educational management
- Design of VET systems

The research priority ‘Learning for and in professional economic settings’ is concerned with learning processes and the corresponding teaching processes. Educational psychology also forms part of the approach. Commercial and administrative activities represent the main contents – however, they are examined with a special focus on supertechnical skills (learning and methodology skills) and sustainability. Research covers application-oriented strategies for benefiting from ethnic/cultural differences with consideration being given to approaches from diversity management and process-oriented design of learning and teaching processes with a special focus on ERP systems. The research priority ‘Human resources and professional development’ is based on the premise that the processes that are being examined are support processes, i.e. their quality is to be assessed in relation to the core processes. The research priority ‘Educational management’ deals with the organisation of institutions with educational core processes. Research mainly focuses on vocational schools, universities and colleges – i.e. essentially concentrates on institutional business administration, but with formal and content goals that go beyond traditional perspectives in business administration. Within the research priority ‘Design of VET systems’, the entire vocational training system is examined on a higher level of aggregation. At present, there is a strong focus on the effects of the Europeanisation of vocational education as part of the Copenhagen process.

Members of the research area

- Prof. Dr. Karl Wilbers
  Chair of Business Education and Human Resource Development
- Prof. Dr. Jörg Stender
  Professorship for Business Education

Junior researchers of the research area

- Prof. Dr. Nicole Kimmelmann
  Junior Professorship for the Development of Professional Skills

Speaker of the research area

- Prof. Dr. Karl Wilbers
  Phone: +49 (0) 911 5302 322
  E-mail: karl.wilbers@wiso.uni-erlangen.de

Current research projects

- Technologieunterstütztes Lernen (Technology-aided learning)
- Selbgesteuertes Lernen (Self-regulated learning)
- Qualitätsmanagement in der Berufsbildung und in Hochschulen (Quality management in professional development and in tertiary education)
- Vorurteile, Stereotypen und neue Medien (Prejudice, stereotypes and new media)
- Berufssprachen (Professional jargons)
Description of the Research Area

The research area ‘Economic policy’ conducts application-oriented research in different areas of economic policy such as regulation and competition, as well as regional, energy, tariff, education, finance and social policies. Research is characterised by its focus on theory- and evidence-based political consulting. The members of the research area are also active members of numerous academic advisory boards, such as the Council of Science and Humanities and the advisory boards of the BMWi and BMF, and have established connections with many economic research institutions, e.g. the Institute for Employment Research of the Federal Employment Agency (IAB), the Institute for the Study of Labor (IZA), the German Institute for Economic Research (DIW), the RWI (Rhine-Westphalian Institute for Economic Research), the ifo Institute for Economic Research and the Centre for European Economic Research (ZEW).

Members of the research area

- **Prof. Dr. Lutz Bellmann**
  Chair of Labor Economics
- **Prof. Dr. Thiess Büttner**
  Chair of Public Finance
- **Prof. Dr. Veronika Grimm**
  Chair of Economic Theory
- **Prof. Dr. Christian Merkl**
  Chair of Macroeconomics
- **Prof. Dr. Johannes Rincke**
  Chair of Economic Policy
- **Prof. Regina T. Riphahn, PhD**
  Chair of Empirical Economics
- **Prof. Dr. Claus Schnabel**
  Chair of Labor and Regional Economics
- **Prof. Dr. Gesine Stephan**
  Chair of Empirical Microeconomics
- **Prof. Dr. Matthias Wrede**
  Chair of Social Policy

Speaker of the research area

- **Prof. Dr. Veronika Grimm**
  Phone: +49 (0) 911 5302 224
  E-mail: veronika.grimm@wiso.uni-erlangen.de

Current research projects

- **Die Entstehung von Reputation in Wirtschaftsbeziehungen (The development of reputation in economic relations; DFG)**
  - Prof. Dr. Martin Abraham/Prof. Dr. Veronika Grimm

- **Internationale Unternehmensbesteuerung und Konzernstrukturen (International company taxation and corporate structures; DFG;**
  - Prof. Dr. Thiess Büttner/Prof. Dr. Ulrich Schreiber)

- **Neural responses to fair allocations and fair procedures (**
  - Schoeller Junior Fellowship; Prof. Dr. Veronika Grimm/Prof. Dr. Christian Mahltner/Prof. Dr. Friederike Mengel/Dr. Elena Peitz/ Dipl.-Vw. Michael Seebauer)

- **Makroökonomische Politik und der Arbeitsmarkt (Macroeconomic policy and the labour market; Prof. Dr. Christian Merkl/Prof. Ester Faia, PhD/Wolfgang Lechthaler, PhD)**

- **Arbeitsmarktdynamik in Deutschland (Labour market dynamics in Germany; Prof. Dr. Christian Merkl/ Dr. Hermann Gartner/ Dr. Thomas Rothe)**

- **Tax compliance under self-assessment (Prof. Dr. Johannes Rincke/Dr. Nadja Dwenger/Prof. Henrik Kleven, PhD/Prof. Prof. Imran Rasul, PhD)**

- **Tax competition and international wage differentials (Prof. Dr. Johannes Rincke/Dr. Ferdinand Mittermaier)**

- **Erklärungsmuster von Teenagergeburten in Deutschland (Explanatory models of teenage births in Germany; Prof. Regina T. Riphahn, PhD/Dipl.-Kfr. Komla Gyam-Rahm)**

- **Auswirkungen von Schwellenwerten im Arbeitsrecht (Impact of threshold values on labour law; Prof. Dr. Claus Schnabel/Dr. Lena Koller)**

- **Betriebsschließungen in Deutschland (Firm exits; Prof. Dr. Claus Schnabel/Dipl.-Vw. Daniel Fackler)**

- **Evaluation des Modelprojekts “Perspektive Wiederein- stieg” (Evaluation of the model project “Outlook on career comebacks”; BMFSFJ; Prof. Dr. Gesine Stephan/Dr. Franziska Schreyer/Susanne Götz, Soz. M.A./Dipl.- Bw. Dipl.-Vw. Kathi Rupp)**

- **Innerfamiliäre Arbeitsteilung in Kinderbetreuung und Pflege (Division of labour regarding child care and care within families; Prof. Dr. Matthias Wrede)**
Description of the Research Area

Globalisation is one of the most formative phenomena of the 21st century. It has far-reaching and significant effects on many individuals, enterprises, organisations and states. Examples for this are cross-border migrations, the shifting of corporate activities to growth markets and countries with low wages, or the economic and political integration of regional communities such as EU, NAFTA and MERCOSUR. The research area examines the economic, political, social and cultural implications of globalisation.

Members of the research area

- **Prof. Dr. Walther Bernecker**
  Chair of International Studies (France, Italy, Latin America, Portugal, Spain)
- **Prof. Dr. Andreas Falke**
  Chair of International Studies (Anglo-American Societies)
- **Prof. Dr. Dirk Holtbrügge**
  Chair of International Management
- **Prof. Dr. Christina Holtz-Bacha**
  Chair of Mass Communication
- **Prof. Dr. Monika Jungbauer-Gans**
  Chair of Empirical Economic Sociology
- **Dr. Sören Brinkmann**
  Department of International Studies (France, Italy, Latin America, Portugal, Spain)
- **Dr. Heidi Kreppel**
  Department of International Management
- **Dr. David Rygl**
  Department of International Management
- **Dr. Tassilo Schuster**
  Department of International Management
- **Dr. Reimar Zeh**
  Department of Mass Communication

Speaker of the research area

- **Prof. Dr. Dirk Holtbrügge**
  Phone: +49 (0) 911 5302 452
  E-mail: dirk.holtbruegge@wiso.uni-erlangen.de

Current research projects

- Geschichte Portugals (History of Portugal; Prof. Dr. Walther Bernecker)
- Edition der konsularischen und diplomatischen Berichte der deutschen Vertreter in Mexiko im 19. Jahrhundert (Edition of the consular and diplomatic reports of the German representatives in Mexico in the 19th century; Prof. Dr. Walther Bernecker)
- Geschichte der Ernährungspolitiken in Brasilien (History of food policies in Brazil; Dr. Sören Brinkmann)
- Die Auswirkungen der amerikanischen Präsidentschaftswahlen auf die Wirtschaftspolitik der USA (The effects of the presidential election on economic policy in the US; Prof. Dr. Andreas Falke)
- Politische Strategien zur Reduzierung der Staatsverschuldung in den USA (Political strategies for the reduction of national debt in the US; Prof. Dr. Andreas Falke)
- Ethisches Verhalten von Führungskräften im internationalen Vergleich (Ethical behaviour of managers in an international comparison; Prof. Dr. Dirk Holtbrügge)
- Corporate social and ecological responsibility in an international context (Prof. Dr. Dirk Holtbrügge)
- Outward FDI of Emerging Market Firms (Prof. Dr. Dirk Holtbrügge/Dr. Heidi Kreppel)
- Management multikultureller Teams (Management of multicultural teams; Prof. Dr. Dirk Holtbrügge)
- Medienskandale (Media scandals; Prof. Dr. Christina Holtz-Bacha/Eva-Maria Lessinger)
- Berichterstattung Präsidentschaftswahl Frankreich (Media coverage of the presidential election in France; Prof. Dr. Christina Holtz-Bacha/Jacob Leidenberger/Susanne Merkle)
- Berichterstattung Präsidentschaftswahl USA (Media coverage of the presidential election in the US; Prof. Dr. Christina Holtz-Bacha/Dr. Reimar Zeh)
- Nationales Bildungspanel (National Education Panel; NEPS-Konsortium, Prof. Dr. Monika Jungbauer-Gans)
- Strategies at the bottom of the pyramid (Dr. Tassilo Schuster)
- Politische Ökonomie der Sportberichterstattung. Ein internationaler Vergleich. (Political economy of sports reporting. An international comparison; Dr. Reimar Zeh)
Description of the research area

Research at WIN, the Institute of Information Systems at the University of Erlangen-Nürnberg, focuses on three subject areas. The first area covers applications of information systems to support innovation and value creation, cooperation and leadership in business and academia. The second WIN area focuses on business models, technologies and IT systems in service industries, business process management and business intelligence. The third area deals with management, in particular with leading IT organisations and projects. In total there are more than 40 researchers working in this research area. WIN’s methodology is design-oriented and empirical. The research area is characterised by practical, interdisciplinary research questions at the interface of business and computer science. Scientific publications of relevant results are equally as important as design, piloting and evaluation of applicable solutions for business and economics.

www.win.uni-erlangen.de

Members of the research area

- Prof. Dr. Michael Amberg
  Chair of Information Systems III
- Prof. Dr. Freimut Bodendorf
  Chair of Information Systems II
- Prof. Dr. Kathrin M. Möslein
  Chair of Information Systems I

Junior researchers of the research area

- Dr. Angelika C. Bullinger-Hoffmann
  Department of Information Systems I
- Dr. Frank Danzinger
  Department of Information Systems I
- PD Dr. Angela Roth
  Department of Information Systems I
- PD Dr. Michael Grottke
  Department of Statistics and Econometrics
- Dr. Carolin Durst
  Department of Information Systems II
- Dr. Anne-Katrin Neyer
  Department of Information Systems I
- Dr. Martin Wiener
  Department of Information Systems III

Speaker of the research area

- Prof. Dr. Freimut Bodendorf
  Phone: +49 (0) 911 5302 450
  E-mail: freimut.bodendorf@wiso.uni-erlangen.de

Current research projects

- BALANCE – Balance von Flexibilität und Stabilität in einer sich wandelnden Forschungswelt (BALANCE – Balance between flexibility and stability in a changing research environment; IS1; BMBF/ESF) www.balanceonline.org
- BPM@KMU – Business Process Management für kleine und mittlere Unternehmen (Business process management for small and medium enterprises; IS2; supported by the ESF and the Free State of Bavaria)
- Digitale Fabrik – Methodik zur prozessübergreifenden Integration in bestehende Unternehmensstrukturen (Digital factory – Systems engineering for cross-process integration into existing company structures IS3; co-operation with evosoft GmbH)
- EIVE – Entwicklung innovativer Versorgungskonzepte am Beispiel seltener Erkrankungen (Development of innovative care concepts using the example of rare diseases; IS1; BMBF), www.eive.de
- ForFLEX: Service-oriented IT-systems for highly flexible business processes (IS2; Bavarian Research Association, University of Erlangen-Nürnberg, University of Bamberg, University of Regensburg)
- Erfolgsfaktoren im Community Management, Benchmarkstudie (Success factors in community management, benchmark study; IS3; co-operation with DATEV eG)
- Informationsüberlastung (information overload) durch E-Mails: Eine empirische Studie zur Untersuchung von Ursachen und Gegenmaßnahmen in der Metropolregion Nürnberg (information overload through e-mails: an empirical study to examine causes and countermeasures in the Nuremberg Metropolitan Region; IS3; funded by the Hans Frisch Foundation)
- ServProf – Service-Professionalität lernen und leben (Learning and living service professionalism; IS1; BMBF/ESF), www.servprof.de
- Online social networks and health (IS2; International Research Exchange Fellowships 2011, RMIT)
- Open-I: Open Innovation within the Firm (IS1, IS2, IS3; BMBF, ESF)
Research Areas of the School of Business and Economics

Research area: Labor Market and Workplace Studies: Labor and Socio-Economic Research Center (LASER)

Description of the research area

LASER, the Labor and Socio-Economic Research Center, was established in 2007. It strengthens labour market research at Friedrich-Alexander-Universität Erlangen-Nürnberg and co-operation with external research institutions. LASER is an interdisciplinary centre which is unique in Bavaria and among German universities. Researchers from the Institute for Employment Research of the Federal Employment Agency (IAB) contribute to the center’s excellence. The center is divided into four research areas: (i) external labour markets, (ii) internal labor markets, (iii) institutions, agents, and policy, and (iv) life course and occupational careers. It offers a series of discussion papers and organises regular internal workshops and international conferences, for example on ‘Gender and labour market policies’ or ‘Career success’ (both in co-ordination with the IAB).

Detailed information is available at: www.laser.uni-erlangen.de

Members of the research area

- **Prof. Dr. Martin Abraham**
  Chair of Sociology and Empirical Social Research

- **Prof. Dr. Lutz Bellmann**
  Chair of Labor Economics

- **Prof. Dr. Dirk Holtbrügge**
  Chair of International Management

- **Prof. Dr. Christian Merkl**
  Chair of Macroeconomics

- **Prof. Dr. Klaus Moser**
  Chair of Economic and Social Psychology

- **Prof. Regina T. Ripplhain, PhD**
  Chair of Empirical Economics

- **Prof. Dr. Klaus Schnabel**
  Chair of Labor and Regional Economics

- **Prof. Gesine Stephan**
  Chair of Empirical Microeconomics

- **Prof. Dr. Matthias Wrede**
  Chair of Social Policy

Junior researchers of the research area

- **Dr. Nathalie Galais**
  Department of Economic and Social Psychology

- **Dr. Boris Hirsch**
  Department of Labor and Regional Economics

- **Dr. Steffen Müller**
  Department of Empirical Economics

- **Dr. Natascha Noic**
  Department of Sociology and Empirical Social Research

- **Dr. Karsten Paul**
  Department of Economic and Social Psychology

- **Dr. Hans-Georg Wolff**
  Department of Economic and Social Psychology

- **Dr. Christoph Wunder**
  Department of Empirical Economics

Speaker of the research area

- **Prof. Dr. Claus Schnabel**
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  E-mail: claus.schnabel@wso.uni-erlangen.de

Current research projects

- **Human resource management in emerging markets**
  (Prof. Dr. Dirk Holtbrügge)

- **Betriebsschließungen (Firm exits)**
  (Prof. Dr. Claus Schnabel/Prof. Dr. Joachim Wagner)

- **Übergänge in und aus der Mindestsicherung vor und nach der Hartz-Reform**
  (Prof. Regina T. Ripplhain, PhD/Dr. Christoph Wunder)

- **Integrations- und Kompetenzmanagement im Kontext von Flexibilisierungsstrategien bei KMU**
  (Integration of migrant workers in Germany)

- **Adoption der Berufsausbildung bei Jugendlichen – Wirkung sozialer Herkunft sowie Opportunitäts- und Marktstrukturen**
  (Adaptation of career aspirations in adolescents – effects of social background, and opportunity and market structures: adolescent adaptation processes while searching jobs that require training; Prof. Dr. Martin Abraham/Dr. Hans Dietrich)

- **Intergenerationale Transmission von Bildung in Ost- und Westdeutschland**
  (Intergenerational transmission of education in East and West Germany; Prof. Regina T. Ripplhain, PhD/Dr. Paivati Trübswetter)

- **Kurzarbeit und die Makroökonomie**
  (Short-time work and the macroeconomy; Prof. Christian Merkl/Prof. Dr. Aimut Balleer/Britta Gehrke/Wolfgang Lechthaler, PhD)

- **Arbeitslosigkeit und regionale Lebensqualität (Unemployment and regional quality of life)**
  (Prof. Dr. Matthias Wrede)

- **Evaluation der 2. Welle des Modelprojekts Interne gärtnerische Unterstützung zur Integration im SGB III**
  (Intern support for integration into the Social Security Code III; Prof. Dr. Gesine Stephan/Dr. Gerhard Krug)

- **Der Produktivitätseffekt von Leiharbeitsnutzung**
  (The productivity effect of temporary agency work; Dr. Boris Hirsch/Dr. Steffen Müller)

- **Matching von Innovationsfähigkeit und nachhaltigen Organisationen**
  (Matching of innovative capacity and sustainable organisation models; Prof. Dr. Lutz Bellmann/Katalin Evers/Andreas Cinnemann)

- **Kurzarbeit und regionale Lebensqualität**
  (Selective employment behaviour and optimal unemployment insurance; Prof. Dr. Christian Merkl/Prof. Thijs van Rens, PhD)

- **Selektives Einstellungsverhalten und optimale Arbeitslosenversicherung**
  (Selective employment behaviour and optimal unemployment insurance; Prof. Dr. Christian Merkl/Prof. Thijs van Rens, PhD)

- **Innovationen in Sachsen**
  (Innovation in Saxony; Prof. Dr. Lutz Bellmann/Andreas Cinnemann)

- **Unterschiedlicher Erhebungsverfahren auf Selbstangaben zum Gesundheitszustand**
  (Differences in self-reporting of health status and health behaviour; Dr. Gerhard Krug/Dr. Peter Kotwy)
**Description of the Research Area**

Research by the Nuremberg Management Studies & Education Group is based on an integrated approach to management with a holistic perspective that transcends different fields and functions. This approach unites quantitative and qualitative methods and applies an application-oriented research paradigm.

The priorities of the research area are strategic and international management, industrial management, entrepreneurship, companies in the health sector, operations and supply chain management, and corporate governance. Research is conducted in collaboration with an international network of research and co-operation partners. Innovative research topics and methods guarantee publications in renowned professional journals and a solid presence at expert conferences, both in Germany and abroad.

[www.wiso.uni-erlangen.de/management](http://www.wiso.uni-erlangen.de/management)

**Members of the research area**

- **Prof. Dr. Thomas M. Fischer**
  Chair of Accounting and Controlling
- **Prof. Dr. Evi Hartmann**
  Chair of Logistics
- **Prof. Dr. Dirk Holtbrügge**
  Chair of International Management
- **Prof. Dr. Harald Hungenberg**
  Chair of Business Management
- **Prof. Dr. Oliver Schöffski**
  Chair of Health Management
- **Prof. Dr. Kai-Ingo Voigt**
  Chair of Industrial Management
- **Speaker of the research area**
  **Prof. Dr. Harald Hungenberg**
  Phone: +49 (0) 911 5302 314
  E-mail: harald.hungenberg@wiso.uni-erlangen.de

**Current research projects**

- **Erfolgswirkung von Corporate Social Responsibility**
  (Impact of corporate social responsibility on turnover; Prof. Dr. Thomas M. Fischer)
- **Restrukturierungs-Controlling**
  (Restructuring accounting; Prof. Dr. Thomas M. Fischer)
- **Siemens Competence Center: Analysis of Supply Chain Strategy and its customer oriented configuration**
  (Prof. Dr. Evi Hartmann)
- **Funktionale Gliederung von Netzen des Güterverkehrs – An efficient railway freight transport system in Germany**
  (Prof. Dr. Evi Hartmann)
- **Management in emerging markets**
  (Prof. Dr. Dirk Holtbrügge)
- **Bottom-of-the-pyramid strategies**
  (Prof. Dr. Dirk Holtbrügge)
- **CEO communication and analysts’ firm evaluation**
  (Prof. Dr. Harald Hungenberg)
- **Diversification and market dynamism**
  (Prof. Dr. Harald Hungenberg)
- **Development of an advanced training programme for ambient assisted living (AAL) technologies**
  (Prof. Dr. Oliver Schöffski)
- **Prospective health technology assessment (ProHTA)**
  (Prof. Dr. Oliver Schöffski)
- **Gamification of idea management systems**
  (Prof. Dr. Kai-Ingo Voigt)
- **Business model innovation – industrial service as driver of value creation**
  (Prof. Dr. Kai-Ingo Voigt)
**Description of the research area**

The Nuremberg Marketing Research Group ties together the research activities of the three marketing-related chairs at the School of Business and Economics. The research area focuses on marketing and market research, especially in the fields of price, product, and innovation management, sales management, business-to-business marketing, service and insurance marketing, and consumer behavior management.

[www.marketing.wiso.uni-erlangen.de](http://www.marketing.wiso.uni-erlangen.de)  
[www.mi.rw.uni-erlangen.de](http://www.mi.rw.uni-erlangen.de)  
[www.versicherungsmarketing.rw.uni-erlangen.de](http://www.versicherungsmarketing.rw.uni-erlangen.de)

**Members of the research area**

- Prof. Dr. Dr. h.c. Hermann Diller  
  Chair of Marketing
- Prof. Dr. Andreas Fürst  
  Chair of Mass Communication
- Prof. Dr. Christina Holtz-Bacha  
  GfK Endowed Chair of Marketing Intelligence
- Prof. Dr. Nicole Koschate-Fischer  
  GfK Endowed Chair of Marketing Intelligence
- Prof. Dr. Martina Steul-Fischer  
  Chair of Insurance Marketing

**Speaker of the research area**

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**Current research projects**

- Kundendatenmanagement  
  (Customer data management; Prof. Dr. Dr. h.c. Hermann Diller)
- Sequenzanalysen im Marketing  
  (Sequence analysis in marketing; Prof. Dr. Dr. h.c. Hermann Diller)
- Complaint Management  
  (Prof. Dr. Andreas Fürst)
- Creating super value in the eyes of customers  
  (Prof. Dr. Andreas Fürst)
- Decision making of buying centers  
  (Prof. Dr. Andreas Fürst)
- The management and design of multi-channel systems  
  (Prof. Dr. Andreas Fürst)
- The management of product eliminations  
  (Prof. Dr. Andreas Fürst)
- Medienskandale  
  (Media scandals; Prof. Dr. Christina Holtz-Bacha/Eva-Maria Lessinger)
- EnCN: Acceptance. Medienmonitoring der Energiedebatte in den Medien  
  (EnCN: Acceptance. Media monitoring of the energy debate coverage; Dr. Reimar Zeh/Prof. Dr. Christina Holtz-Bacha)
- Cause-related Marketing  
  (Prof. Dr. Nicole Koschate-Fischer)
- Country of origin and pricing behavior  
  (Prof. Dr. Nicole Koschate-Fischer)
- The impact of third-party product reviews on consumer purchase behavior  
  (Prof. Dr. Nicole Koschate-Fischer)
- Success factors of private labels  
  (Prof. Dr. Nicole Koschate-Fischer)
- Emotionen und Versicherungsverhalten  
  (Emotions and insurance behaviour; Prof. Dr. Martina Steul-Fischer)
- Möglichkeiten und Grenzen der Honorarberatung im Versicherungsbereich  
  (Possibilities and limits of fee-only consulting in the insurance field; Prof. Dr. Martina Steul-Fischer)
- Der Einfluss von sozialen Präferenzen auf den Arbeitseinsatz und die Motivation von Versicherungsvermittlern  
  (The influence of social preferences on work input and motivation of insurance intermediaries; Prof. Dr. Martina Steul-Fischer)
- Behavioral pricing in insurances (Behavioral pricing in insurances; Prof. Dr. Martina Steul-Fischer)
- Konsumentenverhalten im dritten Lebensalter  
  (Consumer behaviour in the third age; Prof. Dr. Martina Steul-Fischer)
Description of the research area

TaxFACTs bundles the research activities of the three departments of the School of Business and Economics concerned with taxation. The goal is to create a center of excellence for taxation studies that explores national, European and international tax issues from the perspectives of business, law, and economics.

www.steuerinstitut.wiso.uni-erlangen.de

Members of the research area

- **Prof. Dr. Thiess Büttner**
  Chair of Public Finance

- **Prof. Dr. Klaus Henselmann**
  Chair of Accounting and Auditing

- **Prof. Dr. Roland Ismer**
  Chair of Taxation and Public Law

- **Prof. Dr. Wolfram Scheffler**
  Chair of Business Taxation

Speaker of the research area

- **Prof. Dr. Wolfram Scheffler**
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Current research projects

- Der Einfluss der Globalisierung auf die Besteuerung multinationaler Unternehmen (The influence of globalization on taxation of multinational companies)

- Die Verteilung der Steuerkompetenzen in der Europäischen Union auf dem Gebiet der Ertragsteuern, der Umsatzsteuer sowie der speziellen Verbrauchsteuern (The distribution of tax responsibility in the European union on income tax, purchase tax and special excise taxes)

- Der Zusammenhang zwischen der Besteuerung und den Systemen der sozialen Sicherung in der Europäischen Union (The relation between taxation and the social security systems of the European Union)

- Die Rückwirkung der demographischen Entwicklung auf die Ausgestaltung des Steuersystems (The repercussions of demographic developments for tax structure)
Description of the research area

Over the course of the past few years, the importance of company valuation has steadily increased. For instance, acquisitions and mergers have come to be seen as accepted business strategies. The legal definition of the scope of activities is often a central influence on a company’s values. Value-oriented controlling and payment systems are also seeing an ever greater distribution. The increasing issue of innovative finance products by insurances and banks strengthens the interest in valuation and analysis. In the field of asset management, the valuation of fund performance is an interesting research area. The research area examines all questions surrounding risk-adapted valuation of companies, market-listed and non-listed shares, intangible assets, business areas, projects and financial products. Valuation is taken to mean (1) monetary valuation in a narrower sense; (2) non-monetary quantitative valuation (e.g. rating and ranking); and (3) qualitative valuation (e.g. comparison of options for legal organisation).

www.fact.rw.uni-erlangen.de

Members of the research area

- Prof. Dr. Thomas M. Fischer
  Chair of Accounting and Auditing
- Prof. Dr. Nadine Gatzert
  Chair of Insurance Economics
- Prof. Dr. Klaus Henselmann
  Chair of Accounting and Auditing
- Prof. Dr. Jochen Hoffmann
  Chair of Private Business Law
- Prof. Dr. Hendrik Scholz
  Chair of Finance and Banking

Junior researchers of the research area

- Dr. Devrimi Kaya
  Department of Accounting and Auditing
- Prof. Dr. Markus Stiglbauer
  Junior Professor for Corporate Governance

Speaker of the research area

- Prof. Dr. Hendrik Scholz
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Current research projects

- Decision Usefulness of ESGC Information
  (Prof. Dr. Thomas M. Fischer)
- Sustainability-Driven Management Control Systems
  (Prof. Dr. Thomas M. Fischer)
- Success Factors of Incentive Schemes
  (Prof. Dr. Thomas M. Fischer)
- Performance Measurement in the Sales Division
  (Prof. Dr. Thomas M. Fischer)
- Market consistent valuation and solvency assessment
  in the insurance industry
  (Prof. Dr. Nadine Gatzert)
- Managing and measuring operational risk
  (Prof. Dr. Nadine Gatzert)
- Risk management using index-linked catastrophic loss
  insurance instruments
  (Prof. Dr. Nadine Gatzert)
- Quantifying credit and market risk under Solvency II
  (Prof. Dr. Nadine Gatzert)
- Buy-Sell-Agreements in the Articles of German Limited
  Liability Companies
  (Prof. Dr. Klaus Henselmann)
- Using Benford’s Law to identify Earnings Management
  (Prof. Dr. Klaus Henselmann)
- Using Benford’s Law to deduct Fraud
  (Prof. Dr. Klaus Henselmann)
- Identifying Chapter 11 Companies by XBRL Red Flags
  (Prof. Dr. Klaus Henselmann)
- Law of Surety and Guarantees
  (Prof. Dr. Jochen Hoffmann)
- Cross-Border Take-overs
  (Prof. Dr. Jochen Hoffmann)
- Legal Consequences of the execution of a credit transfer
  based on an incorrect Customer Identifier
  (Prof. Dr. Jochen Hoffmann)
- Financial reporting of listed and medium-sized companies
  (Dr. Devrimi Kaya)
- Bond Fund Disappearance: What’s Return got to do with it?
  (Prof. Dr. Hendrik Scholz)
- Selection, Timing and Total Performance of Equity Funds: Wasting Time Measuring Timing
  (Prof. Dr. Hendrik Scholz)
- Does Style-Shifting Activity Predict Performance? Evidence from Hybrid Mutual Funds
  (Prof. Dr. Hendrik Scholz)
- Financial crisis and corporate governance in the financial sector
  (Prof. Dr. Markus Stiglbauer)
- Integration of internal audit into corporate governance systems
  (Prof. Dr. Markus Stiglbauer)
- A time for board diversity regulation to build up new trust after the financial crisis?
  (Prof. Dr. Markus Stiglbauer)
- Corporate social responsibility reporting in a stakeholder-oriented corporate governance system
  (Prof. Dr. Markus Stiglbauer)
Prof. Dr. Martin Abraham
Chair of Sociology and Empirical Social Research

Martin Abraham (born in 1964) studied social sciences at the University of Erlangen-Nürnberg, where he also earned his doctoral degree. Subsequently, he worked as a research fellow at the University of Leipzig and completed his Habilitation thesis in sociology there. After a visiting professorship at the University of Munich, he accepted a full professorship in sociology and empirical social research at the University of Bern, Switzerland, in 2005. He also completed research and teaching stays at the University of Arizona, Tucson, USA, and the University of Utrecht, Netherlands. Since 2007, Prof. Abraham has been Chair of Sociology and Empirical Social Research at the University of Erlangen-Nürnberg.

His research priorities are labour market and organisational sociology. They lie at the interface of sociology and economics and have a special focus on regional mobility on the labour market, the social and institutional integration of supplier-customer relationships, the reconciliation of the demands of family and household on the one hand and the labour market on the other, and the development and verification of social scientific theories.

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Prof. Dr. Michael Amberg
Chair of Information Systems III

Michael Amberg (born in 1961) studied computer science at Aachen University and the University of Erlangen-Nürnberg and graduated in 1989 (Diplom degree). From 1989 to 1996, he worked as a research fellow at the University of Bamberg, where he obtained his doctorate and Habilitation. From 1996 to 2001, he was Professor for Information Systems at RWTH Aachen University. Since 2001, he has been Chair of Information Systems III at the University of Erlangen-Nürnberg.

His research priorities are system development and IT management. He analyses methods, models, and strategies to develop, implement, and operate information technology. His work is concerned with issues such as profitability, quality, and acceptance of IT innovations. Additional subjects are open innovation, service engineering, and compliance management. Since 2007, Professor Amberg has alternately held the position of Speaker of the School of Business and Economics and Vice Dean and Dean of the Faculty of Business, Economics, and Law.

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Prof. Dr. Lutz Bellmann
Chair of Labor Economics

Lutz Bellmann (born in 1956) studied economics at the University of Hanover and obtained his doctoral degree at the Institute for Quantitative Economic Research. In 1988, he started working with the Institute for Employment Research (IAB) in Nuremberg. His Habilitation in economics followed in Hanover in 2003. He conducted research projects in collaboration with the US National Bureau of Economic Research, the London School of Economics and the European Commission. He is a member of several advisory boards, including the Early Recognition Board for Qualification Requirements of the Federal Ministry for Education and Research and the Board for the Works Council Survey of the Economic and Social Research Institute affiliated with the German Confederation of Trade Unions (DGB). He is also a research fellow at the Institute for the Study of Labor. Since May 2009, he has held the newly established Chair of Labor Economics at the School of Business and Economics. Currently, Prof. Bellmann is also head of the research department ‘Establishments and Employment’ and the IAB Establishment Panel Survey Project at the Institute for Employment Research.

His research priorities are: labour and personnel economics, economics of education, and microeconomics.

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### Professors at the School of Business and Economics

**Prof. Dr. Walther L. Bernecker**
Chair of International Studies (France, Italy, Latin America, Portugal, Spain)

**Prof. Dr. Thiess Büttner**
Chair of Public Finance

**Prof. Dr. Freimut Bodendorf**
Chair of Information Systems II

**Prof. Dr. Andreas Falke**
Chair of International Studies (Anglo-American Societies)

**Prof. Dr. Thomas M. Fischer**
Chair of Accounting and Management Control

**Prof. Dr. Andreas Fürst**
Chair of Marketing

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Walther L. Bernecker (born in 1947) studied history, German studies and Hispanic studies at the University of Erlangen-Nürnberg. From 1973 to 1977 and from 1979 to 1984, he respectively worked as a research associate and a research fellow at the Department for Modern History at the University of Augsburg. From 1984 to 1986, he was a visiting fellow at the Center of Latin American Studies at the University of Chicago, USA. After his Habilitation in 1986, Prof. Bernecker held visiting professorships in Augsburg and Bielefeld until 1988. From 1988 to 1992, he was Chair of Modern History at the University of Bern. In 1992, he was appointed Chair of International Studies at the Universities of Augsburg and Bielefeld until 1988. From 1992 to 1997, he was Professor at the School of Business and Economics at the University of Augsburg. From 1997, he accepted a position as research associate at the Centre for European Economic Research (ZEW) in Mannheim. In 2001, he spent six months as a post-doc at the University of Kentucky, Lexington, USA. Starting in 2001, he worked as a senior researcher at ZEW and as a research associate at the University of Mannheim, where he completed his Habilitation in 2003. This was followed by a position as head of the ZEW Department of Corporate Finance and Taxation Public Finance. In 2004, he was appointed as the CESifo Chair of Public Economics at LMU Munich and headed the Public Sector department at the ifo Institute for Economic Research in Munich. His research stays at the universities of Louvain-la-Neuve (Belgium), Ljubljana (Slovenia), Kentucky (USA), and Oxford (United Kingdom). Prof. Dr. Thiess Büttner holds the Chair of Public Finance at the University of Erlangen-Nürnberg since 2010. Thiess Büttner serves as Vice Chair of the Scientific Advisory Council at the Federal Ministry of Finance.

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Thiess Büttner (born in 1948) studied economics and international business relations at the universities of Göttingen and Constance. Up to the completion of his doctorate in 1997, he worked at the University of Constance. In 1997, he accepted a position as a research associate at the Centre for European Economic Research (ZEW) in Mannheim. In 2001, he spent six months as a post-doc at the University of Kentucky, Lexington, USA. Starting in 2001, he worked as a senior researcher at ZEW and as a research associate at the University of Mannheim, where he completed his Habilitation in 2003. This was followed by a position as head of the ZEW Department of Corporate Finance and Taxation Public Finance. In 2004, he was appointed as the CESifo Chair of Public Economics at LMU Munich and headed the Public Sector department at the ifo Institute for Economic Research in Munich. His research stays at the universities of Louvain-la-Neuve (Belgium), Ljubljana (Slovenia), Kentucky (USA), and Oxford (United Kingdom). Prof. Dr. Thiess Büttner holds the Chair of Public Finance at the University of Erlangen-Nürnberg since 2010. Thiess Büttner serves as Vice Chair of the Scientific Advisory Council at the Federal Ministry of Finance.

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Freimut Bodendorf (born in 1953) studied computer science at the Faculty of Engineering at the University of Erlangen-Nürnberg from 1972 to 1978. After achieving his doctorate degree at what was then the School of Management and Economics of the University of Erlangen-Nürnberg (today’s Faculty of Business, Economics, and Law) he was responsible for the Department of Documentation and Data Processing at the Faculty of Medicine at the University of Erlangen. Subsequently he was Professor for Information Systems at the Georg Simon Ohm University of Applied Sciences in Nuremberg until 1996. From 1985, he was a visiting fellow at the Brookings Institute in Washington, D.C., and as a Kennedy Memorial Fellow at Harvard University. From 1983 to 2002, he worked for the US Embassy in Bonn and Berlin, first in the lectures and conferences programme and later as the Principal Economist Specialist for the Department of Economics. Since 2002, Prof. Falke has been Chair of International Studies (Anglo-American Societies) at the University of Erlangen-Nürnberg. He has also been Director of the German-American Institute in Nuremberg since 2004. He is a member of the advisory and editorial boards at the German Association for American Studies (DGSA) and Co-chair of the political science caucus at DGSA.

His research focuses on US politics and economy (especially under President Obama), US trade and climate protection policies, the development of the world trade system, transatlantic trade relations, the connection between climate protection and trade policy, India and the modernisation of Indian economic policy, and lobbying and stakeholder organisations in a transatlantic context.

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Andreas Falke (born in 1952) studied social sciences, economics, and English studies at the University of Erlangen, where he later earned his doctorate with a thesis on US urban development policies as well as his Habilitation in political science in 1996. He spent several research periods in the US, among others as a Thysen scholarship holder at the Library of Congress, as a visiting fellow at the Brookings Institution in Washington, D.C., and as a Kennedy Memorial Fellow at Harvard University. From 1983 to 2002, he worked for the US Embassy in Bonn and Berlin, first in the lectures and conferences programme and later as the Principal Economic Specialist for the Department of Economics. Since 2002, Prof. Falke has been Chair of International Studies (Anglo-American Societies) at the University of Erlangen-Nürnberg. He has also been Director of the German-American Institute in Nuremberg since 2004. He is a member of the advisory and editorial boards at the German Association for American Studies (DGSA) and Co-chair of the political science caucus at DGSA.

His research focuses on US politics and economy (especially under President Obama), US trade and climate protection policies, the development of the world trade system, transatlantic trade relations, the connection between climate protection and trade policy, India and the modernisation of Indian economic policy, and lobbying and stakeholder organisations in a transatlantic context.

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Thomas M. Fischer (born in 1951) studied economics and social sciences at the University of Augsburg. He then became a research associate (earning his doctorate in 1992) and DFG Habilitation scholarship holder. Prof. Fischer was Chair of Financial Accounting and Managerial Reporting and Vice Dean at the Leipzig Graduate School of Management (HHL) from 1997 to 2002 before becoming Chair of Accounting and Management Control at the Catholic University Eichstätt-Ingolstadt in 2003. He also spent teaching and research periods abroad, e.g., at the Tuck School of Business at Dartmouth, USA, from 2002 to 2005, he led the research group “Operating and Financial Reviews” at the German Standardisation Council for Accounting. In 2009, he accepted the position of Chair of Accounting and Management Control at the University of Erlangen-Nürnberg. Prof. Fischer has led the research group “Shared Services” with the Schmalenbach Association since 2011. He currently leads research projects on integrated reporting, corporate governance, management of intangibles, value-based management, and sustainability in management control systems.

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Andreas Fürst (born in 1975) read business administration at the University of Erlangen-Nürnberg, at the Catholic University Eichstätt-Ingolstadt, both in Germany, at the University of California, Los Angeles, USA, and the Udayana University of Denpasar, Indonesia. Subsequently he joined the University of Mannheim as a research associate and also completed his doctorate there in 2005. After working as an assistant to the head of sales/branch of the board at TUI in Hannover, he returned to the University of Mannheim in 2007, earning his Habilitation in 2009. The same year, he took the position of Chair of Marketing at the University of Erlangen-Nürnberg. Since 2010, he has been President of the Wissenschaftliche Gesellschaft für Innovatives Marketing e.V. (Scientific Association for Innovative Marketing; WISM), Nuremberg.

The focus of his research lies on the fields of customer relationship management, sales and product management, business-to-business marketing, and international marketing.

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Veronika Grimm’s research focuses on auction theory and market design, industrial economics, energy economics, and behavioural economics. Her contributions are mainly concerned with the optimal organisation of market rules and institutions and with the evaluation of the rules of existing markets.

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His main research interests are international and intercultural management, human resource management, management in emerging markets (China, India, Russia), and corporate social and environmental responsibility. He has been Dean of International Programmes and Deputy Chairperson of the Examination Board for the MBA programme at the University of Erlangen-Nürnberg. The Handelsblatt ranking listed him as one of Germany’s leading 100 professors in business administration in 2012.

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His research focuses on civil law, especially consumer law, business law and company law, banking law, antitrust law, as well as European and international business law. There are also plans in Nuremberg to focus more strongly on insurance law.

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His main research interests are in the fields of empirical labour economics and industrial relations. Currently, he works on the following topics: trade unions, codetermination, monopoly, and entrepreneurship.

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Oliver Schöffski (born in 1961) received his Diplom in economics from the University of Hanover in 1990. One year later he obtained the title ‘Master of Public Health’ at the Hanover Medical School. In 1994, he earned his doctorate and in 1996 his Habilitation at the University of Hanover. Until October 2000, he worked as a research associate at the Institute for Insurance Management and as Managing Director of the Research Centre for Health Economy and Health System Research at the University of Hanover. Prof. Schöffski has been Chair of Health Management at the University of Erlangen-Nürnberg since 2002. His research and teaching activities focus especially on the economic issues of health care systems, such as health economic evaluations of innovative measures in health care, modeling, budget impact models, optimisation of processes in hospitals, new forms of care and payment in outpatient care, hospital management, and integrated care. He leads the extra-occupational distance learning degree programme Master of Health Business Administration (MHBA).

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His research priorities are continuing education, human resources development in small business companies, management of advanced vocational training, evaluation research, e-learning, and teacher training.

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Prof. Dr. Gesine Stephan
Chair of Business Administration

Gesine Stephan (born in 1965) studied economics at the University of Hanover until 1990. At the Institute of Quantitative Economic Research at the University of Hanover, she worked first as a research associate and after receiving her doctorate in 1994, as a research fellow. During this time she spent research periods at the universities of Austin and Berkeley, USA. In 2000, she obtained her Habilitation in economics. The same year, she served as a visiting professor for business administration with a focus on service economics and policy at the University of Trier. She has been head of the research unit ‘Active Labour Market Policies and Integration’ at the Institute for Employment Research (IAB) of the Federal Employment Agency in Nuremberg since April 2004. Prof. Dr. Gesine Stephan has held the newly established Chair of Empirical Microeconomics at the University of Erlangen-Nürnberg since May 2009. At the IAB she continues to lead the research unit ‘Active Labour Market Policy and Integration’, which focuses on the analysis and evaluation of instruments and programmes of labour market policy.

Prof. Stephan’s research priorities are labour and personnel economics, labour and social policy, microeconomics, and measure assessment.

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Her research focuses on service marketing and financial service marketing. Current research projects are concerned with consumer behaviour and customer management in financial services as well as with the design and management of insurance sales. The research projects are practical and empirical, with a special focus on experimental studies.

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Prof. Dr. Kai-Ingo Voigt
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Kai-Ingo Voigt (born in 1960) studied business administration at the University of Hamburg from 1981 to 1986. From 1986 until his doctorate in 1991, he worked as a research associate at the University of Hamburg and from 1991 to 1997 as a research fellow. He received his Habilitation in 1997. Prof. Voigt has been Chair of Industrial Management at the University of Erlangen-Nürnberg since 1998. He has been Dean of the Faculty of Business and Social Sciences from 2003 to 2005 and has additionally been a member of the Faculty of Engineering since 2006. He is a visiting professor at Tongji University, Shanghai, China, the University of Alcalá, Spain, the Sofia University St. Kliment Ohridski, Bulgaria, and at Babson College, USA. Moreover, he is the first international researcher to be appointed as a visiting professor at the University of International Business and Economics (UIBE) in Beijing.

His research priorities include technology management, innovation management, idea management, industrial value creation (with a focus on the automotive and engineering industries), entrepreneurship and corporate entrepreneurship, procurement, production and environmental management, sustainability in industrial firms, business model innovation, and the theory and practice of industrial management.

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His research priorities include human resource development, professional development of business educators, teaching methodology, e-learning. Prof. Wilbers is Dean of Studies at the School of Business and Economics.

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Martin Emmert (born in 1979) studied business administration at the University of Erlangen-Nürnberg and at the Universidad Cristina Cótil in Veracruz (Mexico). After finishing his degree, he worked as a research associate at the Department of Health Management where he completed his doctorate in 2008. Dr. Emmert’s main research interests include performance (P4P), public reporting, evaluation studies in health economics, and systematic literature research in biomedical and economic databases. On 1 May 2011, he was appointed junior professor for health services management.
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Early Career Scholars at the School of Business and Economics

Prof. Dr. Adelheid Susanne Esslinger
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Adelheid Susanne Esslinger (born in 1959) studied business administration (FAU and Glasgow Business School) and psychogenetics at the University of Erlangen-Nürnberg. After completing her doctorate at FAU’s Department of Statistics and Econometrics, she worked as a research associate and an assistant research professor at the Department of Electrical and Computer Engineering, Duke University, Durham (USA). In 2010, she was appointed Professor for Public Health Management at Askln University (Faculty of Economics). She is still a lecturer for FAU’s Department of Business Administration. As an associate professor, she teaches in the fields of management, health management and non-profit management and at FAU’s Institute for Psychogenetics.

Her main research interests include strategic management, leadership, organisation and controlling in health institutions and non-profit organisations. She is also interested in questions arising from the context of ageing societies.

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Dr. Marina Gebhard
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Marina Gebhard studied information systems at the University of Erlangen-Nürnberg. In 2008, she obtained her doctorate at the Department of Supply Chain Management & Operations at the Catholic University of Eichstätt-Ingolstadt. During this time, she also participated in the ‘Graduate Program in Operations Management’ (GOPOM) at Augsburg, Eichstätt-Ingolstadt and TU Munich. In 2009, she returned to the University of Erlangen-Nürnberg and has been working as a research fellow with Prof. Hartmann since then.

She focuses on sustainability in supply chain management and operations research.

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PD Dr. Michael Grottke
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Michael Grottke studied business administration at FAU and obtained a Master of Arts in economics from Wayne State University in Detroit, USA. After completing his doctorate at FAU’s Department of Statistics and Econometrics, he worked as a research associate and an assistant research professor at the Department of Electrical and Computer Engineering, Duke University, Durham (USA). In 2010, he obtained his Habilitation in the fields of statistics and business administration at FAU.

His research activities focus on the reliability, availability, and performance of software systems as well as software engineering economics. He has participated in various national and international research projects, including a co-operation with the NASA Jet Propulsion Laboratory. The Dr. Theo and Fried Schoeller Research Center for Business and Society has recently awarded him a Schoeller Fellowship.

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Boris Hirsch (born in 1981) studied economics at the University of Erlangen-Nürnberg from 2001 to 2006 and mathematics at Fern-Universität Hagen. From 2006 to 2009, he held a scholarship of the Bavarian Graduate Program in Economics and simultaneously worked as a research associate for the Department of Labor and Regional Economics. In 2009, he completed his doctoral thesis ‘Monopsonistic Labor Markets and the Gender Pay Gap: Theory and Empirical Evidence’ at the School of Business and Economics at the University of Erlangen-Nürnberg and has since then served as a research fellow (limited tenure) at the Department of Labor and Regional Economics where he works on his Habilitation, focusing on empirical labour market research and industrial relations.

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Dr. Kaya studied business administration with the focus areas auditing, industrial business administration, and taxation at Friedrich-Alexander-Universität in Nuremberg. He also chose to specialize in economic history. During his studies, he completed numerous internships at auditing and consulting firms and industrial companies in Germany and abroad. From May 2006 to September 2007, he was an audit assistant for Ernst & Young in Munich. Since October 2007, he has worked as research associate for the Department of Accounting and Auditing. He completed his doctorate in January 2010. He has gained international experience from research stays and lectures in Budapest/Hungary, Istanbul/Turkey, Kavala/Greece, Lausanne/Switzerland, Prague/Czech Republic, Rome/Italy and Vannes/France.

His main research interests include the empirical investigation of disclosure policies of medium-sized and public companies, voluntary disclosure of accounting information, XBRL, and accounting studies from a historical perspective.

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Prof. Dr. Nicole Kimmelmann
Junior Professorship for the Development of Professional Skills

Prof. Dr. Nicole Kimmelmann (born in 1978) studied economics and business education and human resource development at the University of Erlangen-Nürnberg from 1999 to 2004. In 2005, she finished her distance course ‘Methodology and didactics of teaching German as a foreign language’.

During and after her studies, she worked as a lecturer for several education institutions in professional education for teenagers and adults. After a stay in New Zealand, where she worked for the Goethe Institute and other employers, she became a research associate at the Department of Business Education and Human Resource Development in 2006. She completed her doctorate at the Department in 2009. She has also worked as an advisor and lecturer on migration and integration in Germany for several institutions. In April 2011, she was appointed Junior Professor for the Development of Professional Skills at the University of Erlangen-Nürnberg.

Nicole Kimmelmann’s main research interests include: diversity management in schools and companies, professional language education, intercultural and international professional education, inclusion, professional skills development and profiling, innovative holistic approaches in qualification and further training, and new media in teaching and learning.

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Andreas König (born in 1974) teaches management and scientific methods at the University of Erlangen-Nürnberg. At the same time, he is an affiliated research fellow at the Institute for Management Development (IMD) in Lausanne and management trainer in numerous German companies. His Habilitation thesis focuses on how established companies can deal with continuous change. He has published articles on this topic in several journals including “Research Policy”, “Review of Managerial Science” and the “Academy of Management Best Paper Proceedings”. Andreas König studied business administration at the Leipzig Graduate School of Management from 2002 to 2004. During this time, he gained practical experience by working on projects for companies such as McKinsey & Co. Prior to this, Andreas König worked internationally as a soloist trumpet player. After studying orchestral trumpet at the Conservatory for Music and Theatre in Rotterdam, he read music and musicology at the Royal Academy of Music and King’s College London.

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Dr. Heidi Kreppel
Chair of International Management

Dr. Heidi Kreppel (born in 1975) studied international business administration at the University of Erlangen-Nürnberg and the Universidad Nacional de Asunción (Paraguay). Prior to her studies, she completed vocational training as a certified commercial administrator and worked as a marketing assistant. After her studies, she worked as a research associate at the Department of International Management. Her doctoral thesis focused on ‘Foreign direct investments by BRIC firms – determinants and perceptions in Germany’. Research and lecture stays took Dr. Kreppel, among others, to the University of Melbourne and the University of Aarhus. Dr. Kreppel is a senior research fellow at the Center for Leading Innovation and Cooperation (CLIC) at the Leipzig Graduate School of Management and has been the German national representative on the board of the European Academy of Management since 2009.

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Dr. Steffen Müller
Chair of Empirical Economics

Steffen Müller (born in 1978) has worked for the Department of Empirical Economics at the University of Erlangen-Nürnberg since September 2005. He was the co-ordinator of the ‘Bavarian Graduate Program in Economics’ from 2005 to 2006. He completed his doctoral thesis on the ‘economic consequences of corporate co-determination’ in Nuremberg in November 2009. In February 2009, Dr. Müller accepted an invitation for a research stay at the University of California in Davis (until April 2009) and will accept another invitation from the University of California in Berkeley in the upcoming winter semester. Dr. Müller has published articles in various journals, including the ‘Economic Journal’, the ‘Industrial & Labor Relations Review’ and the ‘British Journal of Industrial Relations’.

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Dr. Anne-Katrin Neyer
Chair of Information Systems I

Anne-Katrin Neyer (born in 1978) studied commercial science at the Vienna University of Economics and Business and at EM Lyon. After her doctorate at the European Institute of the Vienna University of Economics and Business, she worked as a postdoctoral research fellow at the Advanced Institute of Management Research at the London Business School. Since 2007, she has been a research fellow of Prof. Möslein’s department. Her Habilitation thesis deals with ‘Management of interactions: virtuality and multi-nationality of and in organizations and their strategic potential for innovation’. She has also published articles in various journals such as ‘Human Resource Management’, ‘R&D Management’ and the ‘European Management Journal’. Research and lecture stays took Dr. Neyer, among others, to the University of Melbourne and the University of Aarhus. Dr. Neyer is a senior research fellow at the Center for Leading Innovation and Cooperation (CLIC) at the Leipzig Graduate School of Management and has been the German national representative on the board of the European Academy of Management since 2009.

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Dr. Natascha Nisic
Chair of Sociology and Empirical Social Research

In 2003, Natascha Nisic finished her degree in sociology (Diplom) at LMU Munich. From 2004 to 2005, she worked as a research associate at the University of Munich, followed by a stay at the University of Bern from 2006 to 2007. Since 2008, she has been a research associate at the University of Erlangen-Nürnberg and also at the Institute for Employment Research (IAB, Nürnberg) since 2010. She completed her doctorate at the University of Erlangen-Nürnberg in 2009 on the topic ‘Determinanten und Konsequenzen beruflich bedingter räumlicher Mobilität im Kontext von Partnerschaft und Haushalt’ (Determinants and consequences of job-related geographical mobility in the context of partnership and households).

Her main research interests include geographical and professional mobility at the interface of the labour market and households as well as regional determinants of social inequality.

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Dr. Helen Rogers
Chair of Supply Chain Management

Helen Rogers studied production operations management at Nottingham University, UK (BSc and PhD) and design, manufacturing and management at Cambridge University, UK. She then worked as a management consultant at KPMG and as a procurement executive at C&W Optus in Australia.

Since 2011, Helen Rogers has been a postdoctoral research associate for Prof. Evi Hartmann. She focuses on global supply chain issues in emerging markets, especially India. She has publications in several journals including Production Planning and Control, International Journal of Cross Cultural Management and the International Journal of Production Economics.

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Dr. David Rygl
Chair of International Management

1994–2000 degree in economics and social sciences at Friedrich-Alexander-Universität Nürnberg (Diplomkaufmann), focus on international management, logistics, marketing. 2001–2007 research associate at the Department of Industrial Management, where he also completed his doctorate in entrepreneurship in 2009.

His main research interests include cognitive aspects in entrepreneurship and innovation management and the employment of game mechanisms to increase motivation and creativity in innovation systems (gamification). He is responsible for the courses ‘Business plan seminar’ and ‘Entrepreneurship Research’. Moreover, he contributes to numerous academic and application-oriented co-operation projects which mainly focus on the development, implementation and improvement of idea management systems. He is also a guest lecturer at the SoFi University St. Kilian Schwäbisch. Besides his professional commitments, Christian Scheiner volunteers at alten e.V., where he is one of the board members.

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Dr. Christian Willi Scheiner
Chair of Industrial Management

Christian Willi Scheiner (born in 1978) studied business administration at the University of Erlangen-Nürnberg. He also completed a Bachelor of Arts (Honours) in business studies at the University of Hull (UK). Subsequently, he worked as a research associate at the Department of Industrial Management, where he also completed his doctorate in entrepreneurship in 2009.

His main research interests include cognitive aspects in entrepreneurship and innovation management and the employment of game mechanisms to increase motivation and creativity in innovation systems (gamification). He is responsible for the courses ‘Business plan seminar’ and ‘Entrepreneurship Research’. Moreover, he contributes to numerous academic and application-oriented co-operation projects which mainly focus on the development, implementation and improvement of idea management systems. He is also a guest lecturer at the SoFi University St. Kilian Schwäbisch. Besides his professional commitments, Christian Scheiner volunteers at alten e.V., where he is one of the board members.

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Dr. Tassilo Schuster
Chair of International Management

Tassilo Schuster (born in 1981) is currently a postdoctoral researcher at the Department of International Management at the School of Business and Economics, Friedrich-Alexander-Universität Erlangen-Nürnberg, Germany. He received his diploma in business administration and his doctorate from the University of Erlangen-Nürnberg in 2007 and 2011, respectively.

His main research interests are in the areas of international management, human resource management, and management in emerging markets. He is particularly interested in business strategies concerning low income markets, the implications of sustainable development for corporate and competitive strategy, and environmental social responsibility.

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Dr. Martin Schwandt
Chair of Health Management

Martin Schwandt is responsible for modules and classes on hospital management, sports management, optimization, and simulation processes. He is involved in numerous co-operation projects, in particular with hospitals within and outside the Nuremberg/Erlangen/Fürth region. His tasks also include educating and training students of medicine and in the degree programmes ‘Medical Process Management’ and ‘Master of Health Business Administration (MHBA)’. He regularly works as a guest lecturer both in Germany and abroad (Hanover Medical School, Medical University of Vienna, postgraduate degree programme ‘Manage ment im Gesundheitswesen’ (Health Management) at the University of Bern). After his degree in computer science (minor subject business administration), he earned his degree as Dr. rer. pol. with a simulation game on hospital management. In 2006, he was the first researcher ever to complete the Zertifikat Hochschuldidaktik Bayern (Bavarian Certificate in Higher Education).

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Prof. Dr. Markus Stiglbauer
Junior Professorship for Corporate Governance
Markus Stiglbauer (born in 1978) studied business administration and economics at the University of Regensburg and the Catholic University of Economics (Poland). From 2008 to 2011, he was a research associate at the Department of Governance and Organization at the University of Regensburg, where he also supervised his doctoral dissertation (summa cum laude) in 2010. Having been offered a W1 junior professorship at the Technical University of Dortmund and the University of Erlangen-Nürnberg, he was appointed for the newly established W1 Junior Professorship for Corporate Governance at the School of Business and Economics at the University of Erlangen Nürnberg in 2011. Markus Stiglbauer’s main research interests include corporate governance, value-oriented management, and the management of IT-enabled open innovation. Here, he closely collaborates with international researchers from Austria, France, the Netherlands, Sweden, and the US. He obtained his doctorate in 2010 and is working towards his Habilitation.

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Prof. Dr. Verena Utikal
Junior Professorship for Behavioural Economics
Verena Utikal (born in 1980) studied finance and business mathematics at TU Munich and at the Complutense University in Madrid. In 2010, she obtained her doctorate at the Graduate School ‘Quantitative Economics and Finance’ at the University of Constance. Since April 2011, she has been Junior Professor for Behavioural Economics at the University of Erlangen-Nürnberg. Her research priorities are behavioural and experimental economics with a particular focus on moral implications and social preferences.

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Prof. Dr. Hans-Georg Wolff
Chair of Economic and Social Psychology
Hans-Georg Wolff studied psychology, sociology and musicology at the University of Gießen. After his degree in psychology, he accepted the position of a research associate at the University of Erlangen-Nürnberg, where he completed his doctorate in 2004 and his Habilitation in 2010. His studies, especially his work on networking behaviour, have been published in the most influential international journals. Further research interests include the psychology of investment decisions, online surveys and statistical methods.

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Dr. Martin Wiener
Chair of Information Systems III
Martin Wiener (born in 1979) studied Information Systems at the University of Erlangen-Nürnberg. After completing his studies in 2004, Martin spent a summer term at Harvard University (USA) and then came back to Nürnberg for working on his doctoral thesis. He obtained his doctorate in 2006 and was awarded the dissertation award by the Alcatel-Lucent Foundation for his thesis on IT offshoring. Having worked as a consultant with an international management consulting firm in Munich for three years, Martin returned to the University of Erlangen-Nürnberg as an Assistant Professor to work on his Habilitation thesis. Since 2010, he is also the Managing Director of the Dr. Theo and Friedl Schoeller Research Center for Business and Society. Dr. Wiener’s research focuses on the governance of new IT sourcing forms such as offshoring, cloud computing, and multi-sourcing, the antecedents and consequences of IT overload, as well as the management of IT-enabled open innovation. Here, he closely collaborates with international researchers from Austria, France, the Netherlands, Sweden, and the US. He obtained his doctorate in 2010 and is working towards his Habilitation.

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Prof. Dr. Reimar Zeh
Chair of Mass Communication
Reimar Zeh (born in 1970) studied social sciences at the University of Erlangen-Nürnberg. Subsequently, he joined the Department of Mass Communication (then chaired by Prof. Winfried Schulz) in 1997 as a research associate, where he also completed his doctoral thesis on candidates for the German chancellorship on TV in 2005. At present he is a research fellow (limited tenure) and is working towards his Habilitation.

In research and teaching he mainly focuses on political communication, energy as a topic in the media, social webs, and quantitative methods. Since 2011, he has also been working on the sub-project ‘Acceptance’ at EnCN (Energie Campus Nürnberg).

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Dr. Christoph Wunder
Chair of Empirical Economics
Christoph Wunder studied sociology and economics at the University of Bamberg. In 2003, he finished his degree in economics (Diplom-Volkswirt) and subsequently worked as a research associate with the Professor of Social Politics at the Department of Empirical Microeconomics. Since 2009, he has been a research associate with Prof. Regina T. Riphahn, PhD. at the Department of Empirical Economics at the University of Erlangen-Nürnberg. His studies on economic satisfaction have been published in the most influential journals and earned him the SOEP award for the best academic junior publication as well as the junior award from the University of Bamberg.

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Doctoral Theses

Dipl.-Kfm. Bastian Bansemir
Organizational innovation communities
First reviewer: Prof. Dr. Kathrin M. Möslein
Second reviewer: Prof. Dr. Michael Amberg

Dipl.-Kfm. (Int.) Michael Fritz Beigler
Analyse der Vorteilhaftigkeit zwischen Leasing und kredit-finanziertem Kauf – Eine Untersuchung unter Berücksichtigung von Investoren, Leasinggesellschaften und Banken (Analysis of the profitability of leasing as compared to loan-financed purchases – an investigation taking into account investors, leasing companies, and banks)
First reviewer: Prof. Dr. Wolfram Scheffler
Second reviewer: Prof. Dr. Klaus Henselmann

Dipl.-Volksw. (Int.) Ramona Busch
Diversifikation von Einkommen und Kreditportfolien – Eine ökonometrische Analyse zu Rentabilität, Risiko und Effizienz im deutschen Bankenmarkt (Diversification of incomes and credit portfolios – an econometric analysis on profitability, risk, and efficiency in the German banking sector)
First reviewer: Prof. Dr. Wolfgang Harbrecht
Second reviewer: Prof. Dr. Ingo Klein

Dipl.-Kfm. Stefan Konrad Fink
Die Auswirkung von Schätz- und Datenunsicherheiten auf die Risikokennzahlen im Kreditrisiko (The effects of estimation and data insecurity on risk ratios in credit risk)
First reviewer: Prof. Dr. Ingo Klein
Second reviewer: PD Dr. Matthias Fischer

Dipl.-Wi.-Ing. Alexander de Grah1
Success factors in logistics outsourcing – an empirical study of business relationships between customer firms and their logistics service providers in Germany
First reviewer: Prof. Dr. Evi Hartmann
Second reviewer: Prof. Dr. Gernot Kaiser

Dipl.-Wi.-Inf. Jan Hinnerk Brügmann
Management of Unstructured Information using Semantic Metadata
First reviewer: Prof. Dr. Freimut Bodendorf
Second reviewer: Prof. Dr. Michael Amberg

Dipl.-Volksw. Markus Haushahn
Potentiale von RFID Technologien in Anwaltskanzleien (The potential of RFID technology for law firms)
First reviewer: Prof. Dr. Michael Amberg
Second reviewer: Prof. Dr. Oliver Schöffski, MPH

Almuth Bartels
Monetarisierung und Individualisierung betrieblicher Sozialpolitik bei Siemens – Historische Analyse ausgewählter Aspekte betrieblicher Sozialpolitik bei Siemens von 1945 bis 1989 (Monetarisation and individualisation in corporate social policy at Siemens – historical analysis of selected aspects of corporate social policy at Siemens from 1945 to 1989)
First reviewer: Prof. Dr. Kai-Ingo Voigt
Second reviewer: Prof. Dr. Susanne Hilger

Dipl.-Wi.-Int. Volker Brinkmann
Interne Kapitalmärkte diversifizierter Unternehmen – Eine empirische Untersuchung zum Erfolgsbeitrag internen Kapitalmarktes internal capital market of diversified companies – an empirical study on the profit contribution of internal capital markets)
First reviewer: Prof. Dr. Harald Hungerburg
Second reviewer: Prof. Dr. Thomas M. Fischer

Dipl.-Hdl. Melanie Buichl
Analyse der Wirksamkeit und Möglichkeiten der Weiterentwicklung externer Evaluationen (Analysis of the efficiency and possibilities for further development of external evaluations)
First reviewer: Prof. Dr. Karl Wilbers
Second reviewer: PD Dr. Manfred Müller
Doctoral Thesis

Dipl.-Hdl. Christian J. Büttner

Der Einsatz und die Förderung von Lerntechniken und Lernstrategien in der beruflichen Schule – am Beispiel der Städtischen und Staatlichen Wirtschaftsschule Nürnberg (Employment and promotion of learning techniques and learning strategies in vocational schools – using the example of the Nuremberg Municipal and State Secondary School of Economics)

First reviewer: Prof. Dr. Karl Wilbers
Second reviewer: Prof. Dr. Jörg Stander

Dipl.-Kfm. Wolf-Christian Gerstner

Der Einfluss narzisstischer CEOs auf das Adaptionsverhalten etablierter Unternehmen – Eine Langzeitstudie der Reaktion etablierter US-Pharmaunternehmen auf die diskontinuierlichen Innovationen Biotechnologie und Generika von 1980 bis 2008 (The impact of narcissistic CEOs on the adaption behaviour of established companies – a long-time study of the reactions of established US pharmaceutical companies to the disruptive innovations biotechnology and generic drugs from 1980 to 2008)

First reviewer: Prof. Dr. Harald Hungenberg
Second reviewer: Prof. Dr. Kai-Ingo Vogt

Dipl.-Kfm. Mario Hamm

Finanzreporting von Fußballunternehmen (Finance reporting of football companies)

First reviewer: Prof. Dr. Klaus Horsmann
Second reviewer: Prof. Dr. Volker H. Pfeumüller

Dipl.-Kfm. Bernd Herrler

Verkehrsverlagerung durch innovative Logistikdienstleistungen – Eine Potenzialanalyse für den multimodalen Transport palettiertter Ware (Traffic shifts through innovative logistics services – an analysis of the potential for the multimodal transport of palletised goods)

First reviewer: Prof. Peter Klaus, DBA
Second reviewer: Prof. Dr. Kathrin M. Möslein

Habilitation Theses

Dr. Matthias S. Fifka

Cumulative Habilitation thesis: Corporate Citizenship in Deutschland und den USA (Corporate citizenship in Germany and the US)

Venia legendi for International Studies and Business Studies granted on 09/02/2011

Mentors:
Prof. Dr. Andreas Falke
Prof. Dr. Dirk Holtbrügge
Prof. Dr. Reinhard R. Doerries

Reviewers:
Prof. Dr. André Habisch (Katholische Universität Eichstätt)
Prof. Dr. Welf Werner (Jacobs-University Bremen)

Dr. Anne-Katrin Neyer

Cumulative Habilitation thesis: Management of social interactions

Venia legendi for Business Studies granted on 13/12/2011

Mentors:
Prof. Dr. Kathrin M. Möslein
Prof. Dr. Harald Hungenberg
Prof. Dr. John Bessant (University of Exeter)

Reviewers:
Prof. Dr. Frank T. Piller (RWTH Aachen University)
Prof. Lynda Gratton (London Business School)
The Women’s Faculty Award for doctoral projects of the Faculty of Business, Economics, and Law was granted to Yvonne Illich (left) and Hannah Wesker (right). The awards were presented at the graduation ceremony of the School of Business and Economics at the Nuremberg Opera House on 25 July 2011.

Dipl.oec. Yvonne Greta Illich

Konsumentenverhalten im dritten Lebensalter  
(Consumer behaviour in the third age)

First reviewer: Prof. Dr. Martina Steul-Fischer

Dipl.-Kff. Hanna Jelina Wesker

Risk management, solvency assessment and market consistent valuation in life insurance

First reviewer: Prof. Dr. Nadine Gatzert

The 2011 Fürth Ludwig Erhard Award was granted to Dr. Stefan Walther, doctoral student at the Department of Logistics (first reviewer: Prof. Peter Klaus, DBA/University of Boston; second reviewer: Prof. Dr. Kathrin M. Möslein), for his thesis ‘Industrializing transportation networks’. This award was presented at a ceremony on 25 May 2011 by Elv-Kurt, chairperson of Ludwig Erhard Initiative Fürth e.V., and former German chancellor Gerhard Schröder, who was the main speaker at the event.

Dr. Stefan Walther

Industrializing transportation networks – with special reference to European over-the-road truckload carriers

First reviewer: Prof. Peter Klaus, DBA

2011 Awardees
### 2011 Awardees

#### Hermann Gutmann Foundation
**(Doctorate)**

- **Dr. Daniel Kern**
  - **Four essays on purchasing and supply management**
  - **First reviewer:** Prof. Dr. Evi Hartmann
  - **Second reviewer:** Junior Prof. Dr. Roger Moser

- **Dr. Claudia Krebs**
  - **Steuerliche Rechtsformwahl für eine ausländische Zwischenholding in einem internationalen Konzern (Selecting the legal tax form for foreign intermediate holding companies in international corporations)**
  - **First reviewer:** Prof. Dr. Wolfram Scheffler
  - **Second reviewer:** Prof. Dr. Klaus Henselmann

- **Dr. Angelika Sawczyn**
  - **Unternehmerische Nachhaltigkeit und wertorientierte Unternehmensführung – Empirische Untersuchung der Unternehmen im HDAX (Corporate sustainability and value-oriented governance – an empirical study of the HDAX companies)**
  - **First reviewer:** Prof. Dr. Thomas Fischer
  - **Second reviewer:** Prof. Dr. Klaus Hanselmann

#### Staedtler Stiftung
**Promotion**

- **Dr. Stephen Schandelmeier**
  - **Der Einsatz von unternehmensexternen Qualitätssignalen im Wettbewerb zwischen Handels- und Herstellermarken: Eine Analyse direkter Effekte, moderierender Effekte und von Spillover Effekten (The employment of external corporate quality signs in the competition between consumer and producer brand: an analysis of direct effects, mediating effects, and spillover effects)**
  - **First reviewer:** Prof. Dr. Nicole Koschate
  - **Second reviewer:** Prof. Dr. Andreas Fürst

- **Dr. Isabel Veronika Stefan**
  - **Cause-related Marketing: Theoretische und experimentell empirische Analysen preisbezogener Reaktionen der Kunden auf den Spendenbetrag (Cause-related marketing: theoretical and experimental empirical analyses of price-related reactions by customers to donation amounts)**
  - **First reviewer:** Prof. Dr. Nicole Koschate
  - **Second reviewer:** Prof. Dr. Andreas Fürst

- **Dr. Wolf-Christian Gerstner**
  - **Der Einfluss narzisstischer CEOs auf das Adaptionsverhalten etablierter Unternehmen – Eine Langzeitstudie der Reaktion etablierter US-Pharmaunternehmen auf die diskontinuierlichen Innovationen Biotechnologie und Generika von 1980 bis 2006 (The impact of narcissistic CEOs on the adaption behaviour of established companies – a long-time study of the reactions of established US pharmaceutical companies to the disruptive innovations biotechnology and generic drugs from 1980 to 2006)**
  - **First reviewer:** Prof. Dr. Harald Hungerberg
  - **Second reviewer:** Prof. Dr. Kai-Ingo Volgt

- **Dr. Dirk Jahn**
  - **Kritisches Denken fördern können – Entwicklung eines didaktischen Designs zur Qualifizierung pädagogischer Professio- nals (The ability to promote critical thought – development of a didactical design for the qualification of education professionals)**
  - **First reviewer:** Prof. Dr. Karl Wilons
  - **Second reviewer:** Prof. Dr. Jörg Stander

- **Dr. Tina Michels**
  - **Einflussfaktoren für den neuen Konsum in der digitalen Gesellschaft (Influence factors for the new consumption in the digital society)**
  - **First reviewer:** Prof. Dr. Karl Wilons
  - **Second reviewer:** Prof. Dr. Jörg Stander
Research Report 2011
of the School of Business and Economics

Responsibility for contents
Dean of Research
Prof. Dr. Kathrin M. Möslein

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