

# 13<sup>th</sup> Dissertation Award IMU Research for Practice Award 2025

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**. It intends to foster research and generate scientific findings relevant to market-oriented management. The academic directors of the IMU are Prof. Dr. Dr. h.c. mult. Christian Homburg, Prof. Dr. Sabine Kuester and Prof. Dr. Florian Kraus.

In 2025, the IMU will tender its thirteenth dissertation award for **scientifically and methodically excellent marketing, sales, and market-oriented management PhD dissertations** that derive **highly relevant managerial implications**. The sponsor of the 2025 prize is **Daniela Kahlert**, General Manager at **Roche Diagnostics Deutschland GmbH**. Roche Diagnostics is a global company at the forefront of diagnostics research and development, focused on helping people live better, longer lives through scientific progress. By combining pharmaceuticals and diagnostics under one roof, Roche is a leader in personalized healthcare - a strategy that aims to provide every patient with the best possible treatment. Roche is the world's largest biotech company, offering differentiated medicines for oncology, immunology, infectious diseases, ophthalmology, and central nervous system diseases.

The IMU board will select the winning dissertation together with the corporate sponsor. 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 2023 and December 2024 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 20<sup>th</sup>, 2025**
- ▶ **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@uni-mannheim.de](mailto:award@uni-mannheim.de)
- ▶ Closing date for application is **January 19<sup>th</sup>, 2025**

## BENEFITS

-  Award for PhD Dissertation
-  Network and Reputation
-  Prize Money: **2,000 €**
-  Deadline: **January 19<sup>th</sup>, 2025**

## FOR FURTHER INFORMATION, PLEASE CONTACT

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