

9th Dissertation Award

IMU Research for Practice Award 2021

Institute for Market-Oriented Management
(University of Mannheim)



WHAT IS IT ABOUT?

The Institute for Market-Oriented Management (IMU) at the University of Mannheim (Germany) is a **forum for dialogue between academia and practice**. The IMU intends to foster research and generate scientific findings relevant for market-oriented management. The academic directors of the IMU are Prof. Dr. Dr. h.c. mult. Christian Homburg and Prof. Dr. Sabine Kuester.

In 2021, the IMU will tender its ninth dissertation award for **scientifically and methodically excellent marketing, sales, and market-oriented management PhD dissertations** which derive **highly relevant managerial implications**. The sponsor of the 2021 prize is **Hartmut Jenner**, Chief Executive Officer & Chairman of the Board of Management of **Alfred Kärcher SE & Co. KG**. With 13,500 employees worldwide and sales of around Euro 2,7 billion, Kärcher is considered the world market leader in cleaning equipment and systems. Headquartered in Winnenden, Kärcher focuses on providing powerful, efficient cleaning solutions for its customers. Innovation is the most important growth factor for the company and has been an essential component of the corporate culture since the company's foundation in 1935: roughly 90% of all products are five years old or younger. This aspiration is driven by a high interest in research, represented by a total of more than 1,000 employees working in research and development at the cleaning machine manufacturer. Together with the company donor, the IMU board will select the winning dissertation. The award is endowed with **2.000 Euros** in prize money.

REQUIREMENTS AND APPLICATION PROCEDURE

- ▶ The PhD dissertation should be related to a **marketing, sales, or market-oriented management topic**
- ▶ The PhD dissertation needs to be **completed** (defended) **between May 2019 and September 2020 in Europe** (Dissertations from the University of Mannheim are not eligible for this award)
- ▶ The PhD dissertation must be written in **German or English**
- ▶ The winner is expected to present the dissertation findings and managerial implications (15 minutes including discussion) to the attendees of the **Institute's Spring Conference on March 18th, 2021**
- ▶ **Application documents** (in English or German):
 - 1) Short cover letter + CV
 - 2) PhD Dissertation in short version (max. 5 pages) **including an overview of managerial implications**
 - 3) Complete PhD dissertation
 - 4) Dissertation evaluation
- ▶ Please submit the documents **electronically via email** to award@mail.uni-mannheim.de
- ▶ Closing date for application is **October 31st, 2020**

BENEFITS



Award for PhD Dissertation



Network and Reputation



Prize Money: **2.000 €**



Deadline: **October 31st, 2020**

FOR FURTHER INFORMATION, PLEASE CONTACT

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