



University of Mannheim
Business School
Faculty Profile

UNIVERSITY OF MANNHEIM
BUSINESS SCHOOL

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Welcome

Dear reader,

The Business School of the University of Mannheim represents one of the largest and most reputed institutions of its kind in Europe. For more than one hundred years, we are dedicated to research and teaching. Founded in 1907, our organization has become a full provider by offering programs for Bachelor, Master and Ph.D. as well as for MBA and EMBA in management education.

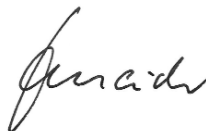
Our School has committed itself to fulfill the highest requirements of international standards. Therefore, we put great effort into quality control, most importantly by undergoing international accreditation assessment and Assurance of Learning (AoL) on a regular basis. We are proud to be accredited by AACSB, AMBA and EFMD (EQUIS). Nevertheless, all members of our School strive for continuous improvement.

Achieving our goal relies on the brain and heart of our institution – the faculty. Composed of 51 highly motivated scholars, their productiveness is widely demonstrated by e.g. around 230 journal publications in the last five years.

Apart from that, the faculty has different expertise that goes beyond research excellence. The following pages provide an outline of their competences – including their fields of research, careers, publications and awards.

If you need further information, do not hesitate to contact us on our websites or visit us in our inviting baroque palace offices, lecture halls and libraries.

Sincerely yours,



Dr. Jürgen M. Schneider
Dean of the Business School





Areas and Faculty

“Excellence in Research and Teaching” is not a simple claim but a constantly challenging ambition, forming the cornerstones of the “Mannheim Concept”, which stands for structured quality management, internationality and close ties with the corporate world. We are convinced that there is no sound teaching without profound research.

Our Business School is renowned for its dynamic research environment. In order to foster this atmosphere, we engage highly productive scholars and provide them with the best possible sup-

port regarding their research activities. To date, our faculty consists of 51 professors in seven Areas, who make sure that our around 4,000 students benefit from their excellent professional and innovative knowledge.

Being Germany’s largest and most reputed business school, our faculty members provide an extraordinary broad range of specializations in the field of business administration. You are invited to obtain an insight into the expertise of our professors on the following pages.

Area Accounting and Taxation

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Professor Dr. Holger Daske	Chair of Accounting and Capital Markets
Professor Dr. Ulrich Schreiber	Chair of Taxation I
Professor Dr. Dirk Simons	Ernst & Young Chair of Accounting
Professor Dr. Christoph Spengel	Chair of Taxation II
Professor Dr. Johannes Voget	Chair of Taxation and Finance
Professor Dr. Jens Wüstemann	Chair of Accounting and Auditing

Dr. Jannis Bischof	Chair of Accounting and Auditing
Dr. Michael Ebert	Ernst & Young Chair of Accounting
Dr. Christina Elschner	Chair of Taxation II
Dr. Christopher Koch	Chair of Accounting and Auditing
Dr. Martin Ruf	Chair of Taxation I

Area Banking, Finance and Insurance

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Professor Dr. Peter Albrecht	Chair of Risk Theory, Portfolio Management and Insurance
Professor Ernst Maug, Ph.D.	Chair of Corporate Finance
Professor Dr. Stefan Ruenzi	Chair of International Finance
Professor Dr. Markus M. Schmid	Chair of Corporate Governance
Professor Dr. Eva Terberger	Chair of Development Finance
Professor Dr. Erik Theissen	Chair of Finance
Professor Dr. Dr. h.c. Martin Weber	Chair of Finance, especially Banking

Dr. Sebastian Müller	Chair of Finance, especially Banking
Professor Dr. Alexandra Niessen-Ruenzi	Assistant Professorship of Banking and Finance
Dr. Christoph Schneider	Chair of Corporate Finance
Dr. Sascha Steffen	Chair of Finance, especially Banking
Dr. Christian Westheide	Chair of Finance

Area Economic and Business Education

pp. 28

Professor Dr. Hermann G. Ebner
Professor Dr. Sabine Matthäus

Chair of Economic and Business Education I
Professorship of Vocational Education and Business Education

Area Information Systems

pp. 31

Professor Dr. Christian Becker
Professor Dr. Armin Heinzl
Professor Dr. Alexander Mädche
Professor Dr. Martin Schader
Professor Dr. Daniel J. Veit

Chair of Information Systems II
Chair of Information Systems I
Chair of Information Systems IV
Chair of Information Systems III
Dieter Schwarz Endowed Chair of E-Business and E-Government

Dr. Benjamin Müller
Dr. Gregor Alexander Schiele

Chair of Information Systems IV
Chair of Information Systems II

Area Management

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Professor Dr. Andreas Al-Laham
Professor Dr. Bernd Helmig
Professor Dr. Ulrich Lichtenthaler
Professor Dr. Walter A. Oechsler
Professor Dr. Michael Woywode

Chair of Strategic and International Management
Chair of Public and Nonprofit Management
Chair of Organization
Chair of Human Resource Management
Chair of Small and Medium Sized Companies and Entrepreneurship

Dr. Suleika Bort
Professor Dr. Nick Lin-Hi
Dr. Katharina Spraul

Chair of Strategic and International Management
Assistant Professorship of Corporate Social Responsibility
Chair of Public and Nonprofit Management

Area Marketing

pp. 46

Professor Dr. Hans H. Bauer
Professor Dr. Dr. h.c. mult. Christian Homburg
Professor Dr. Florian Kraus
Professor Dr. Sabine Kuester

Chair of Marketing II
Chair of Marketing I
Dr. Werner Jackstädt Endowed Chair of Marketing IV
Chair of Marketing III

Dr. Carmen-Maria Albrecht
Dr. Torsten Bornemann
Dr. Christina Kühnl
Dr. Monika C. Schuhmacher
Professor Dr. Dirk Totzek

Chair of Marketing II
Chair of Marketing I
Chair of Marketing I
Chair of Marketing III
Assistant Professorship of Empirical Research Methods

Area Operations Management

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Professor Dr. Moritz Fleischmann
Professor Dr. Raik Stolletz

Chair of Logistics and Supply Chain Management
Chair of Production Management

Area Accounting and Taxation

The faculty of the Area Accounting and Taxation currently consists of eleven professors:

- Dr. Holger Daske (Professor)
- Dr. Ulrich Schreiber (Professor)
- Dr. Dirk Simons (Professor)
- Dr. Christoph Spengel (Professor)
- Dr. Johannes Voget (Professor)
- Dr. Jens Wüstemann (Professor)
- Dr. Jannis Bischof (Assistant Professor)
- Dr. Michael Ebert (Assistant Professor)
- Dr. Christina Elschner (Assistant Professor)
- Dr. Christopher Koch (Assistant Professor)
- Dr. Martin Ruf (Assistant Professor)

The faculty of the Area Accounting and Taxation is completed by an adjunct faculty composed of experienced and internationally recognized experts in their fields and leaders of professional bodies. The Area Accounting and Taxation offers core courses and electives in the undergraduate and graduate programs of the School. It is engaged in doctoral education at the Graduate School of Economic and Social Sciences (GESS) and offers a Ph.D. program “Accounting and Taxation” which is dedicated to rigorous teaching in analytical, empirical, experimental and normative methods. Moreover, the Area is committed to the programs of the Mannheim Business School including an exclusive “Mannheim Master of Accounting and Taxation”, which is offered in close cooperation with the “Big 4” audit firms (Deloitte, Ernst & Young, KPMG and PwC).

Members of the Area are engaged in advisory bodies, e.g. Academic Advisory Board of the German Federal Ministry of Finance, CFA Institute, Accounting Standards Committee of Germany and Schmalenbach-Gesellschaft für Betriebswirtschaft.

The Area covers a wide spectrum of research fields:

- Analytical research (decision theory, agency theory, game theory, impact of taxes on economic decision making)
- Empirical testing (economic consequences of financial reporting on capital markets, economic effects of taxation on investment and financing decisions)
- Normative research (national and international accounting standards and tax rules, tax harmonization within the European Union, securities regulation)
- Experimental research (bias research in accounting and auditing)

In conducting research, the Area Accounting and Taxation works in close cooperation with prestigious institutions such as the Centre of European Economic Research (ZEW) located in Mannheim. It is funded by the German Research Foundation as well as by other highly esteemed institutions (e.g. European Commission, Federal Ministry of Finance) and companies. Important research projects are undertaken as joint projects with leading academic experts in Europe (e.g. German Council of Economic Experts, Oxford University, EU research network INTACCT) and North America (e.g. Wharton) as well as with selected high-profile professionals from industry (e.g. Ernst & Young, PwC).

The research of the Area members is regularly published in leading journals, such as Abacus, Contemporary Accounting Research, Decision Sciences, European Accounting Review, European Journal of Operational Research, Journal of Accounting Research, Journal of Business Finance & Accounting, Journal of Finance, Journal of Institutional and Theoretical Economics, Journal of Public Economics as well as national journals. Members of the Area regularly present their research at major international conferences and have won best paper awards.





Professor Dr. Holger Daske

Chair of Accounting and Capital Markets

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Main Fields of Research:

Financial Reporting and Capital Market Communication
Empirical Accounting Research
Corporate Valuation and Financial Statement Analysis
Accounting of Financial Institutions

Curriculum Vitae:

- 1999 Diplom-Kaufmann (M.Sc. in Business Administration), Johann Wolfgang Goethe-University, Frankfurt
- 2001-2002 Visiting Scholar, University of Wales / Lancaster University
- 2005 Dr. rer. pol., Johann Wolfgang Goethe-University, Frankfurt
- 2006-2007 Visiting Assistant Professor of Accounting, The Wharton School, University of Pennsylvania
- 2007-2010 Professor of Business Administration, Accounting and Finance, University of Mannheim
- Since 2010 Professor of Business Administration, Accounting and Capital Markets, University of Mannheim

Selected Memberships:

- American Accounting Association (AAA)
- European Accounting Association (EAA)
- Research Network INTACCT of the European Union (EU)
- German Academic Association for Business Research (VHB), Wissenschaftliche Kommission Rechnungswesen
- Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.
- Director University Partnership CFA Institute

Prizes, Awards, Honors:

- American Accounting Association / International Accounting Section: Best Paper Award (2005)
- European Accounting Association: Best Paper Award in the category "Financial Accounting" (2008)
- Winner at the EAA Doctoral Colloquium and representative at the AAA Doctoral Consortium (2002)

Selected Editorial Activities:

- Co-Editor "DIE BETRIEBSWIRTSCHAFT (DBW)"
- Editorial Board "International Journal of Accounting Research (IJAR)"
- Ad-hoc reviewer for about 15 national and international scientific journals

Significant Publications:

Daske, H. / Bassemir, M. / Fischer, F. (2010): Manipulation des Börsenkurses durch gezielte Informationspolitik im Rahmen von Squeeze-Outs? – Eine empirische Untersuchung am deutschen Kapitalmarkt, *Zeitschrift für betriebswirtschaftliche Forschung*, 62, 254-288.

Daske, H. / Hail, L. / Leuz, C. / Verdi, R. (2008): Mandatory IFRS Reporting Around the World: Early Evidence on the Economic Consequences, *Journal of Accounting Research*, 46, 5, 1085-1142.

Daske, H. (2006): Economic Benefits of Adopting IFRS or US-GAAP – Have the Expected Costs of Equity Capital really decreased?, *Journal of Business Finance and Accounting*, 33, 3, 329-373.

Daske, H. / Gebhardt, G. / McLeay, S. J. (2006): The Distribution of Earnings Relative to Targets in the European Union, *Accounting and Business Research*, 36, 3, 137-168.

Daske, H. / Gebhardt, G. (2006): International Financial Reporting Standards and Perceptions of Disclosure Quality, *Abacus*, 42, 3/4, 461-498.

Daske, H. / Gebhardt, G. / Klein, S. (2006): Estimating the Expected Cost of Equity Capital Using Analysts' Consensus Forecasts, *Schmalenbach Business Review*, 58, 2-36.

Daske, H. / Gebhardt, G. (2006): Zukunftsorientierte Bestimmung von Kapitalkosten für die Unternehmensbewertung, *Zeitschrift für betriebswirtschaftliche Forschung*, 58, 530-551.

Daske, H. (2005): Internationale Rechnungslegung und Kapitalkosten: Zum Stand der empirischen Rechnungswesenforschung, *Betriebswirtschaftliche Forschung und Praxis*, 57, 5, 455-473.

Daske, H. / Gebhardt, G. (2005): Kapitalmarktorientierte Bestimmung von risikofreien Zinssätzen für die Unternehmensbewertung, *Die Wirtschaftsprüfung*, 58, 12, 649-655.



Professor Dr. Ulrich Schreiber

Chair of Taxation I

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Main Fields of Research:

Company Taxation
International Business Taxation
Tax Harmonization in the European Union
Tax Planning

Curriculum Vitae:

1974 Diplom-Kaufmann
(M.Sc. in Business Administration)
1979 Dr. rer. pol. (Ph.D. in Business)
1985 Habilitation (Business Administration),
University of Mannheim
1985-1999 Professor of Business Administration and Business
Taxation, University of Hannover
1997 Certified Tax Consultant
Since 1999 Professor of Business Administration and Business
Taxation, University of Mannheim

Selected Memberships:

- Academic Advisory Board of the Federal Ministry of Finance (Wissenschaftlicher Beirat beim Bundesministerium der Finanzen)
- German Economic Association (Verein für Socialpolitik, Ausschuss Unternehmensrechnung)
- Association of University Professors of Management (Verband der Hochschullehrer für Betriebswirtschaft, Kommissionen Betriebswirtschaftliche Steuerlehre und Rechnungswesen)
- Research Associate at the Centre for European Economic Research (ZEW)

Selected Editorial Activities:

Editor "Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung/Schmalenbach Business Review (zfbf/sbr)"

Significant Publications:

Asset Specificity, International Profit Shifting, and Investment Decisions, with Michael Overesch, Zeitschrift für Betriebswirtschaft (ZfB) 2010, 23-47.

European group taxation – the role of exit taxes, with Gregor Füh-
rich, European Journal of Law and Economics 2009, 257-274.

Internationale Gewinnverlagerung – Bestandsaufnahme und Per-
spektiven, Die Betriebswirtschaft 2009, 535-550.

Taxation and Capital Structure Choice – Evidence from a Panel
of German Multinationals, with Thiess Büttner, Georg Wamser and
Michael Overesch, Economic Letters 105(3) 2009, 309-311.

Besteuerung der Unternehmen. Eine Einführung in Steuerrecht
und Steuerwirkung, 2nd ed., Berlin and Heidelberg 2008.

Steuerwirkungen beim Unternehmenskauf – Eine ökonomische
Analyse steuerrechtlicher Missbrauchsregeln, with Jan Markus Mai,
Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung
(zfbf) 2008, 2-28.

Allgemeine Unternehmenssteuer oder Duale Einkommensteuer?,
Zeitschrift für Betriebswirtschaft 2006, 1163-1185.

Unternehmensbesteuerung im Binnenmarkt. Angleichung der
Gewinnermittlung und des Satzes der Körperschaftsteuer?, Steuer
und Wirtschaft 2004, 212-226.

Gewinnermittlung und Besteuerung der Einkommen, Steuer und
Wirtschaft 2002, 105-115.

Measuring the Impact of Taxation on Investment and Financing
Decisions, with Ch. Spengel and L. Lammersen, Schmalenbach
Business Review 2002, 2-23.

German Tax Reform – An International Perspective, Finanz Archiv
2000, 525-541.

Der Einfluss der Reform der Körperschaftsteuer auf Investitions-
entscheidungen und den Wert der Gewinnrücklagen von Kapital-
gesellschaften, with M. Rogall, Die Betriebswirtschaft 2000,
721-737.



Professor Dr. Dirk Simons

Ernst & Young Chair of Accounting

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Main Fields of Research:

International Accounting

Theory of Accounting and Auditing

New Institutional Economics and Stock Option Plans

Convergence of Financial and Managerial Accounting

Curriculum Vitae:

- 1996 Diploma in Business Administration, University of Bielefeld
- 2001 Doctorate: Cost and Benefit of Stock Option Programs
- 2003-2004 Departmental representation at the University of Magdeburg
- 2004 Habilitation: Internationalization of Accounting, Auditing and Corporate Governance
- 2004 Offer from the University of Magdeburg (declined)
- 2004 Offer from the University of Mannheim (accepted)
- 2007 Offer from the University of Bielefeld (declined)

Selected Memberships:

- American Accounting Association (AAA)
- European Accounting Association (EAA)
- Association for Operations Research (GOR)
- Association of University Professors of Management (VHB), Treasurer (since January 1, 2011)
- Schmalenbach Gesellschaft für Betriebswirtschaft e.V. (SG)
- EARnet
- IAAER
- Committee for Corporate Accounting (Ausschuss Unternehmensrechnung) of the Verein für Socialpolitik

Prizes, Awards, Honors:

Schmalenbach Award of the Association of University Professors of Management (VHB) (2002)

Selected Editorial Activities:

- Business Research (BuR) – Editorial board member
- Die Betriebswirtschaft (DBW) – Editorial board member
- OR Spectrum
- DBW Guest editor: Special Issue on the Integration of Financial and Management Accounting (together with Barbara E. Weißenberger)

Significant Publications:

Chwolka, A., Martini, T., Simons, D., “The Value of Negotiating Cost-Based Transfer Prices”, BuR, Vol. 3, Issue 2, 2010.

Niemann, R., Martini, J. T., and Simons, D., “Transfer Pricing or Formula Apportionment? Tax-induced distortions of multinationals’ investment and production decisions”, CESifo No. 2020, 2007 (forthcoming in Contemporary Accounting Research).

Ross, N. and Simons, D.: IFRS 2 – Anteilsbasierte Vergütung (Share-based payment), in Baetge/Wollmert/Kirsch/Oser/Bischoff (Hrsg.): Rechnungslegung nach IFRS – Kommentar auf der Grundlage des deutschen Bilanzrechts, Schäffer-Poeschel, Stuttgart, 2007.

Biskup, D. and Simons, D., “Besteht ein Bedarf nach Dritthaftung des gesetzlichen Jahresabschlussprüfers?”, Zeitschrift für Betriebswirtschaft, Vol. 76, pp. 771-796, 2006.

Jahnke, H., Chwolka, A., and Simons, D., “Coordinating service-sensitive demand and capacity by adaptive decision making: An application of case-based decision theory”, Decision Sciences, Vol. 36, No. 1, 2005.

Simons, D., Internationalisierung von Rechnungslegung, Wirtschaftsprüfung und Corporate Governance, in: Haegert, L. et al. (Hrsg.), Schriften zum Steuer-, Rechnungs- und Prüfungswesen, Deutscher Universitäts-Verlag, Wiesbaden 2005.

Biskup, D. and Simons, D., “Common due date scheduling with autonomous and induced learning”, European Journal of Operational Research, Vol. 159, pp. 606-616, 2004.

Chwolka, A. and Simons, D., “Impacts of revenue sharing, profit sharing, and transfer pricing on quality-improving investments”, European Accounting Review, Vol. 12, pp. 47-76, 2003.

Niemann, R. and Simons, D., “Costs, benefits and tax-induced distortions of stock options plans”, Schmalenbach Business Review, Vol. 55, pp. 321-342, 2003.



Professor Dr. Christoph Spengel

Chair of Taxation II

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Main Fields of Research:

International Taxation and Tax Planning
Tax Accounting
Harmonization of Company Taxation in Europe
Measurement of Effective Tax Burdens

Curriculum Vitae:

- 1990 Diplom-Kaufmann (M.Sc. in Business Administration), University of Mannheim
- 1995 Dr. rer. pol., University of Mannheim
- 2002 Post-doctoral degree (Habilitation), University of Mannheim
- 2002-2003 Senior Tax Manager in one of the "Big 4" firms and Deputy Professor, University of Hamburg
- 2003-2006 Professor of Business Administration and International Taxation, Justus Liebig-University of Gießen
- Since 2003 Member of the Scientific Council of the German Federal Ministry of Finance
- Since 2003 Research Associate, Centre for European Economic Research (ZEW)
- Since 2006 Professor of Business Administration and International Taxation, University of Mannheim
- Since 2007 International Research Fellow, Oxford University, Saïd Business School
Academic Director, Mannheim Master of Accounting and Taxation, Mannheim Business School

Selected Memberships:

- Association of German Professors for Business Administration
- Schmalenbach Association for Business Administration (Taxation working group)
- Board of the Ernst & Young Foundation
- International Fiscal Association (IFA)
- European Association of Tax Law Professors (EATLP)

Prizes, Awards, Honors:

Received multiple awards for diploma thesis, dissertation and post-doc thesis
Excellence in Executive Teaching Award 2009, Mannheim Business School

Selected Editorial Activities:

- Editorial Board and Contributing Author: "World Tax Journal (WTJ)"

Significant Publications:

Jacobs, O. H. / Endres, D. / Spengel, C. (2011): Internationale Unternehmensbesteuerung, 7th Ed., Munich.

Schaden, M. / Spengel, C. / Wehrße, M. (2010): Besteuerung von Personengesellschaften in den EU 27-Mitgliedstaaten und den USA, in: Steuer und Wirtschaft (StuW), pp. 44-56.

Elschner, C. / Spengel, C. (2010): Steuerliche Anreize für Forschung und Entwicklung – Empirische Befunde, internationaler Vergleich und Reformansätze für Deutschland, in: Zeitschrift für Betriebswirtschaft (ZfB), pp. 1-22.

Spengel, C. (2010): Überlegungen zur Fortentwicklung der Unternehmensbesteuerung in Deutschland, in: Schön, W. / Osterloh-Konrad, C. (Hrsg.), Kernfragen des Unternehmenssteuerrechts, Heidelberg, pp. 59-95.

Finke, K. / Spengel, C. / Zinn, B. (2010): Bedeutung der Substanzbesteuerung in Deutschland, Baden-Baden.

Endres, D. / Fuest, C. / Spengel, C. (2010): Company Taxation in the Asia-Pacific Region, India, and Russia, Heidelberg.

Spengel, C. et al. (2009): Steuerliche Förderung von Forschung und Entwicklung (FuE) in Deutschland, Heidelberg.

Oestreicher, A. / Reister, T. / Spengel, C. (2009): Common Corporate Tax Base (CCTB) and Effective Tax Burdens in the EU Member States, in: World Tax Journal (WTJ), pp. 46-66.

Schön, W. / Schreiber, U. / Spengel, C. / Wiegard, W. (2008): Reforming Income and Company Taxation by the Dual Income Tax, Heidelberg.

Spengel, C. (2008): Concept and Necessity of a Common Tax Base, in: Common Consolidated Corporate Tax Base (CCCTB), edited by Schön, W. / Schreiber, U. / Spengel, C., Heidelberg.

Endres, D. / Oestreicher, A. / Scheffler, W. / Spengel, C. (2007): The Determination of Corporate Taxable Income in the EU Member States, Alphen.



Professor Dr. Johannes Voget

Chair of Taxation and Finance

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Main Fields of Research:

International Taxation
Mergers & Acquisitions
Applied Econometrics

Curriculum Vitae:

- 1998-1999 International Economic Studies, Introductory Study Period, Econometrics, Introductory Study Period, Maastricht University
- 1999-2003 Master in Econometrics, Maastricht University
- 2003-2005 Graduate Program NAKE (Netherlands Network of Economics)
- 2003-2009 Ph.D. in Economics, Tilburg University
Thesis Title: Tax Competition and Tax Evasion in a Multi-Jurisdictional World
- 2007-2009 Research Fellow, Oxford University Centre for Business Taxation
- 2009-2010 Research Fellow, Heidelberg University
- Since 2010 Professor of Taxation and Finance, University of Mannheim

Selected Memberships:

- Research Associate of the Oxford University Centre for Business Taxation
- Extramural Fellow of the Tilburg University Center for Economic Research (CentER)

Prizes, Awards, Honors:

Young Economists Award 2009 of the International Institute of Public Finance

Significant Publications:

Voget, J. (forthcoming): Headquarter Relocations and International Taxation, Journal of Public Economics.

Huizinga, H. P. / Voget, J. (2009): International Taxation and the Direction and Volume of Cross-border M&As, Journal of Finance 64(3).



Professor Dr. Jens Wüstemann

Chair of Accounting and Auditing

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Main Fields of Research:

International Accounting
Normative Accounting Research
Institutional Economics
Behavioral Law and Economics

Curriculum Vitae:

- 1994 Diplom-Kaufmann (M.Sc. in Business Administration), Johann Wolfgang Goethe-University, Frankfurt
- 1994 Maîtrise des Sciences de Gestion, Université Paris IX Dauphine, Paris
- 1995 Visiting Scholar, Wharton School, University of Pennsylvania
- 1997 Dr. rer. pol. (Ph.D. in Business), Goethe-University, Frankfurt
- 1999 Visiting Scholar, Stern School, New York University
- 2000 Habilitation, Goethe-University, Frankfurt
- 2001 Teaching Position, Technical University of Berlin
- Since 2001 Professor of Business Administration, Accounting and Auditing, University of Mannheim
- 2002-2009 Board Member and Project Leader of the German National Research Center 504 (SFB 504)
- 2004-2011 Academic Director, ESSEC & Mannheim EMBA
- 2006 Visiting Professor, ESSEC Business School, Paris
- Since 2007 Academic Director of the Master of Accounting and Taxation
- Since 2010 President of Mannheim Business School

Selected Memberships:

- Oversight Committee of the European Common Content Steering Group for Professional Accountancy Qualifications
- Working Group External Corporate Accounting (Arbeitskreis Externe Unternehmensrechnung) of the Schmalenbach-Gesellschaft für Betriebswirtschaft
- Member of the Executive Board of the Accounting Standards Committee of Germany

Prizes, Awards, Honors:

- Stiftungsfond Dresdner Bank im Stifterverband für die deutsche Wirtschaft, 1997 to 2000
- Wilhelm Merton Ph.D. Award, 1998
- Faculty Award, Faculty for Economics and Business Administration, Johann Wolfgang Goethe-University, Frankfurt, 1994
- Egon Zehnder Diploma Thesis Award, 1994
- German National Academic Foundation (Studienstiftung des deutschen Volkes), 1990 to 1994

Selected Editorial Activities:

Member of the Editorial Board of Accounting, Economics and Law - A Convivium

Significant Publications:

Wüstemann, J. / Wüstemann, S. (2010): Why Consistency of Accounting Standards Matters: A Contribution to the Rules-Versus-Principles Debate in Financial Reporting, *Abacus*, 46, 1-27.

Wüstemann, J. / Wüstemann, S. (2009): Betriebswirtschaftliche Bilanzrechtsforschung und Grundsätze ordnungsmäßiger Gewinnrealisierung für Werkverträge, *Zeitschrift für Betriebswirtschaft*, 79, 31-58.

Wüstemann, J. / Kierzek, S. (2007): Normative Bilanztheorie und Grundsätze ordnungsmäßiger Gewinnrealisierung für Mehrkomponentenverträge, *Zeitschrift für betriebswirtschaftliche Forschung*, 59, 882-913.

Wüstemann, J. / Kierzek, S. (2006): True and Fair View Revisited, *Accounting in Europe*, 3, 91-116.

Wüstemann, J. / Kierzek, S. (2005): Revenue Recognition under IFRS Revisited, *Accounting in Europe*, 2, 69-106.

Wüstemann, J. (2004): Evaluation and Response to Risk in International Accounting and Audit Systems: Framework and German Experiences, *The Journal of Corporation Law*, 29, 449-466.

Leuz, C. / Wüstemann, J. (2004): The Role of Accounting in the German Financial System, *The German Financial System* (J. P. Krahen / R. H. Schmidt (Eds.)), Oxford: Oxford University Press, 2004, 450-481.

Wüstemann, J. (2003): Disclosure Regimes and Corporate Governance, *Journal of Institutional and Theoretical Economics*, 159, 717-726.

Wüstemann, J. (2002): Institutionenökonomik und internationale Rechnungslegungsordnungen, *Die Einheit der Gesellschaftswissenschaften* (K. Homann (Ed.)), 119, Tübingen: Mohr Siebeck.



Dr. Jannis Bischof

Chair of Accounting and Auditing

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Main Fields of Research:

Bank Accounting, International Accounting,
Risk Disclosures, Financial Instruments

Curriculum Vitae:

- 2004 Diplom-Kaufmann (M.Sc. in Business Administration),
University of Mannheim
- 2007 Visiting Scholar, ESSEC Business School
- 2007 Visiting Fellow, Department of Economics,
Graduate School of Arts and Sciences,
Harvard University
- 2008 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
- Since 2009 Assistant Professor of Financial Accounting,
University of Mannheim

Significant Publications:

- The Effects of IFRS 7 Adoption on Bank Disclosure in Europe,
Accounting in Europe (2009), Vol. 6, No. 2, pp. 167–194.
- Der Grundsatz der Fair-Value-Bewertung von Schulden nach
IFRS: Zweck, Inhalte und Grenzen, Zeitschrift für Betriebswirt-
schaft (2006), Vol. 76, Special Issue 6, pp. 77–110.



Dr. Michael Ebert

Ernst & Young Chair of Accounting

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Main Fields of Research:

Behavioral Accounting
Corporate Governance and Financial Reporting

Curriculum Vitae:

- 2004 Diplom-Kaufmann (M.Sc. in Business Administration),
Otto-von-Guericke-University, Magdeburg
- 2009 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
- Fall 2010 Visiting Scholar, Carnegie Mellon University in
Pittsburgh, Tepper School of Business,
Accounting Department
- Since 2010 Assistant Professor of Accounting,
University of Mannheim

Significant Publications:

- The Mixed Accounting Model under IAS 39: Current Impact on Bank
Balance Sheets and Future Developments (with Jannis Bischof),
The Capco Journal of Financial Transformation, No. 31 (2011).
- Bilanzpolitisches Potential im Rahmen der Goodwillbilanzierung –
Transaktionsgestaltung beim Unternehmenserwerb (with D. Simons),
Zeitschrift für kapitalmarktorientierte Rechnungslegung (KoR), No.
11 (2009), pp. 622-630.
- Interne Nutzung des Goodwill-Accounting als Informationsinstru-
ment bei angestrebten Unternehmensübernahmen (with D. Simons),
Zeitschrift für betriebswirtschaftliche Forschung, Special Issue 59
(2008), pp. 43-68.



Dr. Christina Elschner

Chair of Taxation II

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Main Fields of Research:

Business Taxation and Organizational Form Decisions
Taxation of Employees

Curriculum Vitae:

- 2001 Diplom-Kauffrau (M.Sc. in Business Administration),
University of Mannheim
- 2002-2008 Researcher, Center for European Economic Research
(ZEW), Mannheim
- 2006 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
- Since 2008 Assistant Professor of Taxation,
University of Mannheim
- 2009 Visiting Scholar, Office of Tax Policy Research,
Ross School of Business, University of Michigan

Significant Publications:

- What the Design of an R&D Tax Incentive Tells About its Effectiveness (with Christof Ernst, Georg Licht, and Christoph Spengel), in: Journal of Technology Transfer, forthcoming.
- Fiskalische Kosten einer steuerlichen Förderung von Forschung und Entwicklung in Deutschland (with Christof Ernst and Christoph Spengel), in: Zeitschrift für betriebswirtschaftliche Forschung (2011), Vol. 63, No. 6, pp. 310-336.
- A Simulation Method to Measure the Effective Tax Rate on Highly Skilled Labor (with Robert Schwager), in: Finanzarchiv (2007), Vol. 63, No. 4, pp. 563-582.



Dr. Christopher Koch

Chair of Accounting and Auditing

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Main Fields of Research:

Experimental and Empirical Auditing Research
Accounting

Curriculum Vitae:

- 2003 Diplom-Kaufmann (M.Sc. in Business Administration),
University of Mannheim
- 2006 Master of Business Law and Taxation,
University of Mannheim
- 2007 Visiting Scholar, Yale University, New Haven
- 2008 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
- Since 2008 Assistant Professor, University of Mannheim
- 2011 Visiting Scholar, Queen's University, Kingston
- Since 2011 Member of the Editorial Board of "Auditing:
A Journal of Practice and Theory"

Significant Publications:

- Explaining and Evaluating the Production of Audits – Potentials, Challenges, and Findings (with J. Wüstemann), Betriebswirtschaftliche Forschung und Praxis, forthcoming.
- Disclosing Conflict of Interest - Do Experience and Reputation Matter? (with C. Schmidt), Accounting, Organizations and Society (2010), Vol. 35, Issue 1, pp. 95-107.



Dr. Martin Ruf

Chair of Taxation I

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Main Fields of Research:

International Taxation
Taxation and Mergers & Acquisitions

Curriculum Vitae:

2000 Master of Arts in Economics,
Université catholique de Louvain, Belgium
2006 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
Since 2006 Assistant Professor, University of Mannheim
2009 Visiting Scholar, Oxford University Centre for
Business Taxation

Significant Publications:

The Effects of Taxation on the Location Decision of Multinational Firms: M&A vs. Greenfield Investments (with Shafik Hebous and Alfons Weichenrieder), in: National Tax Journal (forthcoming).

Holdings als Mittel der Steuerplanung zur Implementierung von steuerlich motiviertem Fremdkapital, in: Zeitschrift für betriebswirtschaftliche Forschung (2010), pp. 883-910.

Tax Incentives and the location of FDI: evidence from a panel of German multinationals (with Thies Büttner), in: International Tax and Public Finance (2007), pp. 151-164.



Area Banking, Finance and Insurance

The faculty of the Area Banking, Finance and Insurance currently consists of twelve professors:

- Dr. Peter Albrecht (Professor)
- Ernst Maug, Ph.D. (Professor)
- Dr. Stefan Ruenzi (Professor)
- Dr. Markus M. Schmid (Professor)
- Dr. Eva Terberger (Professor)
- Dr. Erik Theissen (Professor)
- Dr. Dr. h.c. Martin Weber (Professor)
- Dr. Sebastian Müller (Assistant Professor)
- Dr. Alexandra Niessen-Ruenzi (Assistant Professor)
- Dr. Christoph Schneider (Assistant Professor)
- Dr. Sascha Steffen (Assistant Professor)
- Dr. Christian Westheide (Assistant Professor)

The Finance Area offers courses in the undergraduate and graduate programs of the faculty. It is engaged in doctoral education at the Graduate School of Economic and Social Sciences (GESS) and in postgraduate teaching at Mannheim Business School. Finance refers to an extremely large field of activities. It has both a strong theoretical foundation and an unusually broad empirical basis. It deals with basic problems of individual decisions on risky financial instruments from a classical and behavioral view, it discusses why financial institutions like banks and insurance companies exist and how they should be managed and it analyzes optimal financial contracts. It combines rigorous modelling with econometric tests of theoretical predictions. No other field in economics has confronted its theoretical results with empirical facts as much as finance has done. The reason for this strong empirical orientation is the availability of excellent databases on market data, which are supplemented by data on individual decision making.

Fields of Research:

The Finance Area is one of the leading research groups in Finance in Germany. Its research covers all important fields of finance including Asset Pricing, Asset Management, Banking, Behavioral Finance, Decision Making, Corporate Finance, Corporate Governance, Insurance and Risk Management from a theoretical and an empirical perspective.

Asset Pricing deals with theories of fair values of financial instruments and the impact of various risk factors on returns. A particular emphasis is put on questions related to market microstructure and liquidity. **Asset Management** research is concerned with portfolio theory and investment strategies as well as with the behavior of professional investment managers. **Banking** covers all aspects of the banking industry from concepts of financial intermediation and bank management to recent developments of bank regulation. **Behavioral Finance** has become increasingly popular in recent years. This field addresses the problems of how individuals behave and how this affects market outcomes. **Corporate Finance** covers company valuation, cost of capital, the financing of the corporation with different securities and its distribution policy, issuance of securities (e.g. initial public offerings), mergers, acquisitions and restructuring, and corporate governance. **Insurance Management** is dedicated to the risk management of insurance companies as well as to the management of insurable risks by companies and individuals. **Risk Management** studies the exposure of financial and non-financial firms to market, credit, liquidity, operational and economic risk.

Members of the Finance Area regularly publish their research in the leading journals in finance, economics, and management.





Professor Dr. Peter Albrecht

Chair of Risk Theory, Portfolio Management and Insurance

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Main Fields of Research:

Risk Management and Insurance
Investment Management
Financial and Actuarial Mathematics

Curriculum Vitae:

1978 Graduation in Mathematics, University of Mannheim
1981 Doctorate (Ph.D.) in Business Administration,
University of Mannheim
1986 Habilitation in Business Administration,
University of Mannheim
1987-1989 Professor, University of Heidelberg
Since 1989 Professor and Chair, University of Mannheim
1992-1993 Dean of the Business School, University of Mannheim
2001-2002 Dean of the Business School, University of Mannheim
Since 2002 Managing Director of the Institute of Insurance
Science, University of Mannheim
2007-2009 Dean for Student Affairs, the Business School,
University of Mannheim
Since 2009 Member of the Senate of the University of
Mannheim

Selected Memberships:

- International Actuarial Association
- Actuarial Approach for Financial Risks-Section
(former board member)
- German Actuarial Association (former board member)
- German Society for Insurance Science (former board member)
- German Society for Insurance Mathematics
(former board member)

Prizes, Awards, Honors:

- Dr. Kurt Hamann Award

Selected Editorial Activities:

- Zeitschrift für die gesamte Versicherungswissenschaft
(Associate Editor)
- Der Aktuar (Advisory Board)
- Editor-in-Chief of "Veröffentlichungen des Instituts für
Versicherungswissenschaft der Universität Mannheim" and
"Mannheimer Vorträge zur Versicherungswissenschaft"

Significant Publications:

Value at Risk-minimal Hedging, in: Zeitschrift für betriebswirt-
schaftliche Forschung 2011.

Financial Mathematics for Students of Economics, 2nd ed., Stutt-
gart 2011.

A Risk Analysis of Hedgefonds, in: Zeitschrift für die gesamte
Versicherungswissenschaft 2008.

Investment and Risk Management, 3rd ed., Stuttgart 2008.

Financial and Actuarial Mathematics, Stuttgart 2007.

Quantifying Operational Risks: The Loss Distribution Approach,
in: German Risk and Insurance Review 2007.

Understanding and Allocating Investment Risks in a Hybrid Pen-
sion Plan, in: Restructuring Retirement Risks, Oxford University
Press 2006.

Risk Measures, in: Encyclopedia of Actuarial Science, Wiley 2004.

Risk-based Capital Allocation, in: Encyclopedia of Actuarial Sci-
ence, Wiley 2004.

Methods of Risk-based Capital Allocation, in: Zeitschrift für die
gesamte Versicherungswissenschaft 2004.

Random Walk or Mean Reversion?, in: Kredit und Kapital 2004.

Self-Annuitization, Consumption Shortfall in Retirement, and
Asset Allocation: The Annuity Benchmark, in: Journal of Pension
Economics and Finance 2002.

Shortfall Risks of Stocks in the Long Run, in: Financial Markets
and Portfolio Management 2001.

On the Consequences of Insurance Contracts with a Possibility of
Default - A Contribution to Behavioral Insurance, in: Zeitschrift
für die gesamte Versicherungswissenschaft 2000.



Professor Ernst Maug, Ph.D.

Chair of Corporate Finance

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Main Fields of Research:

Corporate Governance
Executive Compensation
Mergers and Acquisitions
Shareholder Voting and Board Structures

Curriculum Vitae:

1988 Diplom-Volkswirt, Goethe-University Frankfurt
1990 M.Sc. in Econometrics and Mathematical Economics, London School of Economics
1993 Ph.D., London School of Economics
1993-1996 Assistant Professor of Finance, London Business School
1996-2000 Assistant Professor of Finance, Fuqua School of Business, Duke University
2000-2005 Adjunct Professor of Business Administration, Fuqua School of Business, Duke University
2000-2006 Rudolf von Bennigsen-Förder Professor of Business Administration, Humboldt University Berlin
2005 Visiting Professor, University Paris IX (Dauphine)
Since 2006 Professor of Corporate Finance, University of Mannheim

Selected Memberships:

- American Finance Association
- Society for Financial Studies
- Deutsche Gesellschaft für Finanzierung

Prizes, Awards, Honors:

- 2009: GSAM Best Paper Award for the best paper in the Review of Finance for "When Shareholders Vote Strategically"
- 2005: Outstanding Paper Award of the German Finance Association (for "How Preussag became TUI")
- 2004: JFE – ECGI Clinical Paper Competition (3rd prize)
- Six Teaching Awards at Duke University, Humboldt University, and the University of Mannheim

Selected Editorial Activities:

- Associate Editor: Review of Finance, Schmalenbach Business Review
- Program committee of the German Finance Association 2005-2010
- Program committee of the Western Finance Association 1996-2000, 2007-2011

- Program committee of the European Financial Management Association 2001
- Program committee of the European Finance Association 2002, 2005-2011

Significant Publications:

Dittmann, I., Maug, E., Spalt, O. (2010), Sticks or Carrots? Optimal CEO Compensation when Managers are Loss-averse, *Journal of Finance*, 65, pp. 2015-2050.

Dittmann, I., Maug, E., Schneider, C. (2010), Bankers on the Boards of German Firms: What they do, what they are worth, and why they are (still) there, *Review of Finance*, 14, pp. 35-71.

Maug, E., Rydqvist, K. (2009), Do Shareholders Vote Strategically? Voting Behavior, Proposal Screening, and Majority Rules, *Review of Finance*, 13, pp. 47-79.

Dittmann, I., Maug, E., Schneider, C. (2008), How Preussag became TUI: A Clinical Study of Institutional Blockholders and Restructuring in Europe, *Financial Management*, 37, pp. 571-598.

Dittmann, I., Maug, E. (2007), Lower Salaries and No Options: The Optimal Structure of Executive Pay, *Journal of Finance*, 62, pp. 303-343.

Dittmann, I., Kemper, J., Maug, E. (2004), How Fundamental are Fundamental Values? Valuation Methods and Their Impact on the Performance of German Venture Capitalists, *European Financial Management*, 10, pp. 609-638.

Maug, E., Yilmaz, B., (2002), Two-Class Voting: A Mechanism for Conflict Resolution in Bankruptcy, *American Economic Review*, 92, pp. 1448-1471.

Maug, E. (2002), Insider Trading Legislation and Corporate Governance, *European Economic Review*, 46, pp. 1569-1597.

Maug, E. (1998), Large Shareholders as Monitors: Is There a Tradeoff between Liquidity and Control? *Journal of Finance*, 53, pp. 65-98.



Professor Dr. Stefan Ruenzi

Chair of International Finance

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Main Fields of Research:

Asset Management & Mutual Funds
Empirical Finance
Liquidity
Entrepreneurship

Curriculum Vitae:

2000 Diploma (M.Sc.) in Economics,
University of Konstanz
2005 Dr. rer. pol. (Ph.D. in Business),
University of Cologne
2007-2009 Assistant Professor (Visiting),
University of Texas at Austin
Since 2009 Professor of Business Administration, especially
International Finance, University of Mannheim

Selected Memberships:

- American Finance Association (AFA)
- European Finance Association (EFA)
- Deutsche Gesellschaft für Finanzwirtschaft (DGF)

Prizes, Awards, Honors:

- BSI Gamma Foundation Grant
- Global Finance Conference Best Paper Award
- Swisscanto Award
- DGF Outstanding Paper Award
- SABE Best Conference Paper Award
- SWFA Best Conference Paper Award
- Academy of Management Emerald Award

Significant Publications:

Overconfidence Among Professional Investors: Evidence from Mutual Fund Managers (with Alexander Pütz), 2011, in: Journal of Business Finance and Accounting, Vol. 38, pp. 684-712.

Is a Team Different from the Sum of Its Parts? Team Management in the Mutual Fund Industry (with Michaela Bär and Alexander Kempf), 2011, in: Review of Finance, Vol. 15 (2), pp. 359-396.

Politically Connected Firms – Evidence from Germany (with Alexandra Niessen), 2010, in: German Economic Review, Vol. 11 (4), pp. 441-464.

Employment Risk, Compensation Incentives, and Managerial Risk Taking: Evidence from the Mutual Fund Industry (with Alexander Kempf and Tanja Thiele), 2009, in: Journal of Financial Economics, Vol. 92, pp. 92-108.

Tournaments in Mutual Fund Families (with Alexander Kempf), 2008, in: Review of Financial Studies, Vol. 21 (2), pp. 1013-1036.



Professor Dr. Markus M. Schmid

Chair of Corporate Governance

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Main Fields of Research:

Empirical Corporate Finance
Corporate Governance
Corporate Diversification
Hedge Funds

Curriculum Vitae:

2001 Studies of Economics and Business Administration (Graduation to lic. rer. pol.), University of Basel
2004 Dr. rer. pol. (Ph. D. in Finance), University of Basel
2004-2005 Visiting Scholar, Leonard N. Stern School of Business, New York University
2005-2006 Lecturer and Project Leader "Empirical Corporate Finance", University of Basel
2006-2010 Assistant Professor of Finance, Swiss Institute of Banking and Finance, University of St. Gallen
2009-2011 Visiting Scholar (Summer), Leonard N. Stern School of Business, New York University
2010 Habilitation in Business Administration, University of St. Gallen
Since 2010 Professor of Finance, Chair of Corporate Governance, University of Mannheim

Selected Memberships:

- American Finance Association
- European Finance Association
- Swiss Finance Association

Prizes, Awards, Honors:

- Best Paper Award - Annual Meeting of the Swiss Finance Association
- European Financial Management Top Download Award
- Freiwillige Akademische Gesellschaft (FAG) Basel
- "Nachwuchsförderpreis Wirtschaft" of the University of Basel
- Research grants awarded by: ECOSCIENTIA Foundation, Swiss National Science Foundation (SNSF)
- Swiss Derivative Awards: third prize for the "DYNaMiX" certificate

Significant Publications:

Ammann, M., Hoechle, D., and M. Schmid, 2011, Is there Really no Conglomerate Discount?, *Journal of Business Finance and Accounting*, forthcoming.

Hoechle, D., Schmid, M., Walter, I., and D. Yermack, 2011, How Much of the Diversification Discount Can be Explained by Poor Corporate Governance?, *Journal of Financial Economics*, forthcoming.

Ammann, M., Huber, O., and M. Schmid, 2011, Hedge Fund Characteristics and Performance Persistence, *European Financial Management*, forthcoming.

Beiner, S., Schmid, M., and G. Wanzenried, 2011, Product Market Competition, Managerial Incentives, and Firm Valuation, *European Financial Management* 17(2), 331-366.

Ammann, M., Huber, O., and M. Schmid, 2011, Has Hedge Fund Alpha Disappeared?, *Journal of Investment Management* 9(1), 50-71.

Ammann, M., Oesch, D., and M. Schmid, 2011, Corporate Governance and Firm Value: International Evidence, *Journal of Empirical Finance* 18(1), 36-55.

Schmid, M., 2009, Ownership Structure and the Separation of Voting and Cash Flow Rights – Evidence from Switzerland, *Applied Financial Economics* 19(18), 1453-1476.

Schmid, M., and I. Walter, 2009, Do Financial Conglomerates Create or Destroy Economic Value?, *Journal of Financial Intermediation* 18(2), 193-216.

Schmid, M., and H. Zimmermann, 2008, Leadership Structure and Corporate Governance in Switzerland, *Journal of Applied Corporate Finance* 20(1), 109-120.

Beiner, S., Drobetz, W., Schmid, M., and H. Zimmermann, 2006, An Integrated Framework of Corporate Governance and Firm Valuation, *European Financial Management* 12(2), 249-283.



Professor Dr. Eva Terberger

Chair of Development Finance

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Main Fields of Research:

Development Finance, esp. Microfinance
Development of Financial Markets, Corporate Finance and
Corporate Governance
Development Impacts of Infrastructure Interventions

Curriculum Vitae:

- 1980 MBA (Diplomexamen) of the University of Frankfurt
1986 Conferral of a doctorate (Ph.D.) in Business Administration, University of Frankfurt/M.
1993 Habilitation, University of Frankfurt/M. (Business Administration)
1980-1985 Research Assistant at the Chair of Corporate Finance, Department of Economics, University of Frankfurt/M.
1986-1989 Temporary teaching appointments, European Business School, Oestrich-Winkel (1986) and University of Trier (1987-1989)
1986-1992 Research Assistant at the Department of Economics, University of Frankfurt/M.
1992-1993 Representation of the Professorship of Business Administration, University of Trier
1993-2008 Professor of Banking and Finance at the Alfred Weber Institute for Economics, University of Heidelberg
Since 2008 Professor of Development Finance, University of Mannheim
2008-2013 Academic leave of absence to head the Financial Cooperation Evaluation Department at KfW Entwicklungsbank (development bank)

Selected Memberships:

- Association for Social Politics, German Academic Association for Business Research, German Finance Association
- Since 1998 Member of the scientific advisory board at the Federal Ministry for Economic Cooperation and Development, 2000-2004 Chairwoman
- 2002-2008 Member of the Dialogforum 2015 of the federal government for the fight against poverty
- 2004-2006 Member of the scientific advisory board of the journal E+Z Entwicklung und Zusammenarbeit
- 2004/2005 Member of the organizing committee of the Conference on Bank Relationships, Credit Extension, and the Macroeconomy (2005) at the DIW in Berlin
- 2000-2003 Member of the university council, University of Heidelberg

Significant Publications:

Schäfer, Dorothea / Siliverstovs, Boriss / Terberger, Eva (2010): Banking competition, good or bad?: The case of promoting micro and small enterprise finance in Kazakhstan, in: Applied Economics, No. 475.

Terberger, Eva (2009): Subprime-Krise, strukturierte Finanzierung und die Förderung der Mikrokreditvergabe, in: DIW Vierteljahreshefte, Vol. 78, Issue 1, pp. 40-55.

Terberger, Eva (2003): Microfinance institutions in the development of financial markets, in: United Nations, Cepal Review 81, pp. 187-202, also published in Spanish: Instituciones de microfinanciación en el desarrollo de mercados financieros, in: Naciones Unidas, CEPAL (Comisión Económica para América Latina y el Caribe) Revista de la CEPAL 81, pp. 195-211.

Terberger, Eva (2003): The German Financial System: Great Institutional Change and Little Effect?, in: JITE, Vol. 159, No. 4, pp. 707-716.

Terberger, Eva (2003): Überlegungen zu einem Insolvenzrecht für Staaten, in: Dabrowski, M. / Fisch, A. / Gabriel, K. und Lienkamp, C. (Hrsg.): Diskussion um ein Insolvenzrecht für Staaten, Volkswirtschaftliche Schriften, Issue 530, pp. 271-281.

Terberger, Eva (2002): Basel II: Keine direkte Benachteiligung des Mittelstandes, in: Betriebsberater, 57. Jg., Heft 14, Suppl. Banken und Versicherungen, pp. 12-19.

Schmidt, Reinhard H. / Terberger, Eva (2006): Grundzüge der Investitions- und Finanzierungstheorie, 4th ed., reprint, Wiesbaden.

Terberger, Eva (1994): Neo-institutionalistische Ansätze, Entstehung und Wandel - Anspruch und Wirklichkeit, Habilitation, Wiesbaden.



Professor Dr. Erik Theissen

Chair of Finance

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Main Fields of Research:

Empirical Research in Financial Markets
Market Microstructure
Corporate Finance

Curriculum Vitae:

- 1992 Diplom-Kaufmann (M.Sc. in Business Administration), University of Gießen
- 1992–1995 Research Assistant and Ph.D. candidate, Department of Economics and Business Administration, University of Gießen
- 1995–1998 Research Assistant and Ph.D. candidate, Department of Economics and Business Administration, University of Frankfurt
- 1998–2000 Assistant Professor in Finance, Department of Economics and Business Administration, University of Frankfurt
- 1999–2000 Visiting Assistant Professor at Groupe HEC, Jouy-en-Josas, France (funded by a TMR postdoctoral fellowship)
- 2004–2005 Visiting Professor, Thammasat University, Bangkok
- 2000–2009 Professor, Department of Economics, University of Bonn
- since 2009 Professor, Finance Area, University of Mannheim

Selected Memberships:

- European Finance Association
- American Finance Association
- Western Finance Association
- Deutsche Gesellschaft für Finanzwirtschaft
- Verband der Hochschullehrer für Betriebswirtschaft e.V. (VHB) (German Academic Association for Business Research)
- Schmalenbach-Gesellschaft
- Verein für Socialpolitik

Prizes, Awards, Honors:

- Best Paper Award, German Finance Association
- Research Award sponsored by Bethmann Bank
- Best Paper Award, Verband der Hochschullehrer für Betriebswirtschaft
- Dissertation Award sponsored by Deutsches Aktieninstitut
- Fellowship awarded by the German National Academic Foundation (Studienstiftung des deutschen Volkes)

Selected Editorial Activities:

- Zeitschrift für betriebswirtschaftliche Forschung
- Schmalenbach Business Review
- Review of Behavioral Finance

Significant Publications:

Sooner or Later: Delays in Trade Reporting by Corporate Insiders. *Journal of Business Finance and Accounting* 37 (2010), 130-147. (with André Betzer).

Insider Trading and Corporate Governance - The Case of Germany. *European Financial Management* 15 (2009), 402-429. (with André Betzer).

Competition Between Exchanges: Euronext versus Xetra. *European Financial Management* 15 (2009), 181-207. (with Maria Kasch-Haroutounian).

Setting a Fox to Keep the Geese: Does the Comply-or-Explain Principle Work? *Journal of Corporate Finance* 14 (2008), 289-301. (with Christian Andres).

Does Anonymity Matter in Electronic Limit Order Markets? *Review of Financial Studies* 20 (2007), 1707-1747. (with Thierry Foucault and Sophie Moinas).

Estimating the Probability of Informed Trading - Does Trade Misclassification Matter? *Journal of Financial Markets* 10 (2007), 26-47. (with Ekkehart Boehmer and Joachim Grammig).

Who Knows What When? The Information Content of Pre-IPO Market Prices. *Journal of Financial Intermediation* 14 (2005), 466-484. (with Gunter Löffler and Patrick F. Panther).

Trader Anonymity, Price Formation and Liquidity. *European Finance Review* 7 (2003) No. 1, 1-26.

Price Discovery in Floor and Screen Trading Systems. *Journal of Empirical Finance* 9 (2002) No. 4, 455-474.



Professor Dr. Dr. h.c. Martin Weber

Chair of Finance, especially Banking

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Main Fields of Research:

Banking
Empirical Research on Capital Markets
Experimental Economics
Decision Theory

Curriculum Vitae:

- 1975 Diplom-Mathematiker (M.Sc. in Mathematics), University of Aachen
- 1977 Diplom-Wirtschaftsmathematiker (M.B.A.), University of Aachen
- 1981 Dr. rer. pol. (Ph.D. in Business), University of Aachen
- 1988 Habilitation in Business Administration, University of Aachen
- 1988-1989 Professor of Business Administration, School of Management, University of Cologne
- 1989-1993 Professor of Business Administration, especially Decision Theory, University of Kiel
- Since 1993 Professor of Business Administration, especially Banking and Finance, University of Mannheim

Selected Memberships:

- Member of Sections in the Verein für Socialpolitik: Ausschuss für Unternehmenstheorie, Theoretischer Ausschuss (1993-2005) und Socialwissenschaftlicher Ausschuss (President 1997-1999)
- Board Member of the Economic Science Association (European Secretary, 1996-1999)
- Research Fellow at the CEPR, London, since 2002
- Fachkollegium der Wirtschaftswissenschaften der DFG (Review Committee, 2004-2008)
- Member of The German Academy of Natural Scientists Leopoldina and of the Berlin-Brandenburg Academy of Sciences and Humanities

Prizes, Awards, Honors:

Honorary Doctoral Degree, University of Münster (2007)

Selected Editorial Activities:

- Management Science (1998-2002)
- Journal of Risk and Uncertainty
- Perspektiven der Wirtschaftspolitik
- The Journal of Behavioral Finance
- Annals of Finance
- Review of Managerial Science
- Die Betriebswirtschaft (DBW)

Significant Publications:

Baucells, M., Weber, M. and F. Welfens (2011), Reference Point Formation and Updating, *Management Science*, 57, 506-519.

Norden, L. and M. Weber (2010), Credit Line Usage, Checking Account Activity, and Default Risk of Bank Borrowers, *Review of Financial Studies*, 23, 3665-3699.

Müller, S. and M. Weber (2010), Financial Literacy and Mutual Fund Investments: Who Buys Actively Managed Funds?, *Schmalenbach Business Review*, 62, 126-153.

Biais, B. and M. Weber (2009), Hindsight Bias, Risk Perception and Investment Performance, *Management Science*, 55, 1018-1029.

Glaser, M. and M. Weber (2009), Which Past Returns Affect Trading Volume?, *Journal of Financial Markets*, 12, 1-31.

Klos, A. and M. Weber (2006), Portfolio Choice in the Presence of Nontradeable Income: An Experimental Analysis, *German Economic Review*, 7, 427-448.

Klos, A., Weber, E.U., and M. Weber (2005), Investment Decisions and Time Horizon: Risk Perception and Risk Behavior in Repeated Gambles, *Management Science*, 51, 1777-1790.

Abdellaoui, M., Vossman, F., and M. Weber (2005), Choice-based Elicitation and Decomposition of Decision Weights for Gains and Losses under Uncertainty, *Management Science*, 51, 1384-1399.

Glaser, M. and M. Weber (2005), September 11 and Stock Return Expectations of Individual Investors, *Review of Finance*, 9, 243-279.

Langer, T. and M. Weber (2001), Prospect Theory, Mental Accounting and Differences in Aggregated and Segregated Evaluation of Lottery Portfolios, *Management Science*, 47, 716-733.

Camerer, C., Loewenstein, G. and M. Weber (1989), The Curse of Insight in Economic Settings: an Experimental Analysis, *Journal of Political Economy*, 97, 1232-1254.



Dr. Sebastian Müller

Chair of Finance, especially Banking

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Main Fields of Research:

Mutual Funds
Behavioral Finance and Corporate Finance

Curriculum Vitae:

2005 B.Sc. in Business, University of Wales, Swansea
2006 Diplom-Kaufmann (M.Sc. in Business),
University of Mannheim
2010 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
Since 2011 Assistant Professor of Banking and Finance,
University of Mannheim

Significant Publications:

Is the Diversification Discount Caused by the Book Value Bias of Debt? (with Markus Glaser), Journal of Banking and Finance, Vol. 34 (2010), pp. 2307-2317.

Financial Literacy and Mutual Fund Investments: Who Buys Actively Managed Funds? (with Martin Weber), Schmalenbach Business Review, Vol. 62 (2010), pp. 126-153.

Anlegen mit fundierter Diversifikation - Auf der Suche nach dem bestmöglichen Weltportfolio (with Heiko Jacobs and Martin Weber), Forschung für die Praxis, Vol. 17, Behavioral Finance Group, University of Mannheim.



Professor Dr. Alexandra Niessen-Ruenzi

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Main Fields of Research:

Corporate Finance and Behavioral Finance
Market Microstructure

Curriculum Vitae:

2005 Diplom-Kauffrau (M.Sc. in Business),
University of Cologne
2008 Visiting Scholar, Finance Department,
Kellogg School of Management, Northwestern
University, Chicago
2009 Visiting Scholar, Finance Department, McCombs
School of Business, University of Texas at Austin
2009 Dr. rer. pol. (Ph.D. in Business),
University of Cologne
Since 2009 Assistant Professor of Banking and Finance,
University of Mannheim

Significant Publications:

The Early News Catches the Attention: On the Relative Price Impact of Similar Economic Indicators (with Dieter Hess), in: Journal of Futures Markets (2010), Vol. 30, No. 10, pp. 909-937.

Political Connectedness and Firm Performance - Evidence from Germany (with Stefan Ruenzi), in: German Economic Review (2010), Vol. 11, No. 4, pp. 441-464.

How Do Commodity Futures Respond to Macroeconomic News? (with Dieter Hess and He Huang), in: Financial Markets and Portfolio Management (2008), Vol. 22, No. 2, pp. 127-146.



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Main Fields of Research:

Corporate Finance
Corporate Governance

Curriculum Vitae:

1999-2004 M.A. in Economics and Management Science,
Humboldt University Berlin
2002-2003 EAP Reciprocity Student, University of California
at Berkeley
2004-2005 Ph.D. Student, School of Business and Economics,
Humboldt University Berlin
2006-2009 Ph.D. Student, Business School,
University of Mannheim
2009 Dr. rer. pol. (Ph.D. in Finance),
University of Mannheim
Since 2010 Assistant Professor, University of Mannheim

Significant Publications:

“Bankers on the Boards of German Firms: What they do, what they are worth, and why they are (still) there”, with Ingolf Dittmann and Ernst Maug, *Review of Finance*, 2010, 14, 35-71.
“How Preussag became TUI: A Clinical Study of Institutional Blockholders and Restructuring in Europe”, with Ingolf Dittmann and Ernst Maug, *Financial Management*, 2008, 37, 571-598.



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Main Fields of Research:

Banking
Financial Intermediation

Curriculum Vitae:

2005 Diplom-Kaufmann (M.Sc. in Business),
Johann Wolfgang Goethe-University Frankfurt
2007 Dr. rer. pol. (Ph.D. in Finance),
Johann Wolfgang Goethe-University Frankfurt
2008-2009 Visiting Scholar, Finance Department, New York
University, Stern School of Business
Since 2009 Assistant Professor, University of Mannheim

Significant Publications:

Saunders, A., and S. Steffen, 2011, “The Costs of Being Private: Evidence from the Loan Market“, *Review of Financial Studies*, forthcoming.
Puri, M., J. Rocholl, and S. Steffen, 2011, “Global Retail Lending in the Aftermath of the US Financial Crisis: Distinguishing between Demand and Supply Effects“, *Journal of Financial Economics* 100 (3), 556 - 578. (NBER Working Paper 16967).
Bosch, O., and S. Steffen, 2011, “On Syndicate Composition, Corporate Structure and the Certification Effect of Credit Ratings“, *Journal of Banking and Finance*, 35 (2011), 290-299.



Dr. Christian Westheide

Chair of Finance

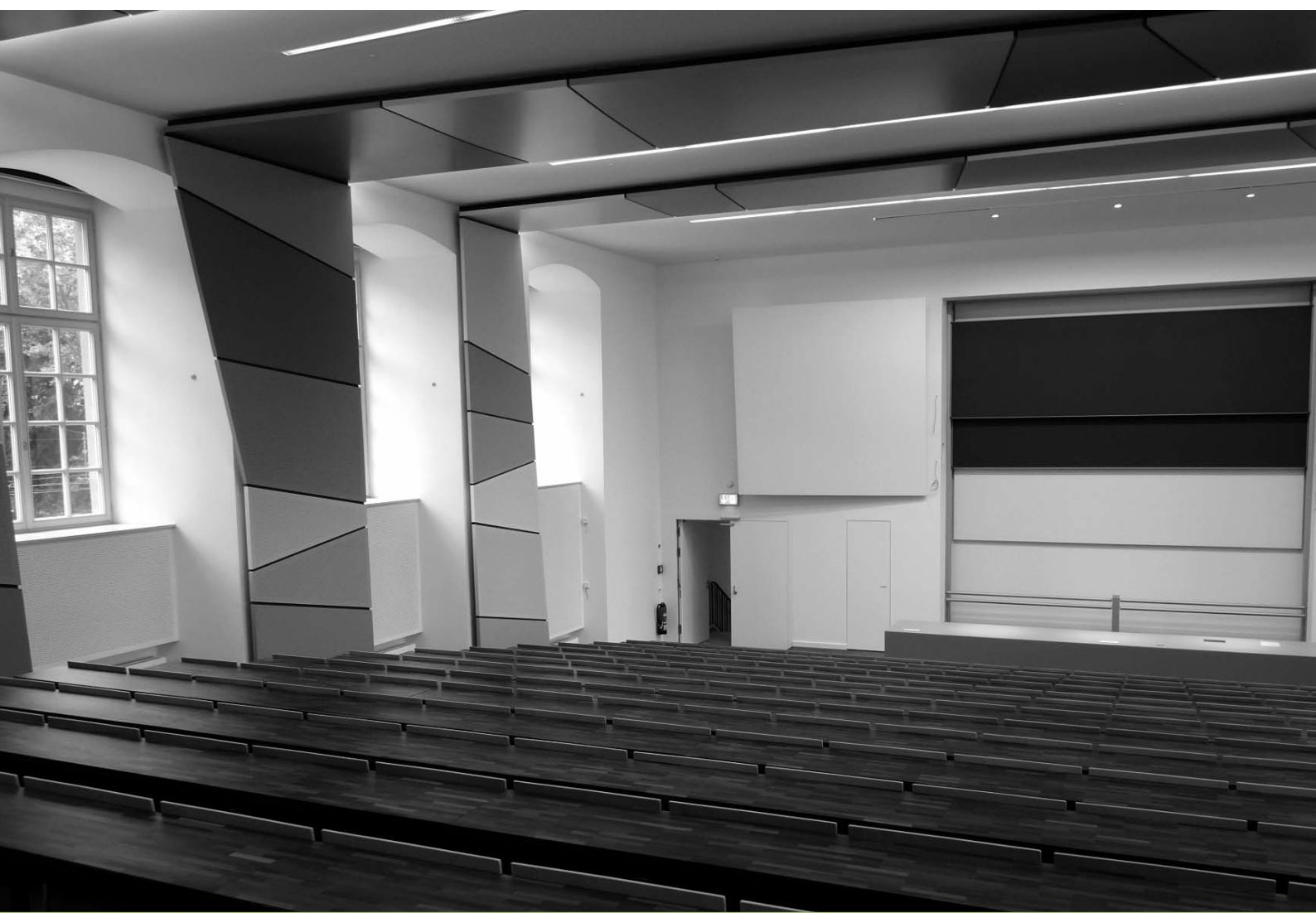
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Main Fields of Research:

Market Microstructure and Empirical Asset Pricing
Behavioral Finance and Corporate Governance

Curriculum Vitae:

- 2003-2004 Visiting Student, ENSAE, Paris
- 2006 Diplom-Informatiker (M.Sc. in Informatics),
University of Bonn
- 2006 Diplom-Volkswirt (M.Sc. in Economics),
University of Bonn
- 2006-2010 Doctoral Student, Bonn Graduate School of
Economics, University of Bonn (graduation in 2011)
- Since 2010 Assistant Professor of Finance,
University of Mannheim



Area Economic and Business Education

The faculty of the Area Economic and Business Education currently consists of two professors:

- Dr. Hermann G. Ebner (Professor)
- Dr. Sabine Matthäus (Professor)

The Area Economic and Business Education, which is part of the university's business school, offers a bachelor as well as a master program in Economics and Business Education (B.Sc. and M.Sc. "Wirtschaftspädagogik").

Graduates in Economic and Business Education are competent in designing effective learning environments in the domain of economics and business administration. They are able to track and support learning processes and diagnose student needs within the context of both vocational schools and companies. Furthermore, they know how to evaluate outcomes of teaching and training.

The Area is dedicated to be a breeding ground for successful professionals in the field of economic and business education and vocational training. Therefore, it provides academically thorough and intellectually challenging learning experiences in undergraduate and graduate courses. The salient feature of the Area's course program is in its broad approach to knowledge in economics, business administration, business law and business education, reaching from basic to advanced courses.

The Area's course program is explicitly based on current research on learning and instruction and can be characterized as offering an up-to-date overview of results in selected research fields on a global scope, a great amount of possibilities for students' participation and a clearly defined practical reference including courses with obligatory internships at companies and vocational schools.

The Area of Economic and Business Education focuses its research activities within the following framework:

- Research on learning processes (individual level)
- Research on learning environments for business education (curriculum and classroom level)
- Research on quality management and development in vocational schools (organizational level)

In its research on the organizational level, the Area closely cooperates with administrative authorities to generate vital research projects concerning economic and business education in Germany. Recently, the Area has provided scientific monitoring and consulting for the evaluation of a large-scale pilot project concerning the introduction of self-evaluation systems in vocational schools. Research findings based on the Area's studies on active graphical representation of economic problems - published in national and international journals - have especially been widely recognized. Main points in the Area's recent research activities concern problems of public supplies of vocational education programs. Identifying and explaining instructional design patterns in business topics is another growing research focus of the Area.

As an interdisciplinary oriented area, the faculty works closely with connected areas in business studies, economics and social sciences to broaden the scope of its research and teaching.





Professor Dr. Hermann G. Ebner

Chair of Economic and Business Education I

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Main Fields of Research:

Cognitive Tools and Instructional Design
Measuring Economic Competence
School Organization and Quality Management

Curriculum Vitae:

- 1976 Graduation in Education Science, University of Education Sciences, Karlsruhe
- 1981 Doctorate (Ph.D.) in Education Science, University of Salzburg
- 1992 Habilitation in Economic and Business Education, University of Oldenburg
- 1992-1994 Professor, University of Mannheim
- 1994-1998 Professor and Chair, University of Leipzig
- Since 1998 Professor and Chair, University of Mannheim
- Since 1999 Advisory Board of the University College "Training and Education Management", University of Linz
- Since 2005 Advisory Board of the Academy for Further Education and Personnel Development Baden-Württemberg

Selected Memberships:

- Expert of the German and Swiss National Science Foundations
- Expert of the Federal State Commission for Educational Planning and Research Promotion
- Expert of the Association for Adult Education, Baden-Württemberg
- Section "Vocational and Business Education" of the German Society for Educational Science (DGfE)

Selected Editorial Activities:

- Editor *Wirtschaftspädagogische Studien zur individuellen und kollektiven Entwicklung*
- Co-Editor *Beiträge zur Berufs- und Wirtschaftspädagogik*
- Editorial Board Member *Empirical Research in Vocational Education and Training*
- Editorial Board Member *Revista de Educación Universidad de Huelva*

Significant Publications:

"A teacher is like ...": What are the metaphors used by students of Economic and Business Education to depict teachers' activities? (With B. Lehmann). 2011, in press.

Conceptual foundations of the management of vocational schools. In Nikolaus et al. (Editors), *Handbuch Berufs- und Wirtschaftspädagogik* (pp. 63-72). Bad Heilbrunn: Klinkhardt 2010.

"Well, make a plan then ..." – Development and validation of a heuristic approach for planning competence-based teaching-learning arrangements in commercial vocational education. *Wirtschaft und Erziehung* 2010, 4, pp. 91-99. (With C. Aprea & W. Müller).

Yields and perspectives of research in Economic and Business Education (with E. Wuttke, B. Fürstenau & R. Tenberg [Editors]). *Schriftenreihe der Sektion Berufs- und Wirtschaftspädagogik der deutschen Gesellschaft für Erziehungswissenschaft (DGfE)*. Opladen & Farmington Hills: Budrich 2009.

Training and Gender Politics (with S. Bausbacher). In G. Krell (Editor), *Chancengleichheit durch Personalpolitik* (pp. 215-232). Wiesbaden: Gabler 2007.

Standards as an instrument of quality management in the field of education. In M. Eckert & A. Zöller (Editors), *Der europäische Berufsbildungsraum: Beiträge der Berufsbildungsforschung* (pp. 179-187), *Schriftenreihe des Bundesinstituts für Berufsbildung Bonn und AGBFN, Band 3*, Bielefeld 2006.

Research on the exposure of teachers to stress: An overview on findings and coping strategies (with D. Zimmermann). *Erziehungswissenschaft und Beruf* 2006, 2, 303-307.

What's the Performance of the German Vocational Education System compared to others? (With S. Fulst-Blei). *Zeitschrift für Berufs- und Wirtschaftspädagogik* 2005, 101, 176-185.

Improving Cross-Content Transfer in Text Processing by Means of Active Graphical Representations (with E. Stern und C. Aprea). *Learning and Instruction* 2003, 13, 191-203.



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Main Fields of Research:

Vocational Education and Training

Classroom Teaching in Commercial Vocational Training

Vocational Education and Training in International Comparison

Curriculum Vitae:

- 1974 Graduation in Economics and Business Education, Humboldt-University of Berlin
- 1978 Doctorate (Ph.D.) in Business Education, Humboldt-University of Berlin
- 1985 Habilitation in Business Education, Humboldt-University of Berlin
- 1980-1985 Teacher at commercial vocational schools in Berlin (at the same time lecturer at the Humboldt-University of Berlin)
- 1987 Employee at Berliner Transformatorenwerk (Berlin Transformer Factory)
- 1988 University Lecturer, Humboldt-University of Berlin
- 1995/96 Visiting Lecturer at the University of National and World Economy in Sofia (for one semester)
- Since 1997 Professor of Business Education, University of Mannheim

Selected Memberships:

- Advisory Board of the Center for Teacher Training of the Universities of Heidelberg and Mannheim (Zentrum für Lehrerbildung der Universitäten Heidelberg und Mannheim)
- German Educational Society Section, Business and Vocational Education (Deutsche Gesellschaft für Erziehungswissenschaft, Sektion Berufs- und Wirtschaftspädagogik)
- Advisory Board "Business Education in Eastern Europe"

Significant Publications:

A systemic solution-focused prevention programme (with C. Abel, J. Schweitzer). In: *Psychotherapie im Dialog – Psychoanalyse, Systemische Therapie, Verhaltenstherapie, Humanistische Therapien* 3, 2009.

Promotion of young migrants with little qualification – a training programme of Berlin on trial (with S. Badel, J. Kronenwett). In: *Institut für Sozialarbeit und Sozialpädagogik e. V. (Ed.): Migration und Soziale Arbeit*, 3/4. Juventa Verlag, Weinheim 2008.

New Curricular Concepts and Consequences for the Process of Learning and Teaching. In: Kiefer, K.-H. (Ed.): *Wirtschaftsdeutsch – vernetzt. Neue Konzepte und Materialien*. Iudicum Verlag, Warschau 2007.

Communication (with J. van Buer). In: Kaiser, F. / Pätzold, G. (Ed.): *Wörterbuch Berufs- und Wirtschaftspädagogik*, 2nd ed. Klinkhardt Verlag, Bad Heilbrunn 2006.

Direct Entry into Teaching at Vocational Schools – Temporary Solution or Opportunity for Qualification? (with D. Postl, M. Schneider). In: *lernen & lehren* 79, 2005.

The development of communicative competence and behavior of young people in their business education and training. In: Beck, K. (ed.): *Teaching-learning processes in vocational education*. Peter Lang Verlag, Frankfurt am Main 2002.

The academic formation of graduate teachers for commercial vocational schools – a way of forming specialists or generalists? In: Matthäus, S. / Seeber, S. (Ed.): *Das universitäre Studium der Wirtschaftspädagogik – Befunde und aktuelle Entwicklungen. Studien zur Wirtschaftspädagogik und Berufsbildungsforschung aus der Humboldt-Universität zu Berlin*, Vol. 1, 2000.

University Courses in Teaching Economics in the Federal Republic of Germany – Tradition, Contents, and European Trends. In: *Studies in Business and Adult Education*, Sofia/Berlin 1999.

Area Information Systems

The faculty of the Area Information Systems currently consists of seven professors:

- Dr. Christian Becker (Professor)
- Dr. Armin Heinzl (Professor)
- Dr. Alexander Mädche (Professor)
- Dr. Martin Schader (Professor)
- Dr. Daniel Veit (Professor)
- Dr. Benjamin Müller (Assistant Professor)
- Dr. Gregor Schiele (Assistant Professor)

The Area Information Systems offers courses in the undergraduate and graduate programs in Management and Business Informatics. Furthermore, the Area participates in the Center for Doctoral Studies in Business (CDSB) as well as at Mannheim Business School.

Information Systems (IS) support individuals in organizations with information to come to better or faster decisions. They enable new business processes and business models, altering the competitive arena in which a company is embedded. Information and Communication Technologies (ICT) are utilized for corporate activities from the perspective of distinct user roles. The nature of the IS discipline is both theoretical and technological. While theoretic-empirical contributions focus on the management and use of Information Systems and Information Infrastructures in organizations, technological-constructivist contributions aim at the design of IS for facilitating new business processes and models.

Fields of Research:

The Area is following a complementary research approach, combining a theoretical-empirical and technological-constructivist perspective. Our fields of research can be grouped into the following major areas: (1) Design of Information Systems and Infrastructures, (2) Novel Concepts of Information Systems, (3) Management of Information Systems and Infrastructures as well as (4) Electronic Business and Government.

In the context of Information Systems and Infrastructure Design, a variety of interconnected themes are covered. **Software Product Management** and **Usability Engineering** investigate development processes with a specific focus on customer and end-user integration. **Component-based Software Development** and **Object Data Management** offer the instruments to design and to develop specific business functions on the application layer as well as to manage the underlying data. The productivity and impact of

Information Systems and Infrastructure Development Processes are investigated in order to improve the respective collaboration activities.

In the realm of Novel Concepts of Information Systems and Infrastructures, we design and evaluate new system concepts and solutions. **Distributed Systems** and **Context-Aware Computing** lay the foundation of inter-organizational Information Systems and Infrastructures that facilitate new forms of the value chain. The middleware layer allows for a modular and flexible design of contemporary application functions. **Enterprise Information Systems**, relying on enterprise software packages such as Enterprise Resource Planning, Customer Relationship Management, or Business Intelligence, are the backbone and - in some instances - a differentiator of corporations outperforming their competitors. We take a socio-technical perspective and conduct research in the areas of Individualization and Social Augmentation of Enterprise Systems.

In the domain of Information Systems and Infrastructure management, we explore the full potential of these research objects. We pursue investigations in the areas of **Information Management** and **Business Process Management**. On an Information Systems level, the “fit” between tasks, processes, technologies, and people is studied. On an infrastructure level, complex arrangements of IS Governance and IS Sourcing are scrutinized. Additionally to these issues, we are investigating the **business value of Information Systems** to gain a better understanding of how Information Systems can be deployed effectively to support a corporation’s value creation.

Information Systems and Infrastructures facilitate new forms of **Electronic Business** and **Electronic Government**. Within behavioristic empirical research, the key drivers for leveraging efficient utilization of such systems are investigated. Specific research areas are the Adoption of System Standards, Electronic Business Models, Cloud Computing, Process Virtualization, Online Pricing, and Smart Metering Solutions.

Members of the Information Systems Area regularly publish their research in the leading journals and conferences in Information Systems, Business Administration and Management as well as in journals focusing on Applied Computer Science. Furthermore, the Area transfers a majority of its results into practice through the newly founded Institute for Enterprise Systems (InES). In order to foster research cooperations with the Asia-Pacific region, the Research Institute for Software and Service EcoSystems (RISE) has been established.



Professor Dr. Christian Becker

Chair of Information Systems II

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Main Fields of Research:

Context-aware Computing
Distributed Systems
Pervasive Computing

Curriculum Vitae:

- 1991-1993 Undergraduate studies of Computer Science, University of Karlsruhe
- 1993-1996 Graduate studies of Computer Science, University of Kaiserslautern
- 1996 Diplom (M.Sc.) in Computer Science
- 1997-2001 Researcher Operating Systems and Distributed Systems Group, University of Frankfurt,
- 2001 Dr. phil. nat. (Ph.D.) in Computer Science, University of Frankfurt, "Quality of Service Management for Distributed Object Systems"
- 2001-2006 Senior Researcher and Lecturer Distributed Systems Group, University of Stuttgart
- 2004 Habilitation in Computer Science, "System Support for Context-Aware Computing"
- 2006 Chair of Information Systems II, University of Mannheim

Selected Memberships:

Gesellschaft für Informatik e.V.

Selected Editorial Activities:

- Springer Electronic Commerce Research Journal, Editorial Board
- Elsevier Pervasive and Mobile Computing Journal

Significant Publications:

- A. Khelil, P.J. Marrón, C. Becker, K. Rothermel "Hypergossiping: A Generalized Broadcast Strategy for Mobile Ad Hoc Networks" in Elsevier Ad Hoc Networks Journal, pp. 531-546, vol 5(5), July 2007.
- F. Dürr, C. Becker, K. Rothermel "Efficient Forwarding of Symbolically Addressed Geocast Messages" in Proceedings of IEEE International Conference on Computer Communication and Networks (IC3N 05), San Diego, USA, 2005.
- C. Becker, F. Dürr "On Location Models for Ubiquitous Computing" in Personal and Ubiquitous Computing, vol 9(1), pp. 20-31, Springer, 2005.
- M. Handte, C. Becker, K. Rothermel "Peer-based Automatic Configuration of Pervasive Applications" in Pervasive Computing and Communications, pp. 251-264, vol 1(4), Troubadour Publishing, 2005.
- C. Becker, M. Handte, G. Schiele, K. Rothermel "PCOM – A Component System for Adaptive Pervasive Computing Applications" in 2nd IEEE International Conference on Pervasive Computing and Communication (PerCom 04), Orlando, USA, 2004.
- J. Hähner, K. Rothermel, C. Becker "Update-Linearizability: A Consistency Concept for the Chronological Ordering of Events in MANETs" in Proceedings of 1st IEEE International Conference on Mobile Ad-hoc and Sensor Systems (MASS), Fort Lauderdale, USA, 2004.
- C. Becker, G. Schiele, H. Gubbels, K. Rothermel "BASE – a Microbroker-based Middleware for Pervasive Computing" in Proceedings of the IEEE International Conference on Pervasive Computing and Communication (PerCom 2003), Fort Worth/USA, 2003.



Professor Dr. Armin Heinzl

Chair of Information Systems I

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Main Fields of Research:

Information Systems Outsourcing and Governance
Collaborative and Distributed Software Development
Business Process Simulation

Curriculum Vitae:

- 1986 Diplom-Kaufmann (M.Sc. in Business Administration), University of Frankfurt/Main
- 1989 Research Scholar, Harvard Business School
- 1990 Doctorate (Ph.D.) in Business Administration, WHU – Otto Beisheim School of Management, Koblenz/Vallendar
- 1993-1994 Research Scholar, University of California at Berkeley
- 1995 Habilitation in Business Administration, WHU – Otto Beisheim School of Management, Koblenz/Vallendar
- 1996 Professor and Chairperson, University of Bayreuth
- 1999 Visiting Professor, University of California at Irvine
- Since 2002 Professor and Chairperson, University of Mannheim
- 2005-2007 Academic Director of the Mannheim Business School
- 2009 Research Scholar, ESSEC Business School, Paris

Selected Memberships:

- Association of University Professors of Management (VHB)
- Gesellschaft für Informatik e.V. (GI)
- Schmalenbach Gesellschaft für Betriebswirtschaft e.V. (SG)
- Baden-Württemberg Connected (bwcon) e.V.
- Association of Information Systems (AIS)
- Association for Computing Machinery (ACM)

Prizes, Awards, Honors:

- Best Paper 1959 to 2008 for the article “Outsourcing of Information Systems Functions in Small and Medium Sized Enterprises” of the journal BISE/WIRTSCHAFTSINFORMATIK
- Best Paper Award for the article “A conceptual approach for simultaneous flight schedule construction with genetic algorithms” at the 2nd European Workshop on Evolutionary Computation in Aerospace (Evoflight) 2001
- Dissertation Award of the German Association of Organization (1993)
- Scholarship for Outstanding Students of the Reemtsma Foundation (1983-1986)

Selected Editorial Activities:

- WIRTSCHAFTSINFORMATIK / BISE
- Zeitschrift für Betriebswirtschaft (ZfB)
- International Journal of Intelligent Information Technologies (IJIIT)

Significant Publications:

Kude, T., Dibbern, J., Heinzl, A., Why Do Complementors Participate? An Analysis of Partnership Networks in the Enterprise Software Industry. In: IEEE Transactions on Engineering Management, 2011, forthcoming.

Winkler, J., Dibbern, J., Heinzl, A., The Impact of Software Product and Service Characteristics on International Distribution Arrangements for Software Solutions, Proceedings of the 30th International Conference on Information Systems (ICIS) 2009, Phoenix, Arizona, USA.

Dibbern, J., Heinzl, A., Outsourcing of Information Systems Functions in Small and Medium Sized Enterprises: A Test of a Multi-Theoretical Model. In: Business & Information Systems Engineering, Vol. 1., No. 1, 2009.

Winkler, J., Dibbern, J., and Heinzl, A., The Impact of Cultural Differences in Offshore Outsourcing – Case Study Results from German-Indian Application Development Projects. In: Information Systems Frontiers, Vol. 10, No. 2, 2008.

Dibbern, J., Winkler, J., and Heinzl, A., Explaining Variations in Client Extra Costs between Software Projects Offshored to India. In: MIS Quarterly, June 2008, Vol. 32, No. 2.

Grosche, T., Rothlauf, F., and Heinzl, A., Gravity models for airline passenger volume estimation. In: Journal of Air Transport Management, 13, 2007, pp. 175-183.

Zapf, M., Lindheimer, U., and Heinzl, A., The myth of accelerating business processes through parallel job designs. In: Information Systems and e-Business Management, Vol. 5, Issue 2, March 2007, pp. 117-137.



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Chair of Information Systems IV

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Main Fields of Research:

Enterprise Systems
Enterprise Software Product Lifecycle
Personal Information Management

Curriculum Vitae:

- 1999 Dipl.-Wirtschaftsingenieur, University of Karlsruhe
2001 Dr. rer. pol. (Ph.D.), University of Karlsruhe
2001-2003 Head of Research Group "Knowledge Management",
Research Center for Information Technology (FZI),
University of Karlsruhe
2003-2006 Manager, Corporate Sector Information Systems &
Services, Bosch Group, Stuttgart
2006-2009 Vice President Product Management, SAP AG,
Walldorf
Since 2009 Professor and Chairperson, Chair of Information
Systems IV, University of Mannheim
Since 2010 Academic Director Mannheim & Tongji Executive
MBA, Mannheim Business School gGmbH
Since 2011 Managing Director, Institute of Enterprise Systems
(InES), University of Mannheim

Selected Memberships:

- German Academic Association for Business Research
(Verband der Hochschullehrer für Betriebswirtschaft e.V.)
- Association of Information Systems (AIS)
- Gesellschaft für Informatik e.V.

Prizes, Awards, Honors:

- Best Diploma Thesis Scholarship SEW-Eurodrive (2000)
- First prize of the Integrata Foundation, Dr. Wolfgang Heilmann
Award for human usage of information technology (2001)
- Best Paper Award of the 9th International Conference for
Information and Communication Technologies in Tourism
ENTER (2002)

Selected Editorial Activities:

- Associate Editor for the 10th International Conference on
Wirtschaftsinformatik 2011
- Guest Editor ACM Transactions on Intelligent Systems and
Technologies

Significant Publications:

Maedche, A. (2010): An ERP-Centric Master Data Management
Approach. In: AMCIS 2010 Proceedings, Paper 384.

Stojanovic, L. / Schneider, J. / Maedche, A. / Libischer, S.; Studer,
R. / Lumpp, T. / Abecker, A. / Breiter, G. & Dinger, J. (2004): The
role of ontologies in autonomic computing systems. In: IBM
Systems Journal, 43, 3, 598-616.

Maedche, A. / Motik, B. / Stojanovic, L. (2003): Managing mul-
tiple and distributed ontologies on the Semantic Web. In: VLDB
Journal, 12, 4, 286-302.

Maedche, A. / Motik, B. / Stojanovic, L. / Studer, R. / Volz, R.
(2003): Ontologies for enterprise knowledge management. In:
IEEE Intelligent Systems, 18, 2, 26-33.

Maedche, A. / Staab, S. / Studer, R. / Sure, Y. / Volz, R. (2002):
SEAL - Tying Up Information Integration and Web Site Manage-
ment by Ontologies. In: IEEE Data Engineering Bulletin, 25, 1,
10-17.

Maedche, A. / Staab, S. (2001): Ontology Learning for the Seman-
tic Web. In: IEEE Intelligent Systems 16, 2, 72-79.

Maedche, A. / Staab, S. / Studer, R. (2001): Ontologien. In: Wirt-
schaftsinformatik, 43, 4, 393-396.

Staab, S. / Angele, J. / Decker, S. / Erdmann, M. / Hotho, A. / Ma-
edche, A. / Schnurr, H.-P. / Studer, R. / Sure, Y. (2000): Semantic
Community Web portals. In: Computer Networks 33, 1, 473-491.



Professor Dr. Martin Schader

Chair of Information Systems III

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Main Fields of Research:

Component-based Software Development
Component Data Management
Software and Service Ecosystems
Computational Statistics and Machine Learning

Curriculum Vitae:

1974 Diploma in Industrial Engineering (Industrial Engineering, Operations Research and Informatics), University of Karlsruhe (TH)
1977 Dr. rer. pol. (Ph.D.), University of Karlsruhe (TH)
1981 Habilitation (Dr. rer. pol. habil.), University of Augsburg
1981-1991 Professor (Empirical Economics and Information Processing), Helmut Schmidt-University, Hamburg
Since 1991 Professor (Business Information Systems), University of Mannheim
1995-1999 Dean of Student Affairs, Business School, University of Mannheim
2000-2001 Associate Dean, Business School, University of Mannheim
2001-2003 Dean, Business School, University of Mannheim
2004-2006 Vice President, University of Mannheim

Selected Memberships:

- efmd: EQUIS Committee (2004-2010)
- AACSB: Board of Directors (2006-2010)

Selected Editorial Activities:

- Co-Editor Studies in Classification, Data Analysis, and Knowledge Organization
- Co-Editor Informationstechnologie und Ökonomie

Significant Publications:

Architecture for the Development of Context-Sensitive Mobile Applications, International Journal of Mobile Information Systems 4, 2008 (with M. Aleksy, C. Atkinson, T. Butter).

Ontological Extension to the MOF Metamodel as a Basis for Code Generation, The Computer Journal 50, 2007 (with R. Gitzel, I. Ott).

Using Established Web Engineering Knowledge in Modeldriven Approaches, Science of Computer Programming 66, 2007 (with R. Gitzel, A. Korthaus).

MEDIator: A Tool for Automatic Management of Event Domains, Journal of Computer Science 2, 2006 (with M. Aleksy, L. Koebitz).

Implementing Distributed Systems with Java and CORBA, Springer-Verlag, Heidelberg, 2005 (with M. Aleksy, A. Korthaus).

Design Considerations for a CORBA-based Architecture for Lightweight Agents, Intl. Journal on Web Intelligence and Agent Systems 1, 2003 (with M. Aleksy, A. Korthaus).

Implementing Distributed Electronic Auction Applications Using CORBA, Intl. Journal of Computer and Information Science 3, 2002 (with M. Aleksy, A. Korthaus).

Power of Tests for Uniformity when Limits are unknown, Journal of Applied Statistics 24, 1997 (with F. Schmid).

Modifications of the Kolmogorov, Cramér-von Mises, and Watson Tests for Testing Uniformity with Unknown Limits, Communications in Statistics - Simulation and Computation 25, 1996 (with W. Krumbholz, F. Schmid).

Two Rules of Thumb for the Approximation of the Binomial by the Normal Distribution, The American Statistician 43, 1989 (with F. Schmid).



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Main Fields of Research:

Digital Goods and Services in the Private and Public Sector

Curriculum Vitae:

- 1999 Dipl.-Math. (M.Sc. in Mathematics), University of Gießen
- 2002 Dr. rer. pol. (Ph.D.) in Economics and Business Engineering, University of Karlsruhe (TH)
- 2003 Young researchers' promotion program of VolkswagenStiftung
- 2005 Visiting Scholar, University of California at Berkeley
- 2006 Habilitation (Dr. rer. pol. habil.) in Business Administration, University of Karlsruhe (TH)
- Since 2006 Full Professor and Dieter Schwarz Endowed Chair of E-Business and E-Government, University of Mannheim, Business School
- 2007-2008 Associate Dean for International Affairs, Business School, University of Mannheim
- Since 2007 Academic Director ESSEC & Mannheim Weekend Executive MBA, Mannheim Business School GmbH
- 2009 Visiting Professor at Copenhagen Business School, Center for Applied Information and Communication Technology

Selected Memberships:

- German Academic Association for Business Research (VHB)
- Association for Information Systems (AIS)
- American Marketing Association (AMA)
- German Society of Informatics (GI), Department Information Systems

Selected Editorial Activities:

- Guest Editor Springer Journal of Information Systems and e-Business Management
- Associate Editor International Conference on Information Systems
- Track Director European Conference on Information Systems

Significant Publications:

- D. Veit, E. Peslova (2011) The Value of Tradable Electronic Services in Global Business Markets: Towards a Conceptual Model, In: Proceedings of the American Marketing Association (AMA) Winter Educators Conference Proceedings, February 18th-20th 2011, Austin, Texas, US.
- D. Steininger, J. Huntgeburth, D. Veit (2011) A Systemizing Research Framework for Web 2.0, In: Proceedings of the 19th European Conference on Information Systems, June 9th-11th 2011, Helsinki, Finland.
- M. Barth, D. Veit (2011) Electronic Service Delivery in the Public Sector: Understanding the Variance of Citizens' Resistance, In: Proceedings of the 44th Hawaii International Conference on System Sciences, January 4th-7th 2011, Koloa, Hawaii.
- D. Veit, N. Parasie, J. Huntgeburth (2011) E-Procurement Adoption at the Municipal Level: Influence of Organizational, Technological and Environmental Factors, In: Proceedings of the 44th Hawaii International Conference on System Sciences, E-Government track, January 4th-7th 2011, Koloa, Hawaii.
- D. Veit, N. Parasie (2010) Common Data Exchange Standards: Determinants for Adoption at the Municipal Level, In: Proceedings of the 16th Americas Conference on Information Systems, E-Government track, August 12th-15th 2010, Lima, Peru.
- K. Normann Andersen, D. Veit, R. Megalia, H. Zinner Henriksen (2010) One Inch Wide and One Inch Deep: The Role of Policies in Shaping the Adoption of Open Standards and Software in Government, In: Proceedings of the International Conference on Electronic Government and the Information Systems Perspective (EGOVIS August 31st-September 2nd 2010), Bilbao, Spain.
- B. Schnizler, D. Neumann, D. Veit, C. Weinhardt (2008) Trading Grid Services – A Multi-attribute Combinatorial Approach, In: European Journal of Operational Research, 187, 943-961.



Dr. Benjamin Müller

Chair of Information Systems IV

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Main Fields of Research:

Organizational Impact of Enterprise Systems
Business Value of Enterprise Systems

Curriculum Vitae:

2006 Diplom-Kaufmann (M.Sc. in Business Administration),
European Business School
2006 Master of Business Administration, Robinson
College of Business, Georgia State University
2006-2009 Consultant for CIO and Project Advisory,
Horváth & Partners Management Consultants
2010 Dr. rer. pol. (Ph.D. in Information Systems),
European Business School
2010 Senior Research Fellow of the Institute of Research
on Information Systems, European Business School
Since 2010 Assistant Professor of Information Systems,
University of Mannheim

Significant Publications:

Müller, B., Viering, G., Legner, C., & Riempp, G. (2010): Understanding the Economic Potential of Service-Oriented Architecture, *Journal of Management Information Systems*, Special Issue on Information Systems in Services, Vol. 26, Iss. 4, pp. 147-182.

Müller, B. (2010): A Process for Strategic Positioning in IT Management, *Proceedings of the Theory Development Workshop of the Journal of the Association for Information Systems*. *Sprouts Working Papers on Information Systems*, St. Louis, MO, USA.

Müller, B., Ahlemann, F., & Riempp, G. (2009): Towards a Strategic Positioning Method for IT Management, 30. *International Conference on Information Systems*, Phoenix, AZ, USA.



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Chair of Information Systems II

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Main Fields of Research:

Mobile Pervasive Computing Systems
Massively Multiuser Virtual Environments

Curriculum Vitae:

2000 Diplom-Informatiker (M.Sc. in Computer Science),
University of Stuttgart
2007 Dr. rer. nat. (Ph.D. in Computer Science),
University of Stuttgart
Since 2007 Postdoctoral researcher of Information Systems,
University of Mannheim

Significant Publications:

Pervasive Computing Middleware (with Marcus Handte, Christian Becker), in: *Handbook of Ambient Intelligence and Smart Environments (AISE)*, Springer, 2010.

Adaptive Update Propagation for Low-Latency Massively Multi-User Virtual Environments (with Richard Süsselbeck, Sebastian Seitz, Christian Becker), in: *Proceedings of the 18th IEEE International Conference on Computer Communications and Networks (ICCCN 2009)*, San Francisco, USA, August 2009.

Energy-Efficient Cluster-based Service Discovery (with Christian Becker, Kurt Rothermel), in: *Proceedings of the 11th ACM SIGOPS European Workshop*, Leuven, Belgium, September 2004.

Area Management

The faculty of the Area Management currently consists of eight professors:

- Dr. Andreas Al-Laham (Professor)
- Dr. Bernd Helmig (Professor)
- Dr. Ulrich Lichtenthaler (Professor)
- Dr. Walter Oechsler (Professor)
- Dr. Michael Woywode (Professor)
- Dr. Suleika Bort (Assistant Professor)
- Dr. Nick Lin-Hi (Assistant Professor)
- Dr. Katharina Spraul (Assistant Professor)

Research Topics:

The Area covers the dominant management functions and important institutional fields in management. **Corporate Social Responsibility** investigates the responsibility of business in the globalized world, the moral legitimacy of market economy enlightening the relationship between business and society. The research focus in **Human Resource Management** is on the role of HR as a strategic and business partner. Strategic and operational dimensions of HR instruments are analyzed. Another focus is on international and comparative studies of Corporate Governance and Employment Relations. The research in the field of **Organization** addresses the intersection of Organization Theory, Empirical Organization Research, Strategic Management and Innovation Management. Key research topics include: organizational learning and knowledge, absorptive capacity and desorptive capacity, employee attitudes and technology transfer, organizational change and dynamic capabilities, open innovation and intermediaries, organizational design and strategic alliances. **Public and Nonprofit Management** investigates sectoral particularities such as Nonprofit Branding or the failure of Nonprofit Organizations as well as accountability in public organizations. Current research projects are dedicated to the effectiveness of social campaigning and Public-Private Partnerships. **Small and Medium Sized Companies and Entrepreneurship** deals with issues of how to start and manage new firms, blending business, economic, sociological, geographical and psychological perspectives. A special interest is placed on investigating fast growing companies and on the particular challenges they are confronted with. **Strategic and International Management** develops Web 2.0 applications for global knowledge integration in the multinational organization and investigates networks as facilitators versus targets of internationalization processes. This field also studies the design of specific business models for emerging markets (design to region, reverse engineering, mid segment and bottom of the pyramid), value chain dispersion and global integration in corporate strategy.

Research Methods:

Research methods employed to analyze this broad range of research topics range from purely conceptual contributions to qualitative and quantitative empirical studies with an international orientation. When appropriate, interdisciplinary research approaches are also chosen to answer typically exploratory or explicative research questions. Since our research is supposed to foster the dialogue between theory and practice, experiments, interviews and surveys are conducted.

Teaching:

In our teaching, we convey the theoretical concepts behind management, combine these fundamental basics with state-of-the-art insights from latest research and also allow our students to put their learning into practice. Courses are designed to educate prospective managers, specialists and entrepreneurs. Consequently, a broad range of teaching methods is employed: case studies, computer simulations, experiments, service learning, debates, student research and start-up projects, case-based interactive tutorials, guest lectures of practitioners, videos, online social media, etc. To improve leadership skills, special emphasis is put on the training of soft skills such as presentation and rhetoric skills. Students learn how to write a business plan, develop a business model, raise money, develop a marketing plan and manage a business successfully. These general pillars of our teaching mission hold true for both undergraduate and graduate programs and for doctoral and postgraduate teaching.

Publications:

Members of the Area Management publish textbooks and handbooks on a regular basis. The primary focus is to publish our research in leading international and national management journals and in related fields:

Academy of Management Journal, American Journal of Sociology, British Journal of Management, Industrial and Corporate Change, Journal of Applied Ethics, Journal of Business Venturing, Journal of Industrial Economics, Nonprofit and Voluntary Sector Quarterly, Organization Science, Scandinavian Journal of Management, Strategic Management Journal, Schmalenbach Business Review, Voluntas – International Journal of Voluntary and Nonprofit Organizations; in German: Die Betriebswirtschaft, German Journal of Human Resource Research, Jahrbücher für Nationalökonomie und Statistik, Zeitschrift für Betriebswirtschaft, Zeitschrift für betriebswirtschaftliche Forschung.



Professor Dr. Andreas Al-Laham

Chair of Strategic and International Management

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Main Fields of Research:

Evolutionary Dynamics in the German Biotech-Industry
Alliances and Network Dynamics
Internationalization of SME

Curriculum Vitae:

- 1988-1990 Research Assistant at the Chair for General Management, University of Dortmund (Chair of Prof. Dr. M. K. Welge)
- 1990-1999 Senior Research Associate at the Chair for General Management, University of Dortmund (Chair of Prof. Dr. M. K. Welge)
- 2000-2002 Visiting Research Scholar and Visiting Professor for Strategic Management and Organization Theory, J.L. Rotman School of Management, University of Toronto
- 2002-2004 Professor for International and Strategic Management, private University SIMT, Stuttgart
- 2004-2006 Professor for General Management and International Strategy at the CASS Business School, City University of London
- 2006-2009 Professor and Chair for International Management (since WS 2008/2009 Chair for Management and International Strategy), University of Kaiserslautern
- Since 2006 Visiting Professor for General Management and International Strategy at CASS Business School, City University of London
- Since 2009 Chair for Strategic and International Management, University of Mannheim

Selected Memberships:

- Academy of Management
- Academy of International Business
- European Group of Organizational Studies

Significant Publications:

The dynamics of knowledge stocks and knowledge flows: innovation consequences of recruitment and collaboration in biotech. In: *Industrial and Corporate Change*, Vol. 20 (2011), pp. 555-583 (with T. Amburgey und D. Tzabbar).

Dating before marriage? Analyzing the influence of pre-acquisition experience and target familiarity on acquisition success in the "M&A as R&D" type of acquisition. In: *Scandinavian Journal of Management*, Vol.26 (2010), pp. 25-37 (with T. Amburgey und L. Schweizer).

Who is my partner and how do we dance? Technological collaboration and patenting speed in US biotechnology. In: *British Journal of Management*, Vol. 21 (2010), pp. 789-807 (with T. Amburgey und C. Baden-Fuller).

Who makes you central? Analyzing the influence of international alliance experience on network centrality of start-up firms. In: *Management International Review (MIR)*, Vol. 50 (2010), pp. 297-323 (with T. Amburgey).

Survival of the smartest? A knowledge-based examination of market exits in the German biotechnology industry. In: *Zeitschrift für Betriebswirtschaftslehre (ZfB)*, 1-2009 (with T. Amburgey).

When is the sum bigger than its parts? The effects of bundled knowledge stocks on firm success. In: *Strategic Organization* 2009 (with D. Tzabbar, B. Aharonson and T. Amburgey).

Network embeddedness and new venture internationalization. Analyzing international linkages in the German biotech industry. In: *Journal of Business Venturing* (2008) (with V. Souitaris).

The Structural Evolution of Multiplex Organizational Networks: Research and Commerce in Biotechnology. In: *Advances in Strategic Management*, Volume 25 (2008) (with T. Amburgey and B. Aharonson).



Professor Dr. Bernd Helmig

Chair of Public and Nonprofit Management

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Main Fields of Research:

Societal Oriented Service Management in Public and Nonprofit Organizations

Curriculum Vitae:

- 1993 Diplom-Kaufmann (M.Sc. in Business Administration), University of Würzburg
- 1997 Dr. rer. pol. (Ph.D.), University of Freiburg
- 2001 Habilitation, University of Freiburg
- 2001-2008 Full Professor for Nonprofit-Management and Marketing, University of Fribourg
- 2002 Visiting Faculty Guest, Harvard Business School, Boston/Cambridge
- 2006 Visiting Scholar, University of Edinburgh, Management School
- 2005-2008 Director of the Institute for Research on Nonprofit Management, University of Fribourg
- 2005-2008 Academic Director of the Executive MBA Program for Management of Nonprofit Organizations, University of Fribourg
- Since 2008 Full Professor and Director of the Chair of Public and Nonprofit Management, University of Mannheim

Selected Memberships:

- Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)
- European Marketing Association (EMAC)
- German Academic Association for Business Research (VHB)
- German Association for Business Administration (Schmalenbach-Gesellschaft)
- International Society for Third-Sector Research (ISTR)

Selected Editorial Activities:

- Editorial Board "Financial Accountability and Management"
- Editorial Board "International Review on Public and Nonprofit Marketing"
- Editorial Board "Journal of Public and Nonprofit Sector Marketing"
- Advisory Board "Nonprofit Management and Leadership"
- Editorial Board "Nonprofit and Voluntary Sector Quarterly"
- Editorial Board "Voluntas – International Journal of Voluntary and Nonprofit Organizations"
- Editor "Schriftenreihe Marktorientiertes Nonprofit-Management"

Significant Publications:

Helmig, B. / Spraul, K. / Tremp, K. (2011): Replication Studies in Nonprofit Research: A Generalization and Extension of Findings Regarding the Media Publicity of Nonprofit Organizations; Non-profit and Voluntary Sector Quarterly (in press).

Angelé-Halgand, N. / Helmig, B. / Jegers, M. / Lapsley, I. (2010): Current Research in Non-Profit Organisations' Management; European Management Journal, Vol. 28, pp. 401-402.

Helmig, B. / Thaler, J. (2010): On the Effectiveness of Social Marketing – What Do We Really Know?; Journal of Nonprofit and Public Sector Marketing, Vol. 22, No. 4, pp. 264-287.

Helmig, B. / Bürgisser, S. / Lichtsteiner, H. / Spraul, K. (2010): On the Relevance of Accreditations of Executive MBA Programs – The Perception of the Customers; International Review on Public and Nonprofit Marketing, Vol. 7, Issue 1, pp. 37-55.

Helmig, B. / Hinz, V. / Michalski, S. / von Trotha, K. (2010): Zu den Auswirkungen von Arbeitszeitmodellen im ärztlichen Dienst von Krankenhäusern; Zeitschrift für Betriebswirtschaft, 80. Jg., H. 3, pp. 263-284.

Helmig, B. / Huber, J.-A. / Leeflang, P. (2008): Co-Branding: The State-of-the-Art; Schmalenbach Business Review, Vol. 60, pp. 359-377.

Michalski, S. / Helmig, B. (2008): What Do We Know About the Identity Salience Model of Relationship Marketing Success? A Review of the Literature; Journal of Relationship Marketing, Vol. 7, No. 1, pp. 45-63.

Helmig, B. / Huber, J.-A. / Leeflang, P. (2007): Explaining Behavioral Intentions for Co-Branded Products: An Extension of the Simonin/Ruth Model; Journal of Marketing Management, Vol. 23, No. 3/4, pp. 285-304.

Helmig, B. / Jegers, M. / Lapsley, I. (2004): Challenges in Managing Non-Profit Organisations: A Research Overview; Voluntas – International Journal of Voluntary and Nonprofit Organizations, June, Vol. 15, No. 2, pp.101-116.



Professor Dr. Ulrich Lichtenthaler

Chair of Organization

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Main Fields of Research:

Organization Theory
Empirical Organization Research
Strategic Management
Innovation Management

Curriculum Vitae:

- 2003 Diploma (M.Sc.) in International Business Administration, University of Bamberg
- 2003 European M.Sc. degree, University of Granada
- 2006 Dr. rer. pol. (Ph.D.) in Management, WHU – Otto Beisheim School of Management
- 2006-2009 Assistant Professor of Technology and Innovation Management, WHU – Otto Beisheim School of Management
- 2008 Visiting Researcher, Kellogg School of Management, Northwestern University
- 2009 Habilitation in Business Administration, WHU – Otto Beisheim School of Management
- 2009 Visiting Professor, Berlin Institute of Technology
- 2010 Professor of Business Administration, Innovation and Organization, WHU – Otto Beisheim School of Management
- Since 2011 Professor of Business Administration and Organization, University of Mannheim

Selected Memberships:

- Academy of Management
- Strategic Management Society
- Product Development and Management Association
- German Association for Business Administration (Schmalenbach-Gesellschaft)
- German Association of University Professors of Business Administration

Prizes, Awards, Honors:

- German Best Paper Award Innovation Management (2007)
- Young Researcher Award by the German Association of University Professors of Business Administration (2009)

Selected Editorial Activities:

- Editorial Board Member: Technovation
- Ad-hoc Reviewer: Academy of Management Journal, Journal of Management Studies, Organization Science, Organization Studies

Significant Publications:

Lichtenthaler, U. 2011. Open innovation: Past research, current debates, and future directions. *Academy of Management Perspectives*, 25(1).

Lichtenthaler, U., Ernst, H. & Conley, J.G. 2011. How to develop a successful technology licensing program. *MIT Sloan Management Review*, 52(2): 17-19.

Lichtenthaler, U., Ernst, H. & Hoegl, M. 2010. Not-Sold-Here: How attitudes influence external knowledge exploitation. *Organization Science*, 21(5): 1054-1071.

Lichtenthaler, U. 2009. Absorptive capacity, environmental turbulence, and the complementarity of organizational learning processes. *Academy of Management Journal*, 52(4): 822-846.

Lichtenthaler, U. & Ernst, H. 2009. Technology licensing strategies: the interaction of process and content characteristics. *Strategic Organization*, 7(2): 183-221.

Lichtenthaler, U. & Lichtenthaler, E. 2009. A capability-based framework for open innovation: complementing absorptive capacity. *Journal of Management Studies*, 46(8): 1315-1338.

Lichtenthaler, U. & Ernst, H. 2008. Intermediary services in the markets for technology: organizational antecedents and performance consequences. *Organization Studies*, 29(7): 1003-1035.

Lichtenthaler, U. & Ernst, H. 2008. Die Bedeutung von Promotoren im interorganisationalen Technologietransfer. *Zeitschrift für Betriebswirtschaft*, 78(7/8): 779-811.

Lichtenthaler, U. 2007. The drivers of technology licensing: an industry comparison. *California Management Review*, 49(4): 67-89.



Professor Dr. Walter A. Oechsler

Chair of Human Resource Management

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Main Fields of Research:

Strategic Human Resource Management
Comparative Research of Employment Relations and Systems of Corporate Governance
Public Personnel Management

Curriculum Vitae:

1970 Diplom-Kaufmann (M.Sc. in Business Administration), University of Munich
1974 Dr. rer. pol. (Ph.D. in Business), University of Augsburg
1979 Habilitation in Business Administration, University of Hohenheim/Stuttgart
1979-1980 Senior Lecturer, Helmut-Schmidt-University Hamburg
1980-1996 Professor of Business Administration and Personnel Management, University of Bamberg
1988-1989 Visiting Professor of German and European Studies, University of Toronto
1990-1994 Vice President for Research of the University of Bamberg
Since 1996 Professor of Business Administration and Human Resource Management, University of Mannheim
1997-2004 Vice President for International Relations of the University of Mannheim

Selected Memberships:

- German Academic Association for Business Research (Verband der Hochschullehrer für Betriebswirtschaft e. V.)
- Schmalenbach Gesellschaft
- German Industrial Relations Association

Selected Editorial Activities:

Co-Editor "Personal, Organisation, Arbeitsbeziehungen"

Significant Publications:

Oechsler, W. A. (2011): Human Resource Management and Employment Relations, 9th ed. Munich.

Oechsler, W. A. (2005): Personnel Research as ad hoc activism, in: German Journal of Human Resource Research, 19, 107-119.

Gaugler, E. / Oechsler, W. A. / Weber, W. (2004): Handbook of Personnel, 3rd ed. Stuttgart.

Kieser, A. / Oechsler, W. A. (2004): Corporate Management, 2nd ed. Stuttgart.

Oechsler, W. A. / Reichmann, L. (2002): Flexibilization of Pay, in: Zeitschrift für betriebswirtschaftliche Forschung, 527-542.

Oechsler, W. A. (2000): Workplace and Workforce 2000 – the Future of Our Work Environment, in: International Archives of Occupation and Environmental Health, 73, 28-32.

Engelhard, J. / Oechsler, W. A. (1999): International Management, Wiesbaden.

Schreyögg, G. / Oechsler, W. A. / Wächter, H. (1995): Managing in a European Context – Human Resources, Corporate Culture, Industrial Relations, Wiesbaden.

Oechsler, W. A. / Liebel, H. J. (1994): Handbook Human Resource Management, Wiesbaden.



Professor Dr. Michael Woywode

Chair of Small and Medium Sized Companies and Entrepreneurship

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Main Fields of Research:

Entrepreneurship
Internationalization
Industry Life Cycles
Applied Econometrics

Curriculum Vitae:

- 1986-1992 Studies of Business Administration at the University of Mannheim, at the University of St. Gallen and at the Ecole Supérieure de Commerce de Paris (ESCP)
- 1992 Diplom-Kaufmann (M.Sc. in Business Administration), University of Mannheim
- 1992-1996 Doctoral studies in Economics, in particular Applied Microeconomics, University of Mannheim
- 1996-2000 Research Assistant at the Chair of Business Administration and Organization, University of Mannheim
- 1997 Doctorate (Ph.D.) in Economics
- 1995, 1999 Visiting Scholar at Stanford University, Stanford Graduate School of Business
- 2000-2002 Visiting Professor at the Institute for Applied Business Administration and Management, University of Karlsruhe
- 2002-2007 Full Professor of International Management at the Faculty of Business and Economics, RWTH Aachen University
- Since 2007 Professor for Small and Medium Sized Enterprises and Entrepreneurship, University of Mannheim
Director of the Institute for SME Research (ifm Mannheim)
- Since 2008 Research Professor at ZEW Mannheim

Selected Memberships:

- Member of the Academy of Management
- Member of the Schmalenbachgesellschaft
- Member of the European Group of Organization Studies (EGOS)
- Member of the Verein für Socialpolitik

Prizes, Awards, Honors:

- Alexander von Humboldt-Stiftung
- German American Academic Council (GAAC)
- Stifterverband für die Deutsche Wissenschaft
- DAAD

Selected Editorial Activities:

- Reviewer at Academy of Management Journal (AMJ)
- Journal of Industrial Economics (JIE)
- Organization Studies (OS)
- Zeitschrift für betriebswirtschaftliche Forschung (ZfbF)
- Management International Review (MIR)

Significant Publications:

Licht, Georg, Murray, Gordon and Michael Woywode (2009): "Timing of International Market Entry of UK and German High-Tech-Start-ups", in: Zeitschrift für Betriebswirtschaft, Issue 1, pp. 83-105.

Beck, Klaus, Brüderl, Josef and Michael Woywode (2008): "Momentum or Deceleration? Theoretical and Methodological Reflections on the Analysis of Organizational Change, in: Academy of Management Journal, Vol. 51, Issue. 3, pp. 413-435.

Horvath, Michael and Michael Woywode (2005): "The Entrepreneurial Choice of Limited Liability", in: Journal of Institutional and Theoretical Economics, Vol. 161, No. 4, pp. 681-707.

Barnett, William and Michael Woywode (2004): "From Red Vienna to the Anschluss: Ideological Competition among Viennese Newspapers during the Rise of National Socialism", in: American Journal of Sociology, Vol. 109, No. 6, pp. 1452-1499.

Woywode, Michael (2004): "Determinanten des Wachstums und Scheiterns von Unternehmen: Eine lerntheoretische Erklärung der Unternehmensentwicklung und ihre empirische Überprüfung", in: Zeitschrift für Betriebswirtschaft, Vol. 74, No. 10, pp. 1009-1046.

Weinkauff, Katharina and Michael Woywode (2004): "Erfolgsfaktoren virtueller Teams – Ergebnisse einer aktuellen Studie", in: Zeitschrift für betriebswirtschaftliche Forschung, Vol. 56, June 2004, pp. 393-412.

Woywode, Michael (2002): "Global Management Concepts and Local Adaptations: Working Groups in the French and German Car Manufacturing Industry", in: Organization Studies, Vol. 23, No. 4, pp. 497-524.



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Main Fields of Research:

Networks
Network Evolution and International Strategy

Curriculum Vitae:

- 2002 Diplom-Kauffrau (M.Sc. in Business Administration),
University of Mannheim
- 2003-2009 Research and Teaching Assistant at the Chair of
Organizational Behavior (Prof. Kieser),
University of Mannheim
- 2007 Visiting Scholar, Management and Organizations
Department, Kellogg School of Management,
Northwestern University, Evanston
- 2009 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
- Since 2009 Assistant Professor at the Chair of Strategic and
International Management (Prof. Al-Laham),
University of Mannheim

Significant Publications:

- Zeitgeist und Fashion in Organization Theory (with Alfred Kieser),
Organization Studies (2011), forthcoming.
- Reducing Uncertainty in Scholarly Publishing: Concepts in the Field
of Organization Studies, 1960-2008 (with Simone Schiller-Mer-
kens), Schmalenbach Business Review (sbr) (2011), forthcoming.
- Die Rolle von Konzepten bei der Entwicklung der Organisations-
wissenschaft. Eine empirische Untersuchung von Publikationen
zu Konzepten, Dissertation (2009), Tectum – Der Wissenschafts-
verlag, Marburg.



Professor Dr. Nick Lin-Hi

Assistant Professorship of Corporate Social Responsibility

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Main Fields of Research:

Corporate Social Responsibility
Economic and Business Ethics

Curriculum Vitae:

- 2004 Diplom-Kaufmann (M.Sc. in Business
Administration), Catholic University
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- 2004-2008 Research Assistant, HHL,
Leipzig Graduate School of Management
- 2008 Dr. rer. oec, HHL,
Leipzig Graduate School of Management
- 2009 Assistant Professor, HHL,
Leipzig Graduate School of Management
- Since 2009 Assistant Professor for Corporate Social Respon-
sibility, University of Mannheim

Significant Publications:

- Lin-Hi, N. & Suchanek, A. 2011: Corporate Social Responsibility
als Integrationsherausforderung: Zum systematischen Umgang
mit Konflikten zwischen Gewinn und Moral; in: Zeitschrift für
Betriebswirtschaft, Vol. 81, Special Issue 1/2011: 63-91.
- Lin-Hi, N. 2010: The problem with a narrow-minded interpreta-
tion of CSR: Why CSR has nothing to do with philanthropy; in:
Journal of Applied Ethics, Vol. 1 (1): 79-95.
- Lin-Hi, N. 2009: Eine Theorie der Unternehmensverantwortung:
Die Verknüpfung von Gewinnerzielung und gesellschaftlichen In-
teressen; Berlin.



Dr. Katharina Spraul

Chair of Public and Nonprofit Management

Phone: +49(0)621/181-1730, Fax: +49(0)621/181-1728
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Main Fields of Research:

Corporate, Public and Nonprofit Accountability
Higher Education Management

Curriculum Vitae:

- 2003 Diplom-Kauffrau (M.Sc. in Business Administration),
University of Mannheim
- 2006 Dr. rer. pol. (Ph.D. in Business),
Business School of the University of Mannheim
- 2003-2007 Research Assistant, Chair for Public & Nonprofit
Management, University of Mannheim
- 09/2005 Research Fellow, ESSEC Business School
- Since 2008 Assistant Professor of Public & Nonprofit
Management, University of Mannheim
- 07/2010 Visiting Researcher, Bryant University, Harvard
Business School, Northeastern University

Significant Publications:

Replication Studies in Nonprofit Research: A Generalization and Extension of Findings Regarding the Media Publicity of Nonprofit Organizations (with Bernd Helmig and Karin Tremp), *Nonprofit and Voluntary Sector Quarterly* (2011, online first).

Accountability and the Challenges of Information Disclosure (with Dorothea Greiling), *Public Administration Quarterly* (2010), Vol. 34, No. 3, pp. 338-377.

Bildungsrendite als Zielgröße für das Hochschulmanagement (Rate of Return to Higher Education as a Target and Steering Figure), Berlin (2006).



Area Marketing

The faculty of the Area Marketing currently consists of nine professors:

- Dr. Hans H. Bauer (Professor)
- Dr. Dr. h.c. mult. Christian Homburg (Professor)
- Dr. Florian Kraus (Professor)
- Sabine Kuester, Ph.D. (Professor)
- Dr. Carmen-Maria Albrecht (Assistant Professor)
- Dr. Torsten Bornemann (Assistant Professor)
- Dr. Christina Kühnl (Assistant Professor)
- Dr. Monika C. Schuhmacher (Assistant Professor)
- Dr. Dirk Totzek (Assistant Professor)

Professors of the Area Marketing at the University of Mannheim provide academically rigorous teaching on the undergraduate, graduate and doctoral level on a wide range of interrelated topics. In addition, the Area is also involved in the academic development and teaching at the Mannheim Business School in both the Full-time and Part-time MBA programs. Marketing is a challenging field of study, and the Area's approach to teaching is characterized by a comprehensive coverage of various marketing issues, a quantitative orientation and a rigorous methodological foundation in order to provide some of the best teaching on marketing theory and practice.

Research results are regularly published in leading international journals such as Journal of Marketing, Journal of the Academy of Marketing Science, Strategic Management Journal, Journal of Service Research, International Journal of Research in Marketing as well as in leading national journals. The Marketing faculty regularly presents their research at major international conferences, which has earned multiple best paper and best paper of the year awards.

The Marketing Area covers a broad spectrum of research fields:

- Market-Oriented Management, Customer Relationship Management and Sales Management (Department of Professor Homburg)
- Buying Behavior and Marketing Performance Management (Department of Professor Bauer)
- Marketing Strategy, Marketing of Innovation, Marketing Management and International Marketing (Department of Professor Kuester)
- Services Marketing, Internal Marketing and Competitive Intelligence (Department of Professor Kraus)

Run by the marketing faculty, the Institute of Market-Oriented Management (IMU) serves as an important interface for companies and practitioners. The IMU provides a platform for its members who are interested in broadening their perspective on marketing by an intensive dialogue with researchers of the Area Marketing and through the exposure to excellent research and teaching in marketing theory and practice. The objective of the institute's research is to generate academic insights which are highly relevant for market-oriented management by translating the Area's state-of-the-art research into practical tools that managers can use to make better marketing decisions.





Professor Dr. Hans H. Bauer

Chair of Marketing II

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Main Fields of Research:

Marketing Theory and Consumer Behavior
Brand Management
Marketing Performance

Curriculum Vitae:

- 1973 Dipl.-Kfm. (M.Sc. in Business Administration),
University of Erlangen-Nuremberg
- 1979 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
- 1986 Habilitation, University of Mannheim
- 1986-1993 Professor of Business Administration and
Marketing, Otto Beisheim School of Management
(WHU), Koblenz
- Since 1993 Professor of Business Administration and Marketing,
University of Mannheim
- 1995-2001 Chairman of the Board of Examiners,
University of Mannheim
- Since 1999 Scientific Co-Director of the Institut für
Marktorientierte Unternehmensführung
- 2006-2010 Dean of the Business School,
University of Mannheim

Selected Memberships:

- German Academic Association for Business Research (Verband der Hochschullehrer für Betriebswirtschaft e. V.)
- Wissenschaftliche Kommission Marketing im Verband der Hochschullehrer für Betriebswirtschaft e. V.

Prizes, Awards, Honors:

Received a total of eleven awards for best paper and other scientific works in national and international conferences and competitions

Selected Editorial Activities:

- Co-Editor "Schriften zum Marketing"
- Co-Editor "Schriftenreihe des Instituts für Marktorientierte Unternehmensführung"

Significant Publications:

Albrecht, C.-M. / Neumann, M. / Haber, T. / Bauer, H. H. (2011): The Relevance of Irrelevance in Brand Communication, *Psychology and Marketing*, 28, 9, 1-28.

Toma, B. / Heinrich, D. / Bauer, H. H. (2010): True Lies in Online Research: How to Determine Accuracy in Web Surveys, *Advances in Consumer Research*, 38.

Falk, T. / Schepers, J. J. L. / Hammerschmidt, M. / Bauer, H. H. (2007): Identifying Cross Channel Dissynergies for Multichannel Service Providers, *Journal of Service Research*, 10, 2, 143-160.

Barnes, S. J. / Bauer, H. H. / Neumann, M. M. / Huber, F. (2007): Segmenting Cyberspace: A Customer Typology for the Internet, *European Journal of Marketing*, 41, 1/2, 71-93.

Bauer, H. H. / Sauer, N. E. / Becker, C. (2006): Investigating the Relationship Between Product Involvement and Consumer Decision-Making Styles, *Journal of Consumer Behaviour*, 5, 4, 342-353.

Bauer, H. H. / Hammerschmidt, M. / Falk, T. (2006): eTransQual: A Transaction Process-Based Approach for Capturing Service Quality in Online Shopping, *Journal of Business Research*, 59, 7, 866-875.

Bauer, H. H. / Sauer, N. E. / Schmitt, P. (2005): Customer-Based Brand Equity in the Team Sport Industry: Operationalization and Impact on the Economic Success of Sport Teams, *European Journal of Marketing*, 39, 5/6, 496-513.

Bauer, H. H. / Hammerschmidt, M. (2005): Customer-Based Corporate Valuation: Integrating the Concepts of Customer Equity and Shareholder Value, *Management Decision*, 43, 3, 331-348.

Bauer, H. H. / Fischer, M. (2000): Product Life Cycle Patterns for Pharmaceuticals and Their Impact on R&D Profitability of Late Mover Products, *International Business Review*, 9, 6, 703-725.

Johnson, M. D. / Herrmann, A. / Bauer, H. H. (1999): The Effects of Price Bundling on Consumer Evaluations of Product Offerings, *International Journal of Research in Marketing*, 16, 2, 129-142.



Professor Dr. Dr. h.c. mult. Christian Homburg

Chair of Marketing I

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Main Fields of Research:

Market-Oriented Management
Customer Relationship Management
Sales Management

Curriculum Vitae:

- 1986 Diploma (M.Sc.) in Business Administration and Mathematics, University of Karlsruhe
- 1988 Doctorate (Ph.D.) in Marketing, University of Karlsruhe
- 1989-1992 Vice President of Marketing and Strategic Planning, KSB AG, Frankenthal
- 1993 Assistant Professor at the Marketing Department, University of Mainz
- 1993-1995 Assistant Professor at the Marketing Department, WHU Koblenz
- 1995 Habilitation in Business Administration, University of Mainz
- 1995-1998 Otto-Beisheim Professor of Business Administration and Marketing, WHU Koblenz
- Since 1999 Professor of Business Administration and Marketing, University of Mannheim
Director of the Institute for Market-Oriented Management
- 2001-2004 Academic Director of the European MBA Program, University of Mannheim
- 2006-2010 President of Mannheim Business School gGmbH

Selected Memberships:

- Member of the Board of the German Association for Business Administration (Schmalenbach-Gesellschaft)
- Association of University Professors of Business Administration (Germany)
- American Marketing Association (AMA)
- European Marketing Academy (EMAC)

Prizes, Awards, Honors:

- 1st Honorary Doctoral Degree of the Copenhagen Business School (2006)
- 2nd Honorary Doctoral Degree of the TU Bergakademie Freiberg (2008)
- Numerous international awards/prizes by the American Marketing Association, the Academy of Marketing Science and the Journal of Business-to-Business Marketing

Selected Editorial Activities:

- Journal of Marketing (Area-Editor)
- Journal of Marketing Research
- Journal of the Academy of Marketing Science (Editorial Board Member)
- International Journal of Research in Marketing (Editorial Board Member)
- Journal of Business-to-Business Marketing (Associate Editor)

Significant Publications:

T. Bornemann, Ch. Homburg (2011), Psychological Distance and the Dual Role of Price, *Journal of Consumer Research*, forthcoming.

Ch. Homburg, M. Müller, M. Klarmann (2011), When Should the Customer Really Be King? On the Optimum Level of Salesperson Customer Orientation in Sales Encounters, *Journal of Marketing*, 75, 2, 55-74.

Ch. Homburg, J. Wieseke, T. Bornemann (2009), Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge, *Journal of Marketing*, 73, 4, 64-81.

Ch. Homburg, M. Droll, D. Totzek (2008), Customer Prioritization: Does It Pay Off and How Should It Be Implemented?, *Journal of Marketing*, 72, 5, 110-130.

Ch. Homburg, O. Jensen, H. Krohmer (2008), Configurations of Marketing and Sales: A Taxonomy, *Journal of Marketing*, 72, 2, 133-154.

J. Cannon, Ch. Homburg (2001), Buyer-Supplier Relationships and Customer Firm Costs, *Journal of Marketing*, 65, 1, 29-43.

Ch. Homburg, Ch. Pflesser (2000), A Multiple Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes, *Journal of Marketing Research*, 37, 4, 449-462.

Ch. Homburg (1991), Cross-Validation and Information Criteria in Causal Modeling, *Journal of Marketing Research*, 28, 2, 137-144.



Professor Dr. Florian Kraus

Dr. Werner Jackstädt Endowed Chair of Marketing IV

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Main Fields of Research:

Services Marketing
Internal Marketing
Competitive Intelligence

Curriculum Vitae:

- 2000-2005 Study of Business Administration,
Philipps-University Marburg
- 2005 Diplom-Kaufmann (M.Sc. in Business
Administration), Philipps-University Marburg
- 2005-2008 Doctoral Studies in Business Administration,
Focus: Services Marketing and Sales Management
- 2008 Dr. rer. pol (Ph.D. in Marketing),
Philipps-University Marburg
- 2008-2009 Postdoctoral Research Fellow, C. T. Bauer College
of Business, University of Houston, USA
- 2009-2010 Assistant Professor at the Marketing Department,
Ruhr-University Bochum
- Since 2011 Professor of Business Administration and
Marketing, University of Mannheim

Selected Memberships:

- American Marketing Association (AMA)
- Association of University Professors of Business Administration
(Germany)

Selected Editorial Activities:

- Journal of Marketing
- Editorial Board member of the Journal of Personal Selling &
Sales Management
- Editorial Board member of the British Journal of Management

Significant Publications:

“Motivation Spillover: How Leaders Motivation Transfers to Customer Service Representatives” (forthcoming, with Jan Wieseke, Sascha Alavi and Tino Kessler-Thönes), in: Journal of Service Research.

“The Diffusion of Market Orientation throughout the Organization: A Social Learning Perspective” (2010, with Michael Ahearne and Son Lam), in: Journal of Marketing, 74(5), 63-80.

“Ein interdisziplinärer Ansatz zur Überwindung von Technologie-adoptionsbarrieren” (2010, with Jan Wieseke and Thomas Rajab), in: Zeitschrift für betriebswirtschaftliche Forschung, Vol. 62, 822-859.

“Ist Marktorientierung ansteckend? Der Transfer der Marktorientierung über Hierarchieebenen – Eine empirische Mehrebenenuntersuchung” (2010, with Michael Lingenfelder and Jan Wieseke), in: Zeitschrift für Betriebswirtschaft, No. 4 (April), 383-416.

“Förderung des Eigenmarkenverkaufs durch Vertriebsmitarbeiter – Eine empirische Analyse informeller Anreizfaktoren” (2010, with Jan Wieseke and Thomas Rajab), in: Zeitschrift für betriebswirtschaftliche Forschung, Vol. 62, 2-29.

“Internal Marketing via Organizational Identification: All Roads Lead to Rome – but Which One is the Fastest?” (2009, with Michael Ahearne and Son Lam), in: Proceedings of the Selling & Sales Management Conference, Houston.

“Der Transfer der Marktorientierung über Hierarchieebenen – Eine empirische Mehrebenenuntersuchung” (2008), Gabler Verlag, Wiesbaden.



Professor Dr. Sabine Kuester

Chair of Marketing III

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Main Fields of Research:

Competitive Marketing Strategy

Marketing Management

Marketing of Innovations

International Marketing

Curriculum Vitae:

- 1990 M.Sc., University of Cologne
- 1995 Ph.D., London Business School
- 1995-1999 Assistant Professor of Marketing, ESSEC (France)
- 1998-2002 Visiting Professor of Marketing, New York University
- 2003-2005 Professor of International Marketing and Management, Vienna University of Business and Economics (Wirtschaftsuniversität Wien)
- Since 2005 Professor of Business Administration and Marketing, University of Mannheim
- Since 2006 Co-Director of the Institute of Market-Oriented Management (IMU)
- Since 2007 Academic Director Full-time MBA, Mannheim Business School
- Since 2009 Member of the Board of the Prechel Foundation

Selected Memberships:

- American Marketing Association (AMA)
- European Marketing Academy (EMAC)
- Verband der Hochschullehrer für Betriebswirtschaft e.V. (VHB) (German Academic Association for Business Research)
- Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.

Prizes, Awards, Honors:

- Best Paper Award, American Marketing Association Winter Educators' Conference
- S. Tamer Cavusgil Award for the "Best Article that Advances the Practice of International Marketing Management"
- Best Paper Award, NeuroPsychoEconomics
- Mannheim Business School Excellence in Executive Teaching Award

Selected Editorial Activities:

- Journal of International Marketing
- Journal of Business Research
- Journal of International Business Studies
- Journal für Betriebswirtschaftslehre
- Die Betriebswirtschaft

- Co-Editor "Schriftenreihe des Instituts für Marktorientierte Unternehmensführung"

Significant Publications:

Kuester, S. / Schuhmacher, M. / Broermann, B. / Worgul, A. (forthcoming): Sectoral Heterogeneity in New Service Development: An Exploratory Study of Service Types and Success Factors, *Journal of Product Innovation Management*.

Kuester, S. / Homburg, Ch. / Heß, S.C. (forthcoming): Externally Directed and Internally Directed Market Launch Management: The Role of Organizational Factors in Influencing New Product Success, *Journal of Product Innovation Management*.

Homburg, Ch. / Kuester, S. / Beutin, N. / Menon A. (2005): Customer Benefits in Business-to-Business Markets: A Cross-Cultural Comparison, *Journal of International Marketing*, 13, 3, 1-31.

Montaguti, E. / Kuester, S. / Robertson, T.S. (2002): Entry Strategy for Radical Product Innovations: A Conceptual Model and Propositional Inventory, *International Journal of Research in Marketing*, 19, 1, 21-42.

Kuester, S. / Homburg, Ch. / Robertson, T.S. / Schäfer, H. (2001): Verteidigungsstrategien gegen neue Wettbewerber, *Zeitschrift für Betriebswirtschaftslehre*, 71, 10, 1191-1215.

Homburg, Ch. / Kuester, S. (2001): Toward an Improved Understanding of Industrial Buying Behavior: Determinants of the Number of Suppliers, *Journal of Business-to-Business Marketing*, 8, 2, 5-33.

Kuester, S. / Gatignon, H. / Robertson T.S. (2000): Firm Strategy and Diffusion Speed, in *New-Product Diffusion Models*, Vijay Mahajan, Eitan Muller & Yoram Wind (Editors), 2000, Kluwer Academic Publishers, 25-47.

Kuester, S. / Homburg, Ch. / Robertson, T.S. (1999): Retaliatory Behavior to New Product Entry, *Journal of Marketing*, 63, 4, 90-106.



Dr. Carmen-Maria Albrecht

Chair of Marketing II

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Main Fields of Research:

Consumer Behavior
Stress and Coping Research in Marketing

Curriculum Vitae:

- 2004 Diplom-Kauffrau (M.Sc. in Business Administration), University of Mannheim
- 2008 Visiting Scholar, Rawls College of Business, Texas Tech University
- 2009 Visiting Assistant Professor of Marketing, Rawls College of Business, Texas Tech University
- 2009 Dr. rer. pol. (Ph.D. in Business), University of Mannheim
- Since 2009 Assistant Professor of Marketing, University of Mannheim

Significant Publications:

- The Relevance of Irrelevance in Brand Communication (with Marcus M. Neumann, Tobias E. Haber, and Hans H. Bauer), in: *Psychology & Marketing* (2011), Vol. 28, No. 1, pp. 1-28.
- Can Brands Do Harm? Antecedents to and Consequences of Adolescents' Perceived Brand Stress (with Hans H. Bauer and Nicola Stokburger-Sauer), in: *AMA Summer Marketing Educators' Conference Proceedings* (2007), Washington D.C. (best paper track award).



Dr. Torsten Bornemann

Chair of Marketing I

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Main Fields of Research:

Marketing Strategy
Consumer Behavior

Curriculum Vitae:

- 2001-2006 Studies in Business Administration, University of Mannheim, Chinese University of Hong Kong, and University of Maastricht, Degree: Diplom-Kaufmann (M.Sc. in Business Administration)
- 2006-2010 Doctoral Student, Marketing Department, University of Mannheim
- 2010 Dr. rer. pol. (Ph.D. in Marketing), University of Mannheim
- 2011 Visiting Assistant Professor of Marketing, The Fuqua School of Business, Duke University
- Since 2010 Assistant Professor of Marketing, University of Mannheim

Significant Publications:

- Psychological Distance and the Dual Role of Price (with Ch. Homburg), *Journal of Consumer Research* (2011), 38, October, forthcoming.
- Implementing the Marketing Concept at the Employee-Customer Interface: The Role of Customer Need Knowledge (with Ch. Homburg and J. Wieseke), *Journal of Marketing* (2009), 73, 4, 64-81.
- Preannouncing Pioneering versus Follower Products: What Should the Message Be? (with Ch. Homburg and D. Totzek), *Journal of the Academy of Marketing Science* (2009), 37, 3, 310-327.



Dr. Christina Kühnl

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Main Fields of Research:

Innovation Management
Product Management

Curriculum Vitae:

2006 Diplom-Kauffrau (M.Sc. in Business Administration),
University of Mannheim
2010 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
Since 2010 Assistant Professor of Marketing,
University of Mannheim

Significant Publications:

Ensuring International Competitiveness: A Configurative Approach to Foreign Marketing Subsidiaries (with Ch. Homburg and A. Fürst), in: Journal of the Academy of Marketing Science (2011), forthcoming.

Firm-internal Drivers of New Product Performance: The Neglected Role of Internal Adoption and Perceived New Product Development Uncertainty (with Ch. Homburg and J. Wieseke), in: American Marketing Association Winter Educators' Conference Proceedings (2011), Vol. 22.

Social influence on salespeople's adoption of sales technology: a multilevel analysis (with Ch. Homburg and J. Wieseke), in: Journal of the Academy of Marketing Science (2010), Vol. 38, No. 2, pp. 159-168.

Apples and Apples or Apples and Oranges? A Comparative Analysis of Success Drivers in New Product and New Service Development (with Ch. Homburg), in: American Marketing Association Summer Educators' Conference Proceedings (2010), Vol. 21.



Dr. Monika C. Schuhmacher

Chair of Marketing III

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Main Fields of Research:

Innovation Management
Sponsoring

Curriculum Vitae:

2003 Master of Business Administration,
University of North Carolina in Greensboro
2005 Diplom-Kauffrau (M.Sc. in Business
Administration), University of Mannheim
2009 Dr. rer. pol. (Ph.D. in Business), University of Mannheim
Since 2009 Assistant Professor of Marketing,
University of Mannheim

Significant Publications:

Sectoral Heterogeneity in New Service Development: An Exploratory Study of Service Types and Success Factors (with S. Kuester, B. Broermann and A. Worgul), in: Journal of Product Innovation Management (forthcoming).

Sport Sponsoring – The Communication Impact of Different Components of the Sponsor-Event-Fit and the Role of Involvement (with S. Kuester and M. Tremel), in: American Marketing Association Summer Educators' Conference Proceedings (2011), Vol. 24.

Idea Competitions in New Service Development: Co-Creation with a Certain Consumer Group (with S. Kuester and D. Flötotto), in: Academy of Marketing Science - World Marketing Congress Proceedings, Reims, France, July 19-23, 2011.

Leveraging Customer Knowledge for New Products in B2C: Drivers and Performance Implications, Proceedings of the 17th IPDM Conference, June 13-15, 2010, Murcia, Spain, 2010 (with S. Kuester).



Professor Dr. Dirk Totzek

Assistant Professorship of Empirical Research Methods

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Main Fields of Research:

Pricing
Customer Relationship Management

Curriculum Vitae:

- 2005 Diplom-Kaufmann (M.Sc. in Business Administration),
University of Mannheim
- 2005 ESSEC MBA, ESSEC Business School Paris
- 2010 Dr. rer. pol. (Ph.D. in Business),
University of Mannheim
- Since 2011 Assistant Professor of Empirical Research Methods,
University of Mannheim

Significant Publications:

Managing Dynamics in a Customer Portfolio (with Christian Homburg and Viviana Steiner), in: *Journal of Marketing* (2009), Vol. 73, No. 5, pp. 70-89.

Preannouncing Pioneering vs. Follower Products: What Should the Message Be? (with Christian Homburg and Torsten Bornemann), in: *Journal of the Academy of Marketing Science* (2009), Vol. 37, No. 3, pp. 310-327.

Customer Prioritization: Does It Pay Off, and How Should It Be Implemented? (with Christian Homburg and Mathias Droll), in: *Journal of Marketing* (2008), Vol. 72, No. 5, pp. 110-130.



Area Operations Management

The faculty of the Area Operations Management currently consists of three professors:

- Dr. Moritz Fleischmann (Professor)
- Dr. Raik Stolletz (Professor)
- N.N. (Professor of Service Operations)

The faculty of the Area Operations Management offers courses in the undergraduate and graduate programs in business administration of the University of Mannheim. In addition, it is engaged in teaching in the post-experience programs at the Mannheim Business School and in doctoral education at the Graduate School of Economic and Social Sciences (GESS).

Operations is one of the primary business functions of a firm. It encompasses the activities that create and deliver the firm's products and services. This includes manufacturing, inbound and outbound logistics, procurement and service delivery.

Operations management is concerned with decisions regarding these activities. This ranges from the long-term strategic design of corresponding systems and processes over medium-term planning down to short-term execution control. Quantitative models from Operations Research provide powerful tools for supporting these decisions.

The teaching portfolio of the Area Operations Management at the University of Mannheim addresses Operations Management decisions at these different levels and it introduces corresponding quantitative modeling and optimization techniques.

The Area Operations Management covers a broad spectrum of research fields, including:

- Supply chain management, design of production and distribution networks, inventory management, revenue management and demand fulfillment, e-fulfillment, closed-loop and sustainable supply chains (Professor Fleischmann)
- Quantitative decision support in production management, optimization of operations scheduling, performance analysis of dynamic and stochastic systems, analysis and optimization of flow lines, airport operations management (Professor Stolletz)
- Design, planning and operation of service systems (N.N.)

Across these fields, research in the Area Operations Management greatly values practical relevance and therefore regularly involves collaborations with companies and practitioners.

The faculty of the Area Operations Management is very well weaved into the international research community. It is involved in many collaborations with partners at other leading international institutions.

Research results are regularly published in leading international journals and presented at major conferences.





Professor Dr. Moritz Fleischmann

Chair of Logistics and Supply Chain Management

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Main Fields of Research:

Supply Chain Management and Inventory Management
Revenue Management and Demand Fulfillment
E-Fulfillment and Multi-Channel Distribution
Closed-Loop and Sustainable Supply Chains

Curriculum Vitae:

1996	Diploma in Business Mathematics, University of Ulm
2000	Ph.D. in General Management, Erasmus University Rotterdam
2000	Assistant Professor of Quantitative Methods, Rotterdam School of Management
2005	Associate Professor of Supply Chain Management, Rotterdam School of Management
Since 2009	Professor of Logistics and Supply Chain Management, University of Mannheim
Since 2011	Academic Director ESSEC-Mannheim Modular EMBA, Mannheim Business School

Selected Memberships:

- German Operations Research Society (GOR)
- Production and Operations Management Society (POMS)
- Institute for Operations Research and the Management Sciences (Informs)
- Bundesvereinigung Logistik (BVL)
- Verband der Hochschullehrer für Betriebswirtschaft (VHB)

Prizes, Awards, Honors:

- ERIM Dissertation Award, Erasmus Research Institute of Management
- Doctoral Dissertation Award, Council of Logistics Management (CLM)
- Dissertation Award, Deutsche Gesellschaft für Operations Research

Selected Editorial Activities:

- Production and Operations Management (POM) – Senior Editor
- Asia-Pacific Journal of Operational Research (APJOR) – Associate Editor

Significant Publications:

Agatz, N., A. Campbell, M. Fleischmann, M. Savelsbergh, “Time Slot Management in Attended Home Delivery”, forthcoming in Transportation Science.

Quante, R., H. Meyr, and M. Fleischmann, “Revenue Management and Demand Fulfillment: Applications, Models, and Software”, OR Spectrum Volume 31(1): 31-62, 2009.

Agatz, N., M. Fleischmann, and J. van Nunen, “E-Fulfillment and Multi-Channel Distribution: A Review”, European Journal of Operational Research 187(2): 339-356, 2008.

Fleischmann, M., J.M. Hall, and D.F. Pyke, “Smart Pricing – Linking Pricing Decisions with Operational Insights”, MIT Sloan Management Review 45(2): 9-13, 2004.

Fleischmann, M., J. van Nunen, and B. Gräve, “Integrating Closed-Loop Supply Chains and Spare Parts Management at IBM”, Interfaces 33(6): 44-56, 2003.

Fleischmann, M. and R. Kuik, “On Optimal Inventory Control with Stochastic Item Returns”, European Journal of Operational Research 151(1): 25-37, 2003.

Fleischmann, M., P. Beullens, J.M. Bloemhof-Ruwaard and L.N. Van Wassenhove, “The Impact of Product Recovery on Logistics Network Design”, Production and Operations Management 10(2): 156-173, 2001.

Fleischmann, M., “Quantitative Models for Reverse Logistics, Lecture Notes in Economics and Mathematical Systems”, Volume 501, Springer-Verlag, Berlin, 2001.

Fleischmann, M., J. Bloemhof-Ruwaard, R. Dekker, E. van der Laan, J. van Nunen, and L.N. Van Wassenhove, “Quantitative Models for Reverse Logistics: A Review”, European Journal of Operational Research 103: 1-17, 1997.



Professor Dr. Raik Stolletz

Chair of Production Management

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Main Fields of Research:

Quantitative Decision Support in Production Management
Performance Analysis of Dynamic and Stochastic Systems
Analysis and Optimization of Flow Lines
Airport Operations Management

Curriculum Vitae:

1999 Dipl.-Math. oec., Technical University of Berlin
2002 Dr. rer. pol. (Ph.D. in Business),
Technical University of Clausthal
2009 Habilitation, Leibniz University of Hannover
2009-2010 Associate Professor for Operations Management,
Department of Management Engineering,
Technical University of Denmark
Since 2010 Professor for Production Management,
University of Mannheim

Selected Memberships:

- Institute for Operations Research and the Management Sciences (INFORMS)
- German Academic Association of Business Research (Verband der Hochschullehrer für Betriebswirtschaftslehre e.V.)
- German Society of Operations Research (GOR e.V.)

Prizes, Awards, Honors:

- Dissertation Award of the German Society of Operations Research (2003)
- Scholarship holder of the Erich-Becker-Stiftung (2006-2009)
- Award for excellent teaching, Leibniz University of Hannover (2009)
- Best Conference Paper Award, German Academic Association for Business Research (2009)

Selected Editorial Activities:

- OR Spectrum, Member of the Advisory Board
- Ad-hoc Reviewer for approx. 10 international scientific journals

Significant Publications:

Helber, S., K. Schimmelpfeng, R. Stolletz and S. Lagershausen (2011). Using linear programming to analyze and optimize stochastic flow lines. *Annals of Operations Research* 182, 193-211.

Helber, S., K. Schimmelpfeng and R. Stolletz (2011). Setting inventory levels of CONWIP lines via linear programming. *Business Research* 4 (1), 98-115.

Barth, W., M. Manitz, and R. Stolletz (2010). Analysis of Two-Level Support Systems with Time-Dependent Overflow - A Banking Application. *Production and Operations Management* 19, 757-768.

Stolletz, R. (2010). Operational workforce planning for check-in counters at airports. *Transportation Research Part E: Logistics and Transportation Review* 46, 414-425.

Stolletz, R. (2008). Approximation of the non-stationary $M(t) / M(t) / c(t)$ -queue using stationary queueing models: The stationary backlog-carryover approach. *European Journal of Operational Research* 190 (2), 478-493.

Stolletz, R. (2008). Non-stationary delay analysis of runway systems. *OR Spectrum* 30 (1), 191-213.

Helber, S., R. Stolletz, and S. Bothe (2005). Erfolgszielorientierte Agentenallokation in Inbound Call-Centern. *Zeitschrift für betriebswirtschaftliche Forschung* 57 (1), 3-32.

Stolletz, R. and S. Helber (2004). Performance analysis of an inbound call center with skills-based routing. *OR Spectrum* 26 (3), 331-352.

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