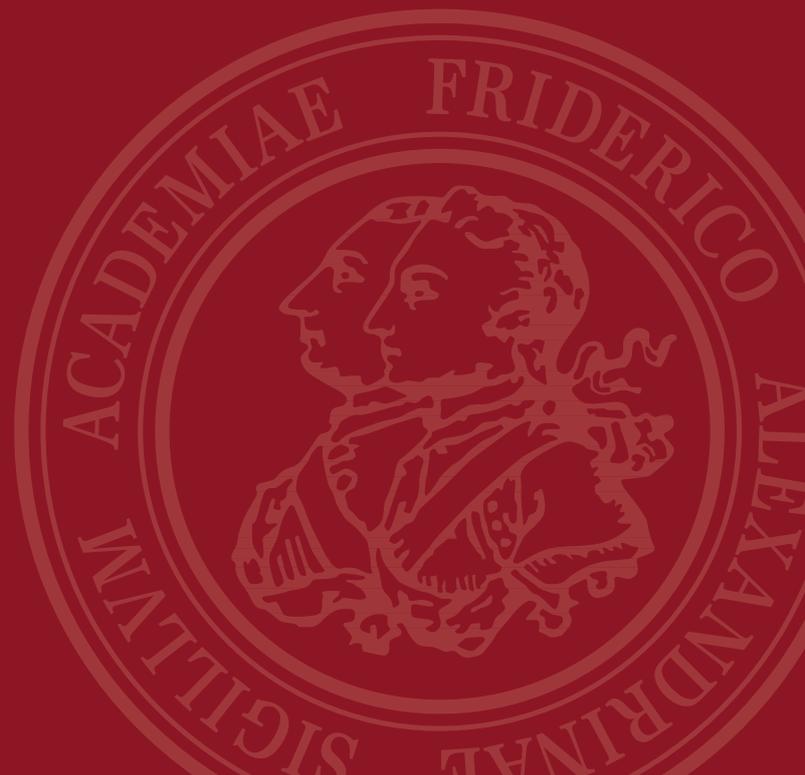


Research Report 2011

of the School of Business and Economics



Welcome

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 parts 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, Thiess Büttner, Roland Ismer, Christian Maihöfner, Johannes Rincke, Wolfram Scheffler, Stefan Schwab, Verena Utikal, 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.



K. Möslin

Prof. Dr.
Kathrin M. Möslin
Dean of Research of the
School of Business and
Economics



Michael Amberg

Prof. Dr.
Michael Amberg
Speaker of the
School of Business and
Economics

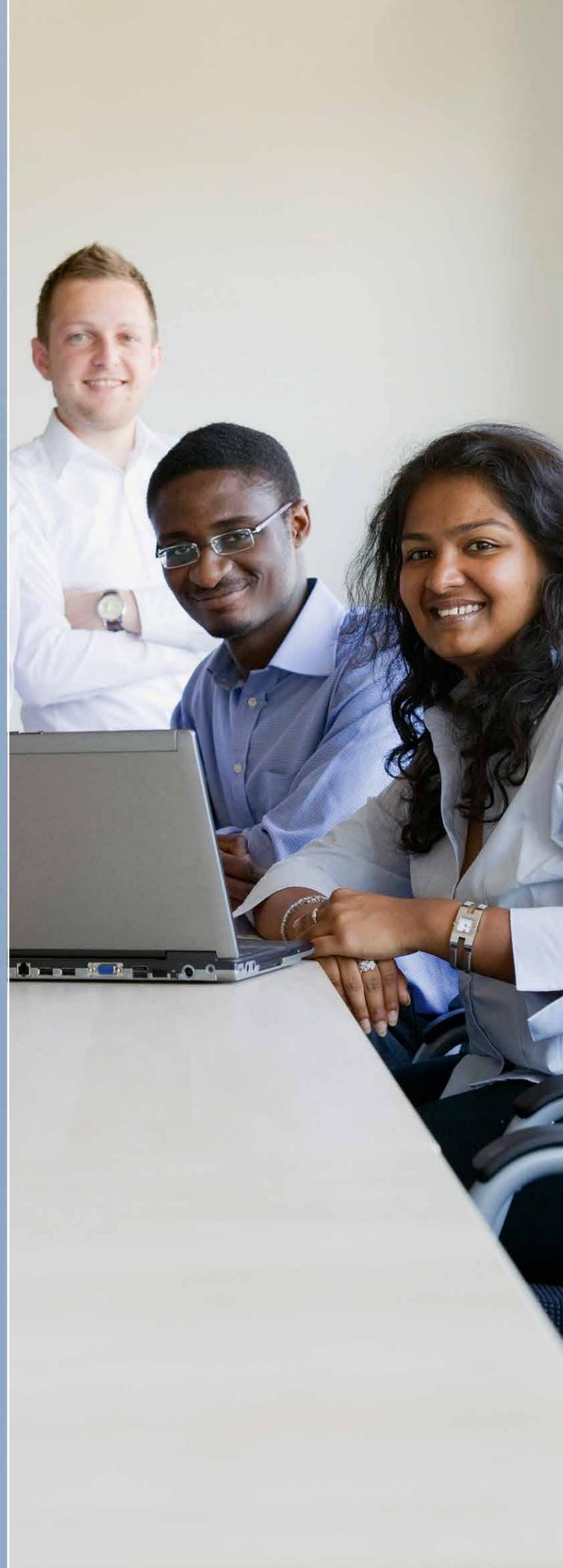


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Profile

■ 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.



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’.

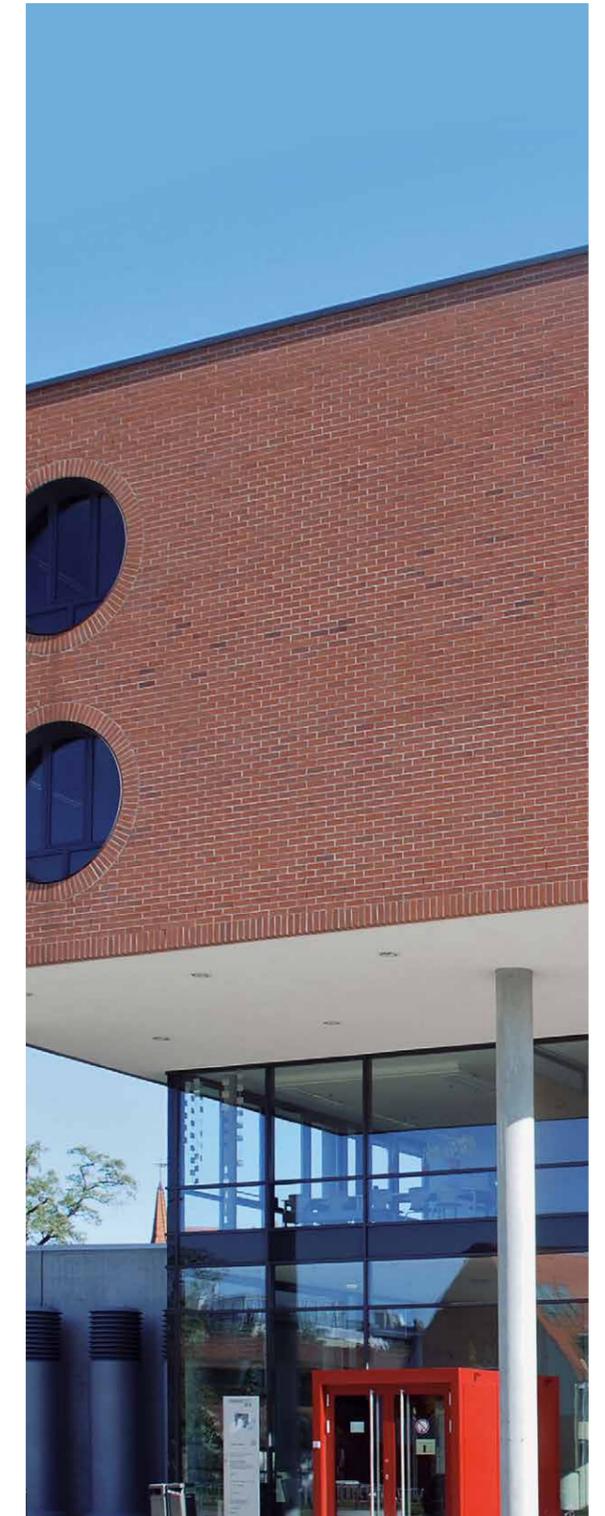
A survey of the contributions made to the Major Research Area by the individual fields and their respective research priorities may be found below.

■ Creating Cohesion

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*.



The School has particular competences and strengths in **corporate assessment and taxation, the development of teaching and learning systems and the creation of systems for professional training and development.**



■ 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.

PARTICIPATING RESEARCH AREAS

Labor Market and Workplace Studies

Globalisation

Economic Policy

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**.



■ 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.

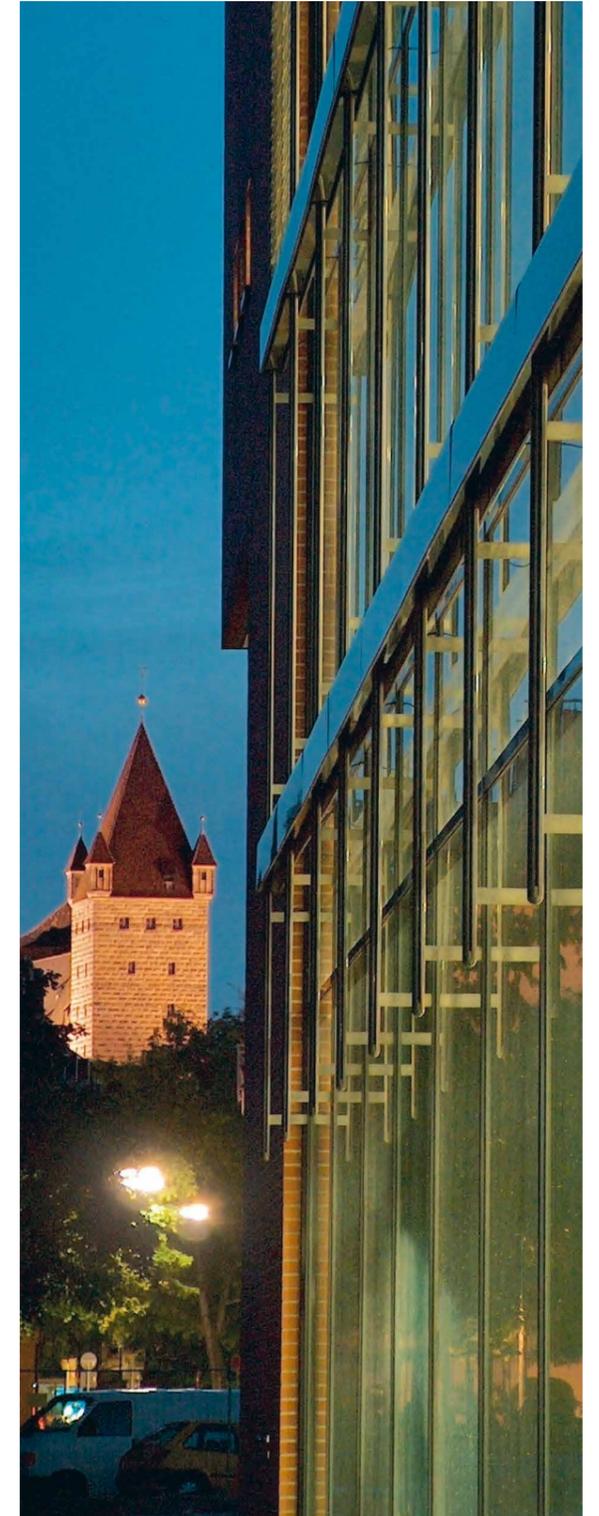
INNOVATION

Management

Marketing

Information Systems

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



■ **Dr. Theo and Friedl Schoeller Research Center for Business and Society**



**Dr. Theo und Friedl Schöller
Forschungszentrum für
Wirtschaft und Gesellschaft**

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, realising 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 Gröske, 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. Dr. h.c. Margit Osterloh, and 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 Grottko (FAU Erlangen-Nürnberg) and Prof. Sanjay Chugh, PhD (University of Maryland) received Schoeller Fellowship status. The Schoeller Honor-

ary Prize was awarded to Prof. Dr. Dr. h.c. mult. Horst Steinmann for his lifetime achievements. In his studies on corporate ethics, Prof. Steinmann laid the foundations for a new subject area in business administration which now constitutes an integral part of the discipline's discourse. In the keynote speech 'Aufbruch im Umbruch – turbulente Zeiten brauchen kreative Köpfe' (Breaking new paths in times of change – turbulent times need creative thinkers), the President of the Fraunhofer Society, Prof. Dr.-Ing. habil. Prof. E.h. mult. Dr. h.c. mult. Hans-Jörg Bullinger, offered an impressive survey on the special challenges to innovation management in times of crises.

www.schoeller-forschungszentrum.de
www.schoeller-forschungszentrum.de

**Collaborations with centres at the
School of Business and Economics**

- Labor and Socio-Economic Research Center (LASER)
- Health economics
- Innovation and entrepreneurship

**Research areas of the
School of Business and Economics**

- Labor Market and Workplace Studies
- Valuation
- Globalisation
- Management
- Marketing
- Taxation
- Information Systems
- Business Education
- Economic Policy

Academic Directors

- *Prof. Dr. Michael Amberg*
- *Prof. Dr. Kathrin M. Möslein*

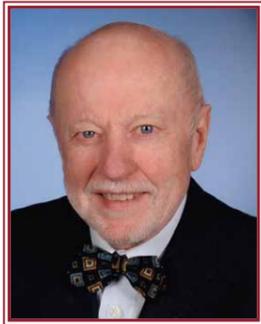
Managing Director

- *Dr. Martin Wiener*
Phone: +49 (0) 911 5302 859
E-mail: martin.wiener@wiso.uni-erlangen.de



■ Dr. Theo and Friedl Schoeller Research Center for Business and Society

Recipient of the 2011 Schoeller Lifetime Achievement Award



Prof. Dr. 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 1962 and also completed his Habilitation thesis there five years later. He obtained his Master of Business Ad-

ministration with distinction at the Institut Européen d'Administration des Affaires (INSEAD) in 1965. In 1968, he was appointed Chair of Business Administration (Corporate Studies) at Freie Universität Berlin. Two years later, he transferred to Friedrich-Alexander-Universität Erlangen-Nürnberg as Chair of Business Administration (Management).

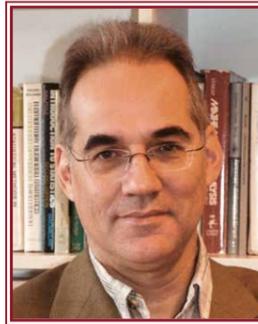
During his time at FAU, he was offered professorships at several other universities (Paderborn, Darmstadt, FU Berlin), all of which he declined. In 1966, he was awarded an honorary doctorate by the School of Business, Economics, and Law of the University of Bern, followed by an honorary doctorate from 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 *Diplom*, 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 1986 and the Deutsche Netzwerk Wirtschaftsethik (German Network for Business Ethics, DNWE), which he chaired until 2000. Prof. Steinmann is a member of the US Academy of Management, the Society for Business Ethics and the Verband der Hochschullehrer für Betriebswirtschaft (German Academic Association for Business Research; 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

Prof. DDr. Adamantios



Diamantopoulos
University of Vienna, Austria

Prof. 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 Research, 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'.

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Prof. Imran Rasul, PhD
University College London, GB

Prof. Rasul earned his doctorate in economics at the London School of Economics in 2003. 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 the deputy managing editor of the Review of Economic Studies journal. He received the IZA Young Economist Prize in 2007 and the CESifo Distinguished Affiliate Award in 2008.

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.



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-

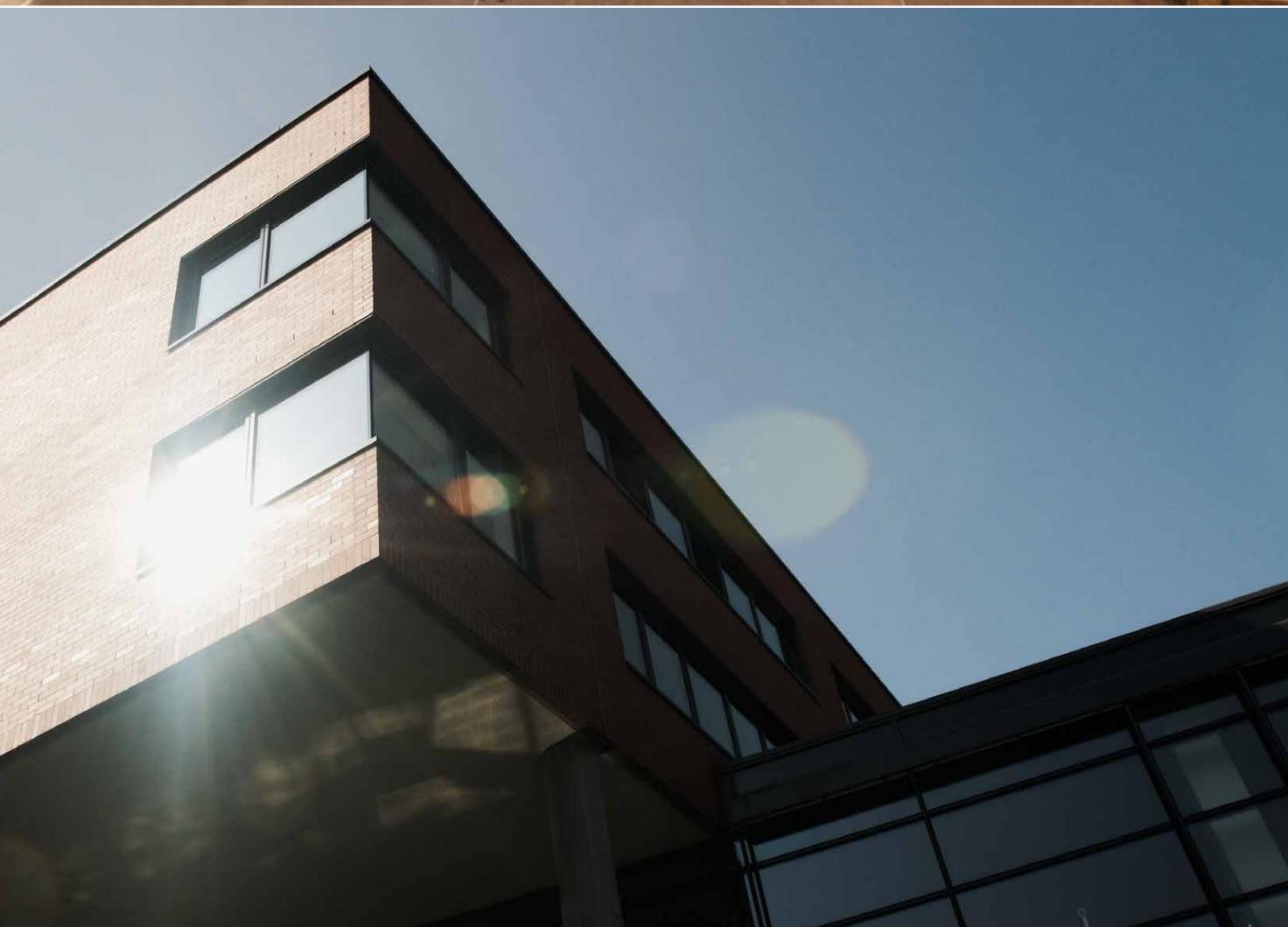
Alexander-Universität Erlangen-Nürnberg, he went to Duke University in Durham, USA, as a research associate and assistant research professor. In 2010, he gained his Habilitation in statistics and business administration at Friedrich-Alexander-Universität Erlangen-Nürnberg. His research activities focus 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. Dr. h.c. mult. August-Wilhelm Scheer**
Founder of IDS Scheer AG, Emeritus Director of the Information Systems Institute at Saarland University and former President of the Federal Association for Information Technology, Telecommunications and New Media (BITKOM).
- **Prof. Dr. phil. Dr. h.c. mult. Dr.-Ing. E.h. Jürgen Mittelstraß**
Emeritus Director of the Center for Philosophy and Scientific Theory at the University of Constance, President of the Austrian Science Council and recipient of the Gottfried Wilhelm Leibniz Prize of the German Research Foundation (DFG).

Further Schoeller (Senior) Fellows 2009/2010

- **Prof. 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. Andrea Wechsler (Fellow)**
European University Institute Florence, Italy
- **Hossein S. Zadeh, PhD (Fellow)**
Defence Science & Technology Organisation, Australia



■ Dr. Theo and Friedl Schoeller Research Center for Business and Society

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. DDr. 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

- **Adda, J., McConnell, B. und Rasul, I.** (2011). 'Crime and the Depenalization of Cannabis Possession: Evidence from a Policing Experiment' in: *Journal of Political Economy, forthcoming.*
- **Bessant, J.** (2011). 'Learning and Continuous Improvement' in: *From Knowledge Management to Strategic Competence*, Joe Tidd (Ed.), Imperial College Press, London, p. 375–400.
- **Bessant, J., Bartl, M. und Möslein, K.M.** (2011). 'Learning to Manage Open Collective Innovation' in: *Proceedings of the 22nd International Society for Professional Innovation Management (ISPIM) Conference*, Hamburg.
- **Bessant, J. und Möslein, K.M.** (2011). *Open Collective Innovation. The Power of the Many over the Few*, Advanced Institute of Management Research (AIM).
- **Grimm, V. und Mengel, F.** (2011). 'Let me sleep on it', in: *Economic Letters* (111), p. 113–115.
- **Koschate, N., Diamantopoulos, A. und Oldenkotte, K.** (2011). 'Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay' in: *Journal of International Marketing*, 20(1), p. 19–41.
- **Seebode, D., Jeanrenaud, S. und Bessant, J.** (2011). 'Managing Innovation for Sustainability' in: *Proceedings of the 22nd International Society for Professional Innovation Management (ISPIM) Conference*, Hamburg.

■ Research area Business Education

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 supra-technical 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 Kimmelman**
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)
- Selbstgesteuertes 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)



■ Research area **Economic Policy**

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 Maihöfner/Prof. Dr. Friederike Mengel/Dr. Elena Peltz/ 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.-Kffr. Kamila Cygan-Rehm)
- 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 Modellprojekts "Perspektive Wiedereinstieg" (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 Ruppe)
- Innerfamiliäre Arbeitsteilung in Kinderbetreuung und Pflege (Division of labour regarding child care and care within families; Prof. Dr. Matthias Wrede)

■ Research area Globalisation

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

Junior researchers of the research area

- **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**
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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)
- Die Zukunft der amerikanischen Weltmachtrolle: wirtschaftliche Dominanz und Herausforderung durch neue Konkurrenten (The future of the superpower role of the US: economic dominance and challenges through new competitors; Prof. Dr. Andreas Falke)
- Die Zukunft der amerikanischen Klimaschutzpolitik (The future of US climate protection policy; Prof. Dr. Andreas Falke)
- Management in Emerging Markets (Prof. Dr. Dirk Holtbrügge)



- 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)
- Diversity und Erfolg von Organisationen (Diversity and success of organisations; Prof. Dr. Monika Jungbauer-Gans, Prof. Dr. Annekatrien Niebuhr)
- Ein empirischer Vergleich von CATI und Mixed-Mode (CATI u. Web) Befragungen (An empirical comparison of CATI and mixed mode (CATI & web) surveys; Dr. Peter Kriwy, Dr. Gerhard Krug)
- Internationalisierung kleiner und mittlerer Unternehmen (Internationalisation of small and medium enterprises; Dr. David Rygl)
- 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)

■ Research area **Information Systems:** **Institute of Information Systems (WIN)**

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, co-operation 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. Möslin**
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**
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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 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. 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

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 Nisic**
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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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 (Transitions to and from minimum collateral before and after the Hartz reform; Prof. Regina T. Riphahn, PhD/Dr. Christoph Wunder)
- Integrations- und Kompetenzmanagement im Kontext von Flexibilisierungsstrategien bei KMU (Integration and skills management in the context of flexibilisation strategies; Dr. Nathalie Galais/Prof. Dr. Klaus Moser)
- Adaption der Berufsaspiration bei Jugendlichen – Wirkung sozialer Herkunft sowie Opportunitäts- und Marktstrukturen: Anpassungsprozesse von Jugendlichen bei der Suche nach einem Ausbildungsberuf (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)



- Kurzarbeit und die Makroökonomie (Short-time work and the macroeconomy; Prof. Dr. Christian Merkl/Prof. Dr. Almut 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 Modellprojekts Interne ganzheitliche Unterstützung zur Integration im SGB III (Evaluation of the 2nd wave of the model project 'Internal holistic support for integration into the Social Security Code III'; Prof. Dr. Gesine Stephan/Dr. Gerhard Krug)
- Matching von Innovationsfähigkeit und nachhaltigen Organisationsmodellen (Matching of innovative capacity and sustainable organisation models; Prof. Dr. Lutz Bellmann/Katalin Evers/Andreas Crimmann)
- Der Produktivitätseffekt von Leiharbeitsnutzung (The productivity effect of temporary agency work; Dr. Boris Hirsch/Dr. Steffen Müller)
- Mobbing in Organisationen (Mobbing in organisations; Prof. Dr. Klaus Moser/Dr. Hans-Georg Wolff)
- Intergenerationale Transmission von Bildung in Ost- und Westdeutschland (Intergenerational transmission of education in East and West Germany; Prof. Regina T. Riphahn, PhD/Dr. Parvati Trübswetter)
- Niedriglöhne (Low wages; Prof. Dr. Claus Schnabel)
- Begleitforschung zum ESF-Programm "Perspektive Wiedereinstieg" des Bundesministeriums für Familie, Senioren, Frauen und Jugend (Evaluation of ESF programme 'Outlook on career comebacks' of the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth; Susanne Götz/Kathi Ruppe/Dr. Franziska Schreyer/Prof. Dr. Gesine Stephan)
- Prekäre Beschäftigung und regionale Mobilität. Eine experimentelle Studie mit dem Faktoriellen Survey-Design (Precarious employment and regional mobility. An experimental study with factorial survey design; Prof. Dr. Martin Abraham/Dr. Katrin Auspurg/Prof. Dr. Thomas Hinz)
- 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 Crimmann)
- Einfluss unterschiedlicher Erhebungsmethoden auf Selbstangaben zum Gesundheitszustand und Gesundheitsverhalten (Influence of different methods of collecting data on self-reports on health status and health behaviour; Dr. Gerhard Krug/Dr. Peter Kriwy)

■ Research area **Management:** Nuremberg Management Studies & Education Group

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

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

Junior researchers of the research area

- **Prof. Dr. Alexander Brem**
Junior Professorship for Idea and Innovation Management
- **Dr. Lothar Czaja**
Department of Industrial Management
- **Prof. Dr. Martin Emmert**
Junior Professorship for Care Management
- **Prof. Dr. A. Susanne Esslinger**
Department of Business Management
- **Dr. Marina Gebhard**
Department of Logistics
- **Dr. Andreas König**
Department of Business Management
- **Dr. Heidi Kreppel**
Department of International Management
- **Dr. Helen Rogers**
Department of Logistics
- **Dr. David Rygl**
Department of International Management
- **Dr. Christian W. Scheiner**
Department of Industrial Management
- **Dr. Tassilo Schuster**
Department of International Management
- **Dr. Martin Schwandt**
Department of Health Management
- **Dr. Stefan Sohn**
Department of Health Management
- **Prof. Dr. Markus Stiglbauer**
Junior Professorship for Corporate Governance
- **Dr. Martin Weiss**
Department of Business 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)

■ Research area **Marketing:** **Nuremberg Marketing Research Group (NMRG)**

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 customer behavior management.

www.marketing.wiso.uni-erlangen.de

www.mi.rw.uni-erlangen.de

www.versicherungsmarketing.rw.uni-erlangen.de

Members of the research area

- **Prof. Dr. Dr. h.c. Hermann Diller**
- **Prof. Dr. Andreas Fürst**
Chair of Marketing
- **Prof. Dr. Christina Holtz-Bacha**
Chair of Mass Communication
- **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

- **Prof. Dr. Nicole Koschate-Fischer**
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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 bei Versicherungen (Behavioral pricing in insurances; Prof. Dr. Martina Steul-Fischer)
- Konsumentenverhalten im dritten Lebensalter (Consumer behaviour in the third age; Prof. Dr. Martina Steul-Fischer)

■ Research area **Taxation:** **TaxFACTs Nuremberg**

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 globalisation 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)

■ Research area **Valuation:** **Bewertungsinstitut Nürnberg (Nuremberg Valuation Institute; BIN)**

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-adequate 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 detect 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)



Professors at the School of Business and Economics



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 1999, he worked as a research fellow at the University of Bamberg, where he obtained his doctorate and Habilitation. From 1999 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 positions 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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Prof. Dr. Walther L. Bernecker

Chair of International Studies (France, Italy, Latin America, Portugal, Spain)

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 1985, he was a visiting fellow at the Center of Latin American Studies of 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 (France, Italy, Latin America, Portugal, Spain) at the University of Erlangen-Nürnberg. He has held visiting professorships at the Universities of Fribourg, Switzerland, and Pittsburgh, USA, and, from 2002 to 2003, the Wilhelm and Alexander von Humboldt Endowed Chair in Mexico City, Mexico.

Prof. Bernecker's research mainly focuses on German, Spanish, and Latin American history of the 19th and 20th centuries.

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Prof. Dr. Thiess Büttner

Chair of Public Finance

Thiess Büttner (born in 1966) 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 Taxation and 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. He spent research stays at the universities of Louvaine-la-Neuve (Belgium), Uppsala (Sweden), 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.

His research priorities include taxation, public debt, intergovernmental transfers, and fiscal federalism with a focus on empirical research.

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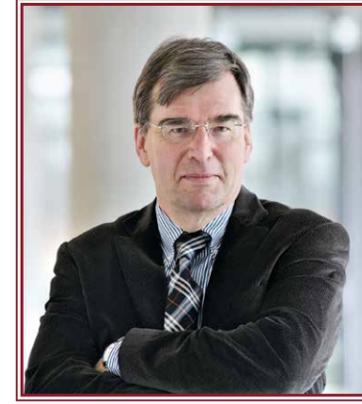
Prof. Dr. Freimut Bodendorf

Chair of Information Systems II

Freimut Bodendorf (born in 1953) studied computer science at the Faculty of Engineering of the University of Erlangen-Nürnberg from 1972 to 1978. After achieving his doctoral 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 Freiburg. Subsequently he was Professor for Information Systems at the Georg Simon Ohm University of Applied Sciences in Nuremberg and until 1989 Full Professor for Computer Science and Information Systems at the School of Informatics at the University of Fribourg, Switzerland. Since 1990, Prof. Bodendorf has held the Chair of Information Systems II at the Institute of Information Systems of the University of Erlangen-Nürnberg. Additionally, he was a visiting professor at the Institute of Computer Science of the University of Fribourg, Switzerland, until 1992.

Prof. Bodendorf's research focuses on three key areas: the first one comprises innovative concepts and IT solutions in service industries, in service design and engineering, in self-service systems, and in industrial services. The second focus is on new approaches and support systems for business process management, especially in process controlling and collaborative case management. The third research area deals with knowledge discovery in big data (business intelligence) as well as with new media in knowledge management, training, and in continuing education.

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Prof. Dr. Andreas Falke

Chair of International Studies (Anglo-American Societies)

Andreas Falke (born in 1952) studied social sciences, economics, and English studies at the University of Göttingen, 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 Thyssen 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 lecture and conference 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 (DGfA) and Co-chair of the political science caucus at DGfA.

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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Prof. Dr. Thomas M. Fischer

Chair of Accounting and Management Control

Thomas M. Fischer (born in 1961) studied economics and social science 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 Review' at the German Standardisation Council for Accounting. In 2006, 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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Prof. Dr. Andreas Fürst

Chair of Marketing

Andreas Fürst (born in 1975) read business administration at the University of Erlangen-Nürnberg, at the Catholic University of 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/chairperson of the board at TUI in Hanover, 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; WiGIM), 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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Prof. Dr. Nadine Gatzert

Chair of Insurance Economics

Nadine Gatzert (born in 1979) studied mathematics and economics at the University of Ulm and during this time also participated in the PhD programme in applied mathematics at the University of Southern California, Los Angeles, USA. There she worked as a teaching assistant and received her Master of Science in mathematical finance in 2004. From 2005 to 2009, she worked as a project manager and a research fellow at the Institute of Insurance Economics at the University of St. Gallen, where she received her doctoral degree in 2007 and her Habilitation in 2009, and sat the professional exam as an actuary of the DAV. Since August 2009, she has been Chair of Insurance Economics at the University of Erlangen-Nürnberg. Prof. Gatzert is the chairperson of the board of Forum V, the Northern Bavarian Institute for Insurance Science at the University of Erlangen-Nürnberg, an association of northern Bavarian insurance companies, universities, and associations that is engaged in the interdisciplinary promotion of insurance science and supports the co-operation of science, practice, and politics in the insurance industry.

The main research fields of Prof. Gatzert are enterprise risk management, (life) insurance mathematics and alternative risk transfer, financial guarantees in life insurance, and regulation and solvency assessment in the financial services industry.

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Prof. Dr. Veronika Grimm

Chair of Economic Theory

Veronika Grimm (born in 1971) studied economics and sociology in Hamburg and Kiel and earned her doctorate at Humboldt-Universität Berlin in 2002. She went on to teach and research at the University of Alicante, Spain, at CORE (Université Catholique de Louvain, Belgium), ECARES (Université Libre de Bruxelles, Belgium) and at the University of Cologne, where she earned her Habilitation in 2008. Since 2008, Prof. Grimm has been Chair of Economic Theory at the University of Erlangen-Nürnberg and Founding Director of the Laboratory for Experimental Research Nuremberg (LERN), which has been used for research and teaching since the summer of 2010. She has been head of the Economy Project Group at Energie Campus Nürnberg (EnCN) since 2011.

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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Prof. Dr. Evi Hartmann

Chair of Logistics

Evi Hartmann (born in 1973) studied industrial engineering at the University of Karlsruhe. After finishing several research projects at the University of California and at the Haas School of Business in Berkeley, USA, she graduated in 1997. Evi Hartmann obtained her doctorate at the Institute for Technology and Management at Technische Universität Berlin in 2002. From 1998 to 2005, she worked as a consultant at A.T. Kearney. Afterwards she was appointed Junior Professor for Purchasing and Supply Management at the Supply Chain Management Institute of the European Business School, International University Oestrich-Winkel, where she was awarded her Habilitation in business administration in 2008. She has been Chair of Logistics at the University Erlangen-Nürnberg since April 2009.

Her primary areas of research include strategic supply chain management, global sourcing, sustainability, and risk management. Her research approaches are practical and realisable, as numerous research projects and strong collaboration with industry partners show.

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Prof. Dr. Dirk Holtbrügge

Chair of International Management

Dirk Holtbrügge (born in 1964) studied business administration, economics and social science at the University of Dortmund from 1983 to 1989 and received his doctorate (1995) and his Habilitation (2000) from the same university. From 1989 to 2001, he was a research associate, research fellow and senior research fellow at the Department of Strategic and International Management at the University of Dortmund. In 2001, he was appointed Professor for International Management at RWTH Aachen University. Professor Dirk Holtbrügge has been Chair of International Management at the School of Business and Economics at the University of Erlangen-Nürnberg since 2002. He declined professorships at the universities of Aachen, Berlin, Hamburg, and Lahr. Since 1995, he has spent numerous teaching and research periods abroad, among others in China, France, India, Japan, Russia, South Africa, and the US. He regularly gives lectures at universities in China, India, and Russia.

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 School of Business and Economics. The Handelsblatt ranking listed him as one of Germany's leading 100 professors in business administration in 2012.

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Prof. Dr. Klaus Henselmann

Chair of Accounting and Auditing

Klaus Henselmann (born in 1963) studied business administration at the University of Bayreuth and at the University of Aston in Birmingham, UK. After earning his doctorate and Habilitation in Bayreuth, he accepted a professorship at the Chemnitz University of Technology in 1997. He declined an offer by the University of Düsseldorf in 2002. The Wirtschaftsprüferkammer (state-supervised organisation of all German public accountants) appointed him as a member of the examination board for prospective certified accountants and auditors. In addition, he is a consultant for the Federal Chamber of Tax Consultants. As a board member of IACVA-Germany e.V. he has led the Occupational Union of Company Valuers for many years. Since 2006, Prof. Henselmann has been Chair of Accounting and Auditing at the University of Erlangen-Nürnberg.

His academic interest focuses on the valuation of companies, disclosure policy and business analysis. Further fields of activity include earnings management and auditing. Examples of his current research topics are approaches to qualitative financial statement analysis, risk assessment, goals and methods in accounting competitive intelligence, and theoretical and empirical problems of residual values.

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Prof. Dr. Jochen Hoffmann

Chair of Private Business Law

Jochen Hoffmann (born in 1971) studied law and economics at the University of Bayreuth. In 1995, he passed the first state legal examination. During his time as a trainee lawyer, he worked as a research assistant at the Department of Criminal Law and Legal Philosophy at the University of Erlangen-Nürnberg. In 1998, he received his doctorate at the University of Bayreuth and passed the second state legal examination. From 1999 to 2006, he worked as a research fellow at the Department for Civil, Trade, and Business Law at the University of Bayreuth. In 2001, he was awarded the Bavarian Habilitation Sponsorship Prize. After his Habilitation in 2005, he became Deputy Chair of Civil Law, Banking and Stock Market Law, Labour Law at the University of Leipzig. From 2006 to 2009, he was Professor for Civil Law, Business Law and International Business Law at the University of Hamburg. Professor Hoffmann has been Chair of Private Business Law at the University of Erlangen-Nürnberg since 1 October 2009.

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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Prof. Dr. Christina Holtz-Bacha

Chair of Mass Communication

Christina Holtz-Bacha (born in 1953) studied communications, political science, and sociology in Münster and Bonn and received her doctorate in 1978. From 1979 to 1981, she worked as a press aide for an opinion research institute, before returning to academia in 1981 as a research associate at the Institute for Communication Science at LMU Munich until 1991. In 1986, Christina Holtz-Bacha was a visiting scholar at the University of Minnesota, USA. In 1989, she obtained her Habilitation in Hanover and from 1991 to 1995 she was a professor at the Department for Journalism and Communication at the University of Bochum. In 1995 and 1996, she spent research periods at the Political Communication Center at the University of Oklahoma in Norman, USA. From 1995 to 2004, she was a professor at the Institute for Journalism at the University of Mainz. In 1999, Christina Holtz-Bacha was a research fellow at the Shorenstein Center at Harvard University in Cambridge, USA. She spent the summer semester 2011 as a guest researcher at the University of Gothenburg, Sweden. Prof. Holtz-Bacha has been Chair of Mass Communication at the University of Erlangen-Nürnberg since 2004.

Her main research interests are German and European media policy, media systems in international comparison, strategic communication (especially election campaigns), and gender and media.

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Prof. Dr. Harald Hungenberg

Chair of Strategic Management

From 1982 to 1988, Harald Hungenberg (born in 1961) studied business and management at Justus Liebig University Gießen and at the Massachusetts Institute of Technology, Cambridge, USA. He worked as a research associate at the Institut für Unternehmensplanung (Institute for Corporate Planning; IUP), Gießen/Berlin. Between 1990 and 1993, he was a consultant and project leader with McKinsey & Company. From 1993 to 1995, he served as a research fellow at the University of Gießen, where he received his doctorate and his Habilitation. In 1995, he became Professor for Strategic Management at the Leipzig Graduate School of Management (HHL). Since 1999, Prof. Hungenberg has been Chair of Business Management at the University of Erlangen-Nürnberg, where he has also served in various other functions, including the position of Dean of International Affairs from 2000 to 2004. Harald Hungenberg has been an affiliated professor at the ENPC School of International Management, Paris, France, since 2002.

His research priorities are business management, innovation, corporate strategy, organisation, and controlling. In his research, he collaborates closely with industry partners in order to bring together management theory and practice.

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Prof. Dr. Roland Ismer

Chair of Taxation and Public Law

Roland Ismer (born in 1974) studied law and economics at the universities of Constance, Geneva, and Munich and at the London School of Economics. After his bar exam in Munich and the completion of his doctorate on tax law he worked as a lawyer and since 2006 also as a tax advisor with a large US law firm. From 2006 to 2009, he was a research fellow at LMU Munich, where he wrote his Habilitation thesis on 'Climate protection as a legal problem'. Prof. Ismer has been Chair of Taxation and Public Law since 2009.

His main research topics are domestic and international tax law, legal issues relating to climate change, and the economic analysis of public law.

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Prof. Dr. Monika Jungbauer-Gans

Chair of Empirical Economic Sociology

Monika Jungbauer-Gans (born in 1963) studied sociology at LMU Munich from 1983 to 1988. After her graduation, she obtained her doctorate in 1992 and worked as assistant professor at the Institute of Sociology at LMU Munich until 2005 obtaining a tenured assistant professorship in 1995. Meanwhile, she taught at the Catholic University of Eichstätt in the winter semester 1996/97 and went on to accept a visiting professorship at the University of Minnesota, USA, in 1997. In 2001, she completed her Habilitation at the Faculty of Social Sciences at LMU Munich. From 2002 to 2004, she held a visiting professorship as Deputy Chair of General Sociology at the University of Wuppertal. From 2005 to 2010, she was Chair of Sociology at the University of Kiel. Since 2010, she has been Chair of Empirical Economic Sociology at the University of Erlangen-Nürnberg.

Her research interests are economic sociology, organisation and labour market research, business founding, qualitative and quantitative research methods, sociology of education, medical and health sociology, sociology of social inequality, and sociological theory.

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Prof. Dr. Ingo Klein

Chair of Statistics and Econometrics

Ingo Klein (born in 1953) studied economics with a focus on statistics and mathematics at the University of Kiel. In 1979, he became a research associate at the university's Department of Statistics and Econometrics, where he received his doctorate. From 1986 to 1987, Ingo Klein was head of the Department of Statistics at the Institute for Demoscopy in Allensbach, before working as a research associate at the Institute for Business Cycle Research at ETH Zurich, Switzerland, from 1987 to 1989 and as a senior research fellow for mathematics at the University of Kiel from 1989 to 1993. His Habilitation in statistics and econometrics and his appointment as a PD (associate professor) followed in 1993. Prof. Ingo Klein has been Chair of Statistics and Econometrics at the University of Erlangen-Nürnberg since 1994. He has served on the Scientific Advisory Council of the Institute of Employment Research in Nuremberg and as a member of the review board for economics and business administration of the DFG. From 2005 to 2007, he was Dean of the University's former School of Economics, Business Administration, and Social Sciences (WiSo).

His research focuses on foundational issues of measurement theory and statistics as well as robust and non-parametric statistical methods with applications to financial and market research data.

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Prof. Dr. Nicole Koschate-Fischer

GfK-Endowed Chair of Marketing Intelligence

Nicole Koschate-Fischer (born in 1970) earned Diplom degrees in psychology and business administration from the University of Mannheim. She was a visiting scholar at the Graduate School of Business at the University of Florida, Gainesville, USA. She worked as a research associate at the University of Mannheim and at the Collaborative Research Centre 504, 'Concepts of Rationality, Decisions and Economic Modeling'. She received her doctorate in 2002. During her further work at the University of Mannheim until 2006, she spent two periods abroad as a visiting scholar at the McCombs School of Business, University of Texas, in Austin, USA. The same year, she received her habilitation degree from the Faculty of Business Administration at the University of Mannheim. Prof. Koschate-Fischer has held the GfK-Endowed Chair of Marketing Intelligence since 2007. She is Speaker of the Institute of Marketing, co-ordinator of the Master's degree programme in marketing, and Director of the Marketing Research Center (MRC). Furthermore, she is Vice President of GfK-Nürnberg e.V. and an academic trustee of the Center for Advanced International Marketing Knowledge (AiMark).

Her areas of expertise include pricing, customer relationship management, market research, and innovation and product management. Her research projects are practical and empirical and are carried out in close collaboration with industry partners.

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Prof. Dr. Christian Merkl

Chair of Macroeconomics

Christian Merkl (born in 1979) studied business administration and economics from 1998 to 2004 (Friedrich-Alexander-Universität Erlangen-Nürnberg; Institut d'Études Politiques, Strasbourg, France; Wayne State University, Detroit, USA). He was a research associate at the University of Kiel and at the Kiel Institute for the World Economy from 2004 to 2007. He obtained his doctorate from the University of Kiel in 2007. He has been a research fellow of the IZA (Institute for the Study of Labor) since 2007. From 2007 to 2010, he was head of the research department 'Monetary policy under market imperfections' at the Institute for the World Economy and a junior professor for labour market economics and monetary policy (joint appointment by the University of Kiel and the Kiel Institute for the World Economy). In 2010, he was a visiting researcher at the National Bureau of Economic Research, Cambridge, USA. Prof. Dr. Christian Merkl has been Chair of Macroeconomics at the University of Erlangen-Nürnberg since 2010. In addition, Prof. Merkl is one of the co-ordinators of the institutional network 'Ensuring Economic and Employment Stability', which cooperates closely with the University of Erlangen-Nürnberg.

Prof. Merkl's main research interests are macroeconomics, with an emphasis on fiscal and monetary policy, and labour market research.

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Prof. Dr. Klaus Moser

Chair of Economic and Social Psychology

Klaus Moser (born in 1962) studied psychology and philosophy of sciences at the University of Mannheim. After earning his Diplom in 1986, he worked as a research associate at the University of Hohenheim, where he also completed his doctoral dissertation in 1989 and his Habilitation in 1994. From 1995 until 1998, Prof. Moser was Chair of Industrial and Organisational Psychology at the University of Gießen. He has been Chair of Economic and Social Psychology at the University of Erlangen-Nürnberg since 1998.

Among his research priorities are personnel selection, performance appraisal, organisational commitment, unemployment, online research, and the psychology of advertising.

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Prof. Dr. Kathrin M. Mösllein

Chair of Information Systems I

Kathrin M. Mösllein (born in 1966) studied computer science and economics at TU Munich, LMU Munich and ETH Zurich. In 1999, she earned her doctorate in business administration at TU Munich; her Habilitation followed in 2004. From 2003 to 2005, Kathrin Mösllein served as associate director of the Advanced Institute of Management Research (AIM) at the London Business School. In 2005, she accepted the position of Chair of Strategic Management and Organisation at HHL Leipzig Graduate School of Management. Kathrin Mösllein has been Chair of Information Systems I at the University of Erlangen-Nürnberg since 2007. She is also a member of the team of directors of the Center for Leading Innovation and Cooperation (CLIC) and a research professor at HHL Leipzig Graduate School of Management. Kathrin Mösllein is also a founding member and vice president (since 2007) of the European Academy of Management (EURAM) and a founding member of the Special Interest Group 'Innovation & Knowledge' of the Strategic Management Society (SMS). In addition, she was a visiting international fellow at the Advanced Institute of Management Research (AIM) in London from 2010 to 2011. Prof. Mösllein is currently Dean of Research at the School of Business and Economics.

Her research focuses on IT-driven innovation and value creation in organizations and markets.

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Prof. Dr. Johannes Rincke

Chair of Economic Policy

From 1994 to 2001, Johannes Rincke (born in 1972) studied first economics and Eastern European studies (Magister degree) and later economics (Diplom degree) at Freie Universität Berlin. After his graduation, he worked as a research associate at the Research Department 'Company Taxation and Public Finance' of the Centre for European Economic Research (ZEW) in Mannheim. From 2003 to 2006, he was also a research associate at the University of Mannheim. He obtained his doctorate at the University of Göttingen in 2006. Subsequently, he worked as a research associate at the Seminar for Economic Policy at LMU Munich until 2010. In 2008 and 2009, he held positions as a visiting research fellow at the Carnegie Mellon University in Pittsburgh, USA, and the Pompeu Fabra in Barcelona, Spain. Both visits were funded by the German Research Foundation (DFG). In 2010, Johannes Rincke obtained his Habilitation in economics from LMU Munich. Prof. Dr. Johannes Rincke has been Chair of Economic Policy at the University of Erlangen-Nürnberg since September 2010.

His research covers public finance, political economy, urban economics, and law and economics.

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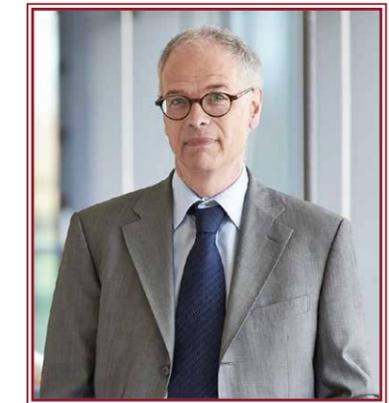
Prof. Regina T. Riphahn, PhD

Chair of Empirical Economics

Regina T. Riphahn (born in 1965) studied in Cologne, Bonn, and at the universities of Sussex (UK), Tennessee (USA), and North Carolina (USA). In 1990, she earned an MBA (Master of Business Administration), in 1995 a PhD in Economics (University of North Carolina) and in 1999 she completed her Habilitation at the University of Munich. She was associate professor for economic policy at the University of Mainz (2000–2001), and for statistics and econometrics at the University of Basel (Switzerland) from 2001 to 2005. Prof. Riphahn has been Chair of Empirical Economics at the University of Erlangen-Nürnberg since 2005. Regina T. Riphahn is a fellow of IZA Bonn and of CESifo Munich as well as a research professor at the DIW Berlin. She is a member of the German Academy of Sciences (Leopoldina), the German Council of Science and Humanities (Wissenschaftsrat), and the Academic Advisory Board at the Federal Ministry of Economics and Technology. She manages the Bavarian Graduate Program in Economics (BGPE) and is a board member of the German Economic Association (Verein für Socialpolitik).

Her research focuses on labour markets, education, personnel economics, social policy issues, and population economics.

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Prof. Dr. Wolfram Scheffler

Chair of Business Taxation

Wolfram Scheffler (born in 1956) read business administration at the University of Mannheim from 1976 to 1981. From 1981 to 1990, after his graduation, he worked as a research associate in Mannheim, where he received his doctorate in 1984 and his Habilitation in 1990. Between 1990 and 1991, he worked as a professor of business administration at the University of Cologne. From 1991 to 1995, he was head of the Department of Business Studies at the University of Osnabrück, with a focus on accounting, taxation, and auditing. Professor Scheffler has been Chair of Business Taxation at the University of Erlangen-Nürnberg since 1995.

His research fields include accounting and taxation, the impact of taxation on the choice of legal forms (especially in SMEs), taxation of associated companies, the impact of taxation on financial decisions, and international corporate taxation.

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Prof. Dr. Claus Schnabel

Chair of Labor and
Regional Economics

Claus Schnabel (born in 1961) studied economics at the University of Kent at Canterbury, UK, where he received an MA in 1985, and at Hohenheim University, Germany, where he obtained his doctorate in economics in 1988. From 1988 to 2000, he worked as research associate and finally as the senior economist at the Cologne Institute for Economic Research. After his Habilitation he worked as a PD (associate professor) for economics at Ruhr University Bochum from 1997 to 2000. Claus Schnabel has been Chair of Labor and Regional Economics at the University of Erlangen-Nürnberg since 2000. He has also been on the Scientific Advisory Council of the IAB since 2004 and a research fellow of IZA Bonn since 2006. Furthermore, he has been Speaker of the Interdisciplinary Centre 'Labor and Socio-Economic Research Center (LASER)' since 2007 and co-editor of the Journal for Labour Market Research since 2008.

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

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Prof. Dr. Hendrik Scholz

Chair of Finance and Banking

After his training as a banker with Dresdner Bank AG in Hanover, Hendrik Scholz (born in 1969) studied business administration at the University of Göttingen and at Colorado College in Colorado Springs, USA. After receiving his Diplom in 1997, he worked as a research associate at the Department of Finance and Banking at the University of Göttingen until earning his doctorate in 2002. He went on to work as a research fellow at the Department of General Business Management, Financing, and Banking Management at the Catholic University of Eichstätt-Ingolstadt from 2002 to 2008. During that time, he obtained his Habilitation in business administration in 2007. From 2008 to 2009, he worked as a senior research fellow (Akademischer Oberrat) at the Catholic University of Eichstätt-Ingolstadt. He has been Chair of Finance and Banking at the University of Erlangen-Nürnberg since 2009.

His research focuses on performance analysis, asset management, structured financial products, and bank management.

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Prof. Dr. Oliver Schöffski, MPH

Chair of Health Management

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 1999 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 2000.

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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Prof. Dr. Jörg Stender

Professorship of Business Education

Jörg Stender (born in 1957) studied economics at the University of Duisburg from 1976 to 1981. He worked there as a research associate for business education and vocational training research from 1981 to 1995 and from 1996 to 1998. He also earned his doctorate there in 1987. From 1995 to 1996, Jörg Stender was a visiting professor for continuing and adult education at the University of Erfurt. In 1997, he obtained his Habilitation in business education. He has been Chair of Business Education at the University of Erlangen-Nürnberg since 1998. Prof. Stender has been Head of the Fortbildungszentrum Hochschullehre (Centre for Continuing Education in University-Level Teaching) at the University of Erlangen-Nürnberg since 2003.

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 Empirical Microeconomics

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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Prof. Dr. Martina Steul-Fischer

Chair of Insurance Marketing

Martina Steul-Fischer (born in 1972) studied business administration at Philipps-Universität Marburg and Goethe University Frankfurt from 1991 to 1996. She worked as a research associate at the University of Frankfurt from 1996 to 2003 before receiving her doctorate in 2003. From 2004 to 2005, Martina Steul-Fischer was an assistant professor at the University of Leipzig and from 2006 to 2008 at the University of Wuppertal, where she earned her Habilitation in 2008. Since 2008, she has been Chair of Insurance Marketing at the University of Erlangen-Nürnberg. She spent various research and teaching periods abroad, among others at the University Lumière Lyon II (France) and the University of Maryland, USA. Professor Steul-Fischer is Gender Equality Officer of the School of Business and Economics.

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

Chair of Industrial Management

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 was 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 was the first international researcher to be appointed as a visiting professor at the University of International Business and Economics (UIBE) in Beijing.

Prof. Voigt's research priorities are 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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Prof. Dr. Karl Wilbers

Chair of Business Education and Human Resource Development

Karl Wilbers (born in 1964) studied business education at the University of Cologne, specialising in organisation theory and industrial management. He worked as a researcher at the Research Institute for Vocational Education and Training in the Crafts Sector and at the German Research Center for Comparative Vocational Education and Training at the University of Cologne (FBH). After his time at the University of Cologne, Karl Wilbers moved to St. Gallen, Switzerland. There he worked first as a junior lecturer for educational management/business education and later as a project manager. He achieved his Habilitation in St. Gallen and became an associate professor. In 2006, he was appointed Chair of Business Education and Human Resource Development at the University of Erlangen-Nürnberg.

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

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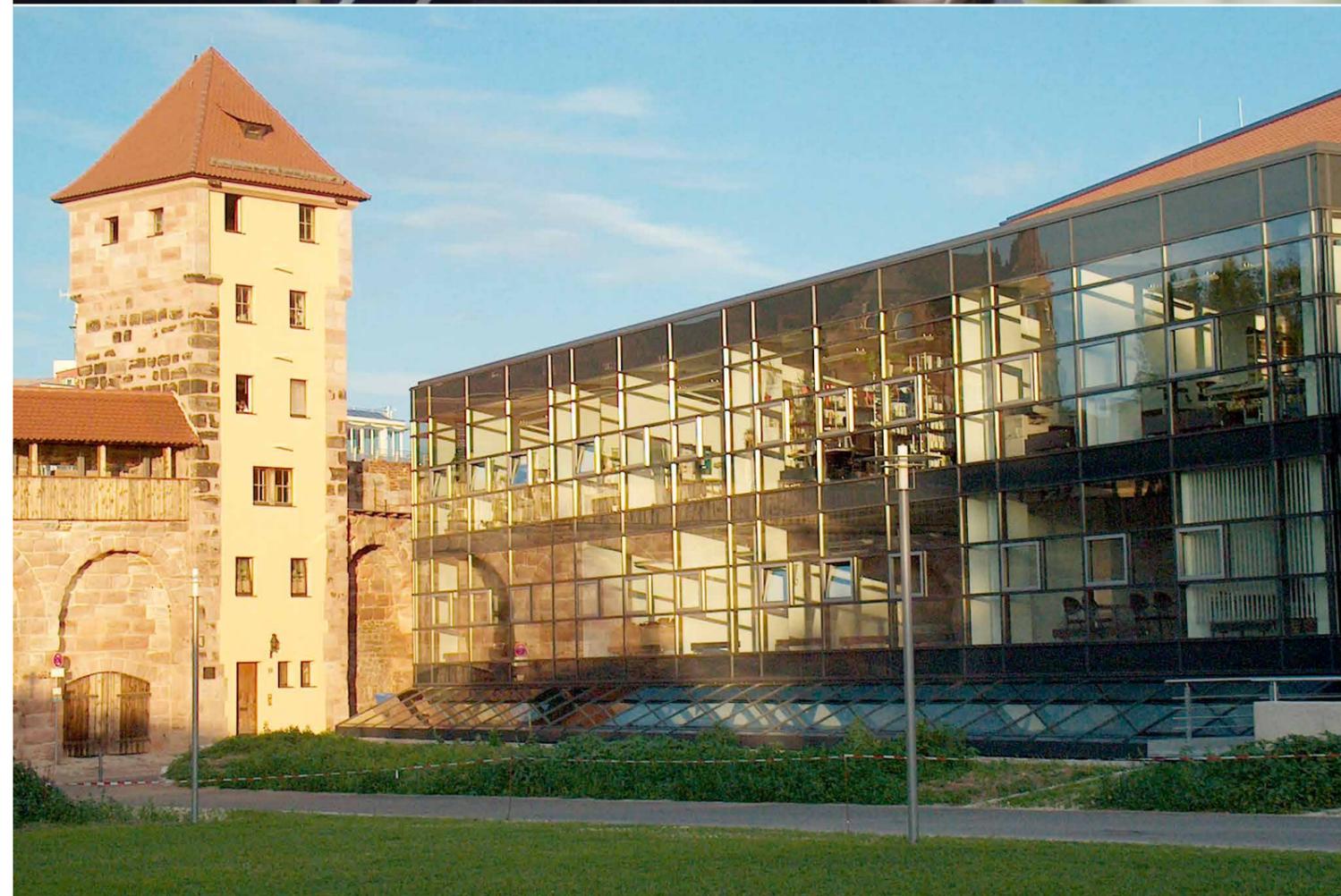
Prof. Dr. Matthias Wrede

Chair of Social Policy

Matthias Wrede (born in 1963) studied economics at the University of Heidelberg. After his graduation in 1989, he accepted the position of a research associate at the University of Bamberg, where he obtained his doctorate in 1993 and his Habilitation in 1998. After holding visiting professorships at the University of Essen and RWTH Aachen University, he worked as a professor of public economics at RWTH Aachen University from 2002 to 2007. From 2007 to 2010, he was Chair of Economics with a focus on Public Finance at the University of Marburg. Matthias Wrede has spent research periods at Oklahoma State University, USA, at the ifo Institute in Munich, at the University of Alberta, Canada, at the Barcelona Institute of Economics, Spain, at the University of Exeter, UK, and at the University of Tokyo, Japan. He is a CESifo Research Fellow and a member of the public finance council, the regional science council, and the social policy council of the 'Verein für Socialpolitik' (German Economic Association). Since 2010, Matthias Wrede has been Chair of Social Policy at the University of Erlangen-Nürnberg.

His research priorities are regional and urban economics, public economics, and social policy.

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Dr. Sören Brinkmann

Chair of International Studies
(France, Italy, Latin America, Portugal, Spain)

Born in Hamburg in 1970, degree in modern history, international studies and economics at Freiburg, Madrid and Erlangen/Nuremberg; 2000–2003 Hans Böckler Foundation doctoral scholarship; 2003–2005 research associate at the Department of International Studies; 2006 scholarship awarded by the Fritz Thyssen Foundation; 2007–2010 project manager at the German Research Foundation.

Since April 2010 – research associate at the Department of International Studies; current research project on the history of milk supply in São Paulo and Rio de Janeiro (Habilitation project); numerous publications on the political culture, the problem of regionalism, and the culture of memory in Spain.

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Prof. Dr. Alexander Brem

Junior Professorship for Idea and Innovation Management

Born in 1979, Alexander Brem studied business administration (company foundation and entrepreneurship) at FAU from 1999 to 2004. From 2004 to 2007, he was responsible for the field as a research associate. In parallel, he founded VEND consulting GmbH with three of his former fellow students in 2004. The company was nominated for the Bayerischer Gründerpreis (Bavarian Award for Young Entrepreneurs) in 2009.

Alexander Brem completed his cumulative doctoral thesis on 'The Boundaries of Innovation and Entrepreneurship' with summa cum laude in 2007.

His main research interests include the study of impulses for new ideas in the context of innovation management and entrepreneurship. Alexander Brem is the author of many articles in international journals such as 'Technovation' and of books by renowned publishing houses such as Palgrave MacMillan. He is the editor of the 'International Journal of Technology Marketing' and he is on the editorial boards of numerous international journals, including the 'International Journal of Innovation Management'.

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Dr. Angelika C. Bullinger-Hoffmann

Chair of Information Systems I

Dr. Angelika C. Bullinger-Hoffmann (born in 1979) studied at the University of St. Gallen (HSG) and at HEC in Paris. Subsequently, she worked for three years as a research associate at the Institute for Information, Organisation and Management at the Technical University Munich, where she completed her doctoral thesis on 'Innovation and Ontologies' with summa cum laude. Since 2008, she has been a research fellow for Prof. Möslin's department. Her Habilitation thesis and several of her research projects focus on IT-based interactive innovation and research collaborations between industry and academia.

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Dr. Lothar Czaja

Chair of Industrial Management

Lothar Czaja (born in 1978) studied business administration at the University of Erlangen-Nürnberg. Subsequently, he worked as a research associate at the Department of Industrial Management, where he completed his doctoral thesis on 'Qualitätsfrühwarnsysteme für die Automobilindustrie' (Early warning systems for quality management in the automotive industry) in 2008.

Since then, he has been a research fellow at the Department of Industrial Management. His main research interests include production and supply chain management and risk management.

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Dr. Frank Danzinger

Chair of Information Systems I

Frank Danzinger (born in 1978) studied business education at LMU Munich and Waikato University (NZ). He also read technology management at the Center for Digital Technology and Management (CDTM). Subsequently, he worked as a research associate at the Institute of Information, Organisation and Management at the Technical University Munich, where he completed his doctoral thesis on 'Kundeninteraktionskompetenz in Industriegütermärkten' (Customer interaction competence in industrial markets) in 2009. Frank Danzinger has worked with Prof. Möslin since 2010.

His main research interests include international interaction and the flexibilisation and virtualisation of companies.

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Dr. Carolin Durst

Chair of Information Systems II

Born in 1979, Carolin Durst studied business administration with a focus on market information management at FAU from 2001 to 2007. In 2011 she has completed her PhD in Services Science at the University of Erlangen-Nuremberg and currently works as a PostDoc at the Department of Information Systems II.

Her research focuses on online social network analytics, dynamic user profiling as well as collaborative decision support in future studies.

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Prof. Dr. Martin Emmert

Chair of Health Management

Martin Emmert (born in 1979) studied business administration at the University of Erlangen-Nürnberg and at the Universidad Cristóbal Colón 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 pay for 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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Prof. Dr. Adelheid Susanne Esslinger

Chair of Business Management

Adelheid Susanne Esslinger (born in 1969) studied business administration (FAU and Glasgow Business School) and psychogerontology (FAU). From 1997 to 2010, she was a research associate at the School of Business and Economics and also served as executive assistant at the Faculty until 2008. Professor Esslinger earned her doctorate in 2003 and her *venia legendi* for business administration in 2008. In October 2010, she was appointed Professor for Public Health Management at Aalen University (Faculty of Economics). She is still a lecturer for FAU's Department of Business Management. As an associate professor, she teaches in the fields of management, health management and non-profit management and at FAU's Institute for Psychogerontology.

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

Chair of Logistics

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 in Manufacturing, Logistics and Services' (GPOM) 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

Chair of Statistics and Econometrics

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 Friedl Schoeller Research Center for Business and Society has recently awarded him a Schoeller Fellowship.

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Dr. Boris Hirsch

Chair of Labor and Regional Economics

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 of 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. Devrimi Kaya

Chair of Accounting and Auditing

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 specialise 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, Kaunas/Lithuania, 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 economic and business education and human resource development at the University of Erlangen-Nürnberg from 1999 to 2004. In 2005, she finished her distance course 'Methods 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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Early Career Scholars at the School of Business and Economics

Dr. Andreas König

Chair of Strategic Management

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'.

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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 2009. 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 Europainstitut 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. Möslin's department. Her Habilitation thesis deals with 'Management of interactions: virtuality and multi-nationality of and in organisations 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 2005 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, Nuremberg) 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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PD Dr. Karsten Paul

Chair of Economic and Social Psychology

Karsten Paul studied psychology at the University of Gießen. Subsequently he joined the University of Erlangen-Nürnberg as a research associate and completed his doctorate in 2005. In the winter semester 2009/10 and the summer semester 2010, he held the professorship for organisation psychology and social psychology at the University of Bamberg as a visiting professor. He is currently working on his Habilitation thesis.

His main areas of research include the psychological effects of unemployment, mood effects in aptitude diagnostics, and the significance and effects of work.

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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 International Management. Since February 2008: research fellow (limited tenure) at the Department of International Management, University of Erlangen-Nürnberg. Research foci: knowledge and innovation management in multinational companies, global strategic management, Eastern Europe. Dr. rer. pol., doctoral thesis on 'Länderübergreifende Innovations- und Wissensnetzwerke. Eine empirische Studie in der pharmazeutischen Industrie.' (Innovation and knowledge networks transcending national boundaries. An empirical study of the pharmaceutical industry). Since 2006: lecturer at the Verwaltungs- und Wirtschaftsakademie Nürnberg (Academy for Administration and Economics Nuremberg). Since 2006: lecturer at the Baden-Wuerttemberg Cooperative State University Heidenheim. Consultant and coach for Siemens AG, Novartis Pharma GmbH, defacto Marketing GmbH, Solarwatt AG.

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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 Sofia University St. Kliment Ohridski. Besides his professional commitments, Christian Scheiner volunteers at afwn 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 'Management 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 Hochschullehre Bayern (Bavarian Certificate in Higher Education).

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Dr. Stefan Sohn

Chair of Health Management

Stefan Sohn (born in 1965) studied computer science at the University of Erlangen-Nürnberg. After his degree, he worked for five years for a medium-sized consulting firm in the health and insurance sector. Since 2001, he has been employed at the Department of Health Management, where he also obtained his degree as Dr. rer. pol. with a thesis on integrated care in 2006. He is currently working on his Habilitation thesis which focuses on the application of neuro-economics in the health sector.

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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 Cracow University of Economics (Poland). From 2006 to 2011, he was a research associate at the Department of Governance and Organisation at the University of Regensburg, where he also earned his doctorate (summa cum laude) in 2010. Having been offered W1 junior professorships 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, corporate social responsibility, and capital markets. At present, he focuses on targeted information supply for members of supervisory boards, the behavioural and performance related effects of diversity in top management, corporate conglomerates, and sustainability management. At the School of Business and Economics, he works on research for the Bewertungsinstitut Nürnberg (BIN) (research area: evaluation) and the Nuremberg Management Studies & Education Group (research area: management).

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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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Dr. Martin Weiss

Chair of Business Management

Martin Weiss (born in 1974) studied business administration at the University of Erlangen-Nürnberg and at Wayne State University in Detroit (USA). After his degree, he worked for several years as a consultant for Roland Berger Strategy Consultants. Further career steps include positions at McKinsey & Company, Rödl & Partner Consulting and Sparkasse Nürnberg. Subsequently he joined the University of Erlangen-Nürnberg as a research associate in 2005 and completed his doctorate in 2009. Since then, he has been working on his Habilitation thesis focusing on diversification, growth and the valuation of companies.

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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. His research has been published in major journals such as Information Systems Journal, Journal of Global Information Management, Communications of the Association for Information Systems, and WIRTSCHAFTSINFORMATIK.

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PD 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. 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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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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Doctoral Theses

■ Doctoral Theses:

Dipl.-Kfm. Bastian Bansemir

Organizational innovation communities

First reviewer: Prof. Dr. Kathrin M. Möslin
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.-Wi.-Inf. Jan Hinnerk Brüggemann

Management of Unstructured Information using Semantic Metadata

First reviewer: Prof. Dr. Freimut Bodendorf
Second reviewer: Prof. Dr. Michael Amberg

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 Grahl

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.-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 (Monetarisierung 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.-Kfm. (Int.) Volker Brinkmann

Interne Kapitalmärkte diversifizierter Unternehmen – Eine empirische Untersuchung zum Erfolgsbeitrag interner Kapitalmärkte (Internal capital markets of diversified companies – an empirical study on the profit contribution of internal capital markets)

First reviewer: Prof. Dr. Harald Hungenberg
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 Theses

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 Stender

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 Voigt

Dipl.-Kfm. Mario Hamm

Finanzreporting von Fußballunternehmen (Finance reporting of football companies)

First reviewer: Prof. Dr. Klaus Henselmann
Second reviewer: Prof. Dr. Volker H. Peemöller

Dipl.-Kfm. Bernd Herrler

Verkehrsverlagerung durch innovative Logistikdienstleistungen – Eine Potenzialanalyse für den multimodalen Transport palettiertes 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)





2011 Awardees

■ 2011 Women's Faculty Award (Doctorate)



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

■ Ludwig Erhard Initiativkreis Fürth e.V. (Doctorate)



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'. The award was presented at a ceremony on 25 May 2011 by Evi Kurz, chairperson of Ludwig Erhard Initiativkreis 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

■ **Hermann Gutmann Foundation
(Doctorate)**



The doctoral thesis award of the Hermann Gutmann Foundation, endowed with €2500, was presented at the annual graduation ceremony for doctoral and postdoctoral students. The School of Business and Economics would like to thank the chairperson of the Hermann Gutmann Foundation, Ms Angela Novotny, for their support of our young academics.

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 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 Voigt

Dr. Dirk Jahn

Kritisches Denken fördern können – Entwicklung eines didaktischen Designs zur Qualifizierung pädagogischer Professionals (The ability to promote critical thought – development of a didactical design for the qualification of education professionals)

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

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 Henselmann

■ **Staedtler Stiftung
(Promotion)**



For the 13th time, 10 doctoral graduates of the University of Erlangen-Nürnberg were honoured for outstanding academic achievements. The doctoral thesis awards, endowed with €3500 each, were presented at a ceremony at the headquarters of the Staedtler Group in Nuremberg on 20 October 2011.

Dr. Timo Gnambs, Mag.rer.nat.

Toward an assessment of generalized opinion leadership – From traditional approaches to computer-adaptive and web-based tests

First reviewer: Prof. Dr. Klaus Moser
Second reviewer: Prof. Dr. Bernard Batinic

Dipl.-Kfm. Dr. Dennis Kirchberg

Analyse der internationalen Unternehmenstätigkeit des Hauses Siemens in Ostasien vor dem Zweiten Weltkrieg (Analysis of the international corporate activities of Siemens in East Asia prior to World War II)

First reviewer: Prof. Dr. Wilfried Feldenkirchen
Second reviewer: Prof. Dr. Kai-Ingo Voigt

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

■ Research Report 2011 of the School of Business and Economics

Responsibility for contents

Dean of Research
Prof. Dr. Kathrin M. Möslin

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