

**Institute for Market-Oriented Management  
(University of Mannheim)  
Seventh Dissertation Award  
IMU Research for Practice Award 2019**

The Institute for Market-Oriented Management (IMU) at the University of Mannheim (Germany) is a **forum for dialogue between academia and practice**. The IMU's research 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 2019, the IMU will tender its seventh dissertation award for **scientifically and methodically excellent marketing, sales, and market-oriented management dissertations** which derive **highly relevant managerial implications**. The prize is sponsored by a company donor from the institute's member circle in a rotating fashion. The sponsor of the 2019 prize is **Dr. Werner Hitschler representing the Pfalzwerke AG**, a German power supply company headquartered in Ludwigshafen am Rhein. Since its establishment in 1912, the Pfalzwerke have become a central player within the nationwide power supply with core businesses in b2b and b2c electricity- and gas-supply, renewables and multiutility services.

Together with the company donor, the IMU board will select the winning dissertation. The award is endowed with **2.000 Euros** in prize money.

**Application procedure and requirements:**

- The dissertation should be related to a **marketing, sales, or market-oriented management** topic.
- The dissertation should have been **completed between May 2017 and September 2018 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 28<sup>th</sup>, 2019**.
- Application documents:
  - Short cover letter + CV
  - Dissertation in short version (up to 5 pages) **including an overview of managerial implications**
  - Complete dissertation and if available the 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>, 2018**.

**For further information, please contact**

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