

8th Dissertation Award

IMU Research for Practice Award 2020

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 2020, the IMU will tender its eighth dissertation award for **scientifically and methodically excellent marketing, sales, and market-oriented management dissertations** which derive **highly relevant managerial implications**. The sponsor of the 2020 prize is **Ralf Klöpfer**, member of the board of **MVV Energie AG**, with almost 6,000 employees and sales of around Euro 4 billion, MVV is one of Germany's leading energy companies. Headquartered in Mannheim, MVV focuses on providing a reliable, economical and environmentally-friendly supply of energy to industrial, commercial and private household customers. The corporate strategy is consistently based on making increasing use of renewable energies and boosting energy efficiency. The company covers all stages of the energy value chain: from energy generation, energy trading and energy distribution to operating distribution grids through to our sales activities and environmental energy and energy-related service businesses.

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 dissertation should be related to a **marketing, sales, or market-oriented management topic**
- ▶ The dissertation needs to be **completed** (defended) **between May 2018 and September 2019 in Europe** (Dissertations from the University of Mannheim are not eligible for this award)
- ▶ The 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 26nd, 2020**
- ▶ **Application documents** (in English or German):
 - 1) Short cover letter + CV
 - 2) Dissertation in short version (max. 5 pages) **including an overview of managerial implications**
 - 3) Complete dissertation
 - 4) Dissertation evaluation
- ▶ Please submit the documents **electronically via email** to award@mail.uni-mannheim.de
- ▶ Closing date for application is **October 31st, 2019**

BENEFITS



Award for Dissertation



Network and Reputation



Prize Money: **2.000 €**



Deadline: **October 31st, 2019**

FOR FURTHER INFORMATION, PLEASE CONTACT

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