

# 10<sup>th</sup> Dissertation Award

## IMU Research for Practice Award 2022

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 2022, the IMU will tender its tenth 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 2022 prize is **Matthias Ginthum**, Chief Markets Officer & Chairman of the Board of Management of **BSH Hausgeräte GmbH**. With 60,000 employees worldwide and sales of around 13,9 billion Euro, BSH is considered the leading home appliance manufacturer in Europe. Founded in Germany in 1967 as a joint venture of Robert Bosch GmbH and Siemens AG, BSH quickly grew from a German exporter to one of the world's leading manufacturers. BSH stands for a variety of globally well-known Appliance Brands such as Bosch, Siemens, Gaggenau and Neff, offering consumers digital services and sustainable solutions to improve their daily lives. BSH defends its position at the top of the market by constantly investing substantially in R&D with a focus on digital technologies.

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 2020 and September 2021 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 31st, 2022**
- ▶ **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](mailto:award@mail.uni-mannheim.de)
- ▶ Closing date for application is **October 31<sup>st</sup>, 2021**

### BENEFITS



Award for PhD Dissertation



Network and Reputation



Prize Money: **2.000 €**



Deadline: **October 31<sup>st</sup>, 2021**

### FOR FURTHER INFORMATION, PLEASE CONTACT

**Stephan Mettler, M. Sc.**  
Institute for Market-Oriented  
Management

University of Mannheim  
L 5, 1 | 68131 Mannheim |  
Tel. +49 621 181 1783  
[stephan.mettler@bwl.uni-mannheim.de](mailto:stephan.mettler@bwl.uni-mannheim.de)

Sponsored by  
**BSH Hausgeräte GmbH**

**B/S/H/**