

MANNHEIM BUSINESS NEWS



Professor Dr. Christoph Spengel

University of Mannheim Teaching Award for Professor Spengel Pioneering Teaching Achievements

Professor Dr. Christoph Spengel has received the 2018 teaching award of the University of Mannheim. The prize was awarded during the University Day on May 2. According to the selection committee, the holder of the Chair for International Taxation is a pioneer for e-learning at the University of Mannheim. Together with his team he offered the bachelor's course "Company Taxation" for the first time in the 2016 fall semester, which since then is a fixed component in the curriculum of 400 bachelor students.

The course consists of a lecture series as well as exercise sessions and tutorials. Additionally, the Chair has developed three digital teaching elements (e-learning classes, focus videos, online quizzes) that are designed to enhance the course's appeal to students and create a sustainable learning effect through active participation and interaction. The Business School at the University of Mannheim, that had nominated Prof. Spengel, regarded the combination of traditional lecture formats with digital elements for such a large core course as extraordinary. The students are convinced as well: evaluation results confirm the innovative, digital teaching concept, that was able to motivate them for the subject of taxation.

The teaching prize is awarded annually during the University Day to teachers of the University of Mannheim. Apart from Prof. Spengel, Dr. Stefan Janke from the Chair of Educational Psychology has been honored during this year's ceremony. ^{LM}

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Cooperative Streaming Services and Exchange Markets

New Versions of the Sharing Economy

Photo: Universität Mannheim



Members of the research team (from left to right): Santje Kludas, Dr. Dominika Wruk, Tino Schöllhorn, Clara Wolff, Jonas Pentzien, and Michael Jäger.

At the Institute for SME Research at the University of Mannheim, the new interdisciplinary group of junior researchers 'platforms2share' has started its work. The group investigates how far new organizational forms and technologies bear potential for the sharing economy. The six researchers under the lead of Dr. Dominika Wruk are being sponsored by the Federal Ministry of Education and Research with € 2.3 million over the next five years.

A lot of people have high expectations towards digital forms of sharing and exchanging in the sharing economy: Users expect better resource efficiency, cheaper services and enhanced social participation. However, existing platforms such as Airbnb or Uber are recently facing increasing criticism in public: Cost savings and profits are said to be retained centrally, ecological advantages of the business models are being sacrificed and regulations surpassed. Slowly, a countermovement is forming: In new cooperative models, house owners, artists or car owners organize themselves independent-

ly, and without the obligation to pay fees to a central platform provider such as Airbnb.

"In our project, we want to investigate whether a positive impact can be reached through these alternative forms of organization, such as cooperatives," says Dr. Dominika Wruk, head of the junior research group. Since almost no research findings exist in this field yet, the researchers need to analyze these new models during their formation phase in the market. Up to now, only a few examples of cooperatives exist, but the market is growing: The berlin-based company WeChange for example offers software and communication solutions. Fairmondo is similar to eBay or Amazon, offering an alternative online market place. And at Resonate, a cooperatively owned music streaming service, the artists are also the owners of the platform and both, musicians and users, participate in profits.

The six-member research team "platforms2share" of the University of Mannheim is interdisciplinary and looks into the new models

from many different angles. Founders and users of such models will be asked for their motives, goals and approaches individually. The group thereby also wants to examine how far the existing political and institutional circumstances impact the formation of new forms of organization. One of the Ph.D. students investigates the technologies, which help to implement such models. This includes, among others, the so-called blockchain technology, which offers a decentral solution for the realization of transactions. In two further dissertations, the potential societal and macroeconomic impact and the ecological effects will be examined.^{YK}

www.platforms2share.org

New Study and Conference Center

A Diamond for Mannheim Business School

The world-famous US American jeweler Louis Tiffany already knew that a diamond is only a piece of coal which proved to have enough endurance. Edith Sitzmann, Secretary of the Treasury of the State of Baden-Württemberg, could not have selected a better reference for her welcome speech during the opening of the new study and conference center of Mannheim Business School. After all, it is the former coal cellar of the baroque palace - not long ago the unused, dirty corner of the otherwise so magnificent palace - where now an "architectural diamond" was built, as Ms. Sitzmann puts it. Here, future leaders and experienced managers from all over the world will from now on receive the technical and personal fine-tuning for their careers.

The new study and conference center is the architectural reflection of an impressive success story: Founded only in 2005, Mannheim Business School (MBS) as the umbrella organization for further management education has become a "flagship of the University of Mannheim", says Professor Dr. Ernst-Ludwig von Thadden. MBS is constantly claiming top positions in the most relevant international rankings – most recently ranked eighth by the American business magazine Forbes in its ranking for international MBA programs. By now, Mannheim Business School has grown to over 600 professionals coming from over 50 different nations, who mostly participate in the Part-Time MBA and Executive MBA programs or complete a master's program for future leaders in auditing and tax advisory. Furthermore, MBS is developing individually tailored trainings and professional development programs for companies of all industries and sizes. "As our capacities in terms of space had reached its limits, but we still see huge potential for firm-specific training programs, we needed to act", explains MBS President Professor Dr. Jens Wüstemann.

Consequently, a modern, 1,700 square-meter large campus was built within only two years,

completely financed by capital resources of MBS. The new study and conference center encompasses two semicircular lecture halls, a conference area, ten breakout rooms and a large foyer. The building was planned by the renowned Frankfurt-based architectural firm schneider+schumacher, which already had experience with challenging underground projects from their work on the extension of the "Städel Museum". With a trick, the architects managed to transform the dark cellar into a land art project, which is not only an eye-catcher but also harmoniously integrated into the existing environment and surprisingly allows the cellar to be light-flooded. A large glass front opens up the basement towards the palace garden, which takes on the shape of an antique theater towards the entrance and

thereby allows for a green outdoor area for students.

Despite all the tradition surrounding the area, the new study and conference center is equipped with state-of-the-art technical features thanks to extensive partnerships with SAP and Microsoft. "We will make digitization tangible here", promises Wüstemann. "In these rooms, people from very diverse cultural and professional backgrounds will meet each other, exchange and discuss thoughts and develop ideas and solutions. Put briefly: Our study and conference center will be a home for excellence, innovation and inspiration." ^{RB}

www.mannheim-business-school.com

Photo: Felix Zeifner



The Secretary of the Treasury of the State of Baden-Württemberg, Edith Sitzmann, visiting the new study and conference center of Mannheim Business School.

Vital Voices Global Mentoring Walk at MBS

Inspiring Network

Women's power at Mannheim Business School: More than 50 female managers and young women who seek a management position came together at the beginning of March to participate in this year's "Vital Voices Global Mentoring Walk". During a stroll over the campus, mentors and mentees exchanged thoughts on challenges and success stories in their jobs. Moreover, the day's program was filled with inspiring speeches and many opportunities to network with like-minded people. Mannheim was the only location in Germany to participate in this international event series. ^{BW}

www.vitalvoices.org



Participants of the Vital Voices Global Mentoring Walk on the campus of the University of Mannheim

ABB Germany and MBS Sign Partnership Agreement

Solidarity in the Neighborhood

ABB Germany and Mannheim Business School have signed a partnership agreement. The German branch of the international tech company and the umbrella organization for further management education of the University of Mannheim want to work closely together in multiple areas. These include the delegation of ABB staff to the Part-Time MBA and Executive MBA programs of MBS, the recruitment of graduates, workshops as well as educational and consulting projects and the joint development of innovative management education programs. The corresponding agreement was signed in the new study and conference center of Mannheim Business School by Markus Ochsner, CFO and Labor Director of the ABB AG, and MBS President Professor Dr. Jens Wüstemann.

For both parties, it is an obvious cooperation: The German headquarters of ABB and Mannheim Business School are only a stone's throw away from each other. "Mannheim Business

School is one of the leading institutions for management education in Europe. With its programs, we cannot only further train our employees in management, but also win over young professionals from the Mannheim Full-Time MBA program," says Ochsner.

"This partnership is a real win-win situation," MBS President Wüstemann is convinced. "ABB is not just a major employer in the metropolitan Rhine-Neckar region who enjoys a high reputation among the people here. The company and its staff structure suits our program offering very well, which addresses internationally oriented and highly qualified specialists and managers of all disciplines – and therefore not only from the business background, but especially from engineering and natural sciences." ^{RB}



Markus Ochsner, CFO and Labor Director of the ABB AG, and MBS President Professor Dr. Jens Wüstemann.

MCEI Seed Award 2018

Financial Injection for Mannheim Startup

In a thrilling and tight finale of the MCEI Seed Award 2018, Victoria Seibert and her team from Mirabesque were able to convince the jury and leave their competitors behind. As the winners of the Seed Award, the team receives a cash prize of € 10,000. The funding is supposed to help the startup quickly grow its business.

For the second time already, the MCEI has awarded the MCEI Seed Award, thanks to kind support of the Heinrich Vetter Foundation. Over 150 startup enthusiasts gathered on February 20 in the local Café L3 to see the pitches of the three finalists. The jury preselected the finalists from 18 applicants, based on the Seed Award criteria and their professional experience.

Victoria Seibert, founder of Mirabesque, opened the final round with her pitch. With its goal to bring the market for dancing apparel and accessories into the digital age of online shopping, Mirabesque is a brand for unique, high-quality dancing apparel. Proving to have a good market instinct and great experience, the startup creates essential value for its customers by offering a broad range of products and a simple ordering process.

In the second pitch of the evening, Johann Rick presented the idea behind evid.one. The team of evid.one wants to simplify the daily work routine of doctors and in hospitals. By digitizing the treatment guidelines of a clinic and providing them via an interactive platform to doctors, they enable them to create individualized therapy suggestions for each patient with only a few clicks.

Finally, Dennis Knochenwefel presented the startup Reportix. Its goal is the digitization of contracts with the help of blockchain technology. Unlike with alternative products of competitors, the digitized contract will be read-



The happy winner: Victoria Seibert, founder of Mirabesque, and Thomas Hipp of the MCEI.

able by both users and computers. The team of Reportix was already able to report a profit in their first year and works for several international clients.

Following the three exciting pitches, it was up to the jury to decide. After an assessment of the evaluation sheets, the winner was announced: Mirabesque gathered the most votes for its idea, followed by Reportix and evic.one ranking second and third, respectively. The cash prize of € 10,000 was kindly sponsored by the Heinrich Vetter Foundation and will be used by Mirabesque to further grow its business.

The complete pool of applicants for the Seed Award 2018 further included CoTutor, Crashtest Security, Das Personalauswahltool, dawoi, Envote, Gaze Tap, LBRM, Lucy, Piboocare, Reportix, RideBee, Scoobel, Shafies, Softsourced, SurveyCircle and VJO Coffee.TH

www.mcei.de
www.mirabesque.de

The Mannheim Center for Entrepreneurship and Innovation

MCEI is the interdisciplinary center for entrepreneurship and innovation at the University of Mannheim. With its three core pillars inspiration, entrepreneurial education and startup support, it helps create a culture of learning, knowledge exchange, innovation and excitement for startup development. It offers entrepreneurial students and startups affiliated with MCEI lots of opportunities to network and support to challenge, test and develop their business models with a strong focus on a can-do mentality and scaling up. Its offerings rest on a "paying it forward mentality" of give-and-take: MCEI's success builds on highly motivated students tackling challenges in new ventures and experienced entrepreneurs who serve as mentors, speakers, role models and facilitators.

New YouTube-Series “Wirtschaftlich gedacht”

Cheap Flights and Better Negotiation Skills: the Practical Side of Business Studies

Who wouldn't want to know how to find the right time to book a cheap flight or bargain properly in a car sale and save real money? In the new YouTube series “Wirtschaftlich gedacht” (“Best practice”), professors explain how business research can be applied practically to ease our day-to-day lives.

In our daily routines we frequently encounter economic theories – without realizing it. In order to find the cheapest flight, it can be helpful to understand the airlines' search engines and pricing strategy. Airlines often use the concept of “dynamic pricing”, a pricing strategy through which companies adjust their prices for products or services according to the current demand. Florian Stahl is a professor of marketing

at the University of Mannheim and focuses in his research on the “dynamic pricing” concept. In the first video of the YouTube series “Wirtschaftlich gedacht”, Professor Stahl presents his five best and proven tips to find the cheapest flight.

In successful negotiations not everything is about the price. On the contrary, a tug-of-war over the price usually only leads to price dumping and both, buyer and seller, lose because of cheap products. Florian Kraus knows that. In his video “Negotiating successfully”, the marketing professor and expert on direct and personal sales explains how to acquire good negotiation skills and which simple tricks one can use to achieve a successful outcome in a car sale for both, seller and buyer.

Scientific research often takes place away from the public eye in the university's proverbial ivory tower, references to the real life are hard to detect at first sight. The new YouTube series aims at illustrating business and economic research for laymen. The next videos have already been shot and provide for example tips on how to study more effectively.^{LM}

*YouTube-channel of the Business School:
www.youtube.com/dekanatbw1*

ERFOLGREICH VERHANDELN

Prof. Dr. Florian Kraus



In his video “How to negotiate successfully”, Prof. Dr. Florian Kraus shares his insights on negotiations.

Mannheim Forum Accounting & Taxation

A Panel for the Taxation Offspring

Photo: Ultimate Art



Prof. Dr. Christoph Spengel with the guest speakers of the annual meeting: Dr. Ulrich Störck, Dr. Frank Schmidt und Dr. Hans Maier (v.l.n.r.)

The Area Accounting and Taxation has a tough standing among the business students. Since 2011, the association “Mannheim Forum Accounting & Taxation” (MaFAT) tries to change that with exciting conferences, workshops and awards – successfully.

“The interest of our students in accounting and taxation has grown significantly over the past two years,” says Marcel Olbert, MaFAT member and research associate at the Chair of International Taxation, Professor Dr. Christoph Spengel. “We know this from our lecture evaluations. Also, an increasing number of students approaches us because they are interested in further specializing in this field.” This upward trend is, according to Olbert, mainly due to the continuous commitment of the “Mannheim Forum Accounting & Taxation” (MaFAT).

Founded by professors and alumni of the Area Accounting and Taxation in 2011, MaFAT was created to enhance the Area’s visibility. “With the transition to bachelor’s and master’s programs as part of the Bologna reform, students

had less options to specialize during their studies,” explains Dr. Ralf Braunagel, chairman and founding member of the association. “The competition among the Areas for students had become fiercer and the Area Accounting and Taxation fell behind.”

The fact that it regained popularity in recent years is largely owed to the numerous activities of the association: MaFAT fosters students and young researchers in the field of accounting and taxation not only with scholarships and awards such as the MaFAT Scholarship Taxation and the MaFAT Research Award. With the MaFAT student initiative, whose foundation was initiated by the association, students now also come into contact with accounting and taxation topics earlier in their studies. Furthermore, MaFAT offers students, alumni and network partners a platform for exchange, organizes lectures and meetings, and participates in student events such as the annual networking party, which is organized by the MaFAT student initiative. “The highlight in our event calendar is the annual meeting in September,” says Dr.

Braunagel. “With top-class speakers and red-hot topics such as the digitization in tax legislation at last year’s meetings, we attract more than 300 participants every year.”

In the future, MaFAT is planning to further expand its activities. “Over the years, a large network of alumni and sponsors has developed in our Area, which we would like to maintain,” says Braunagel. Because of large intersecting topics with the law department, the association wants to attract law students in the future as well.¹⁵



The Mannheim Master in Business Research

“The MMBR is the Perfect Master’s Program for me”

Finding the right master’s program is not easy – more than 120 master’s programs in the field of business administration exist in Germany, not counting the ones offered abroad. But the Mannheim Master in Business Research is unique in many ways within the German-speaking region. A student gives insights.

Maxime Junak is convinced: He has made the right choice. The 23-year-old student from Frankfurt is studying in the master’s program “Mannheim Master in Business Research”, short MMBR, since September of last year. The MMBR is the newest program of the Business School and was introduced in 2016. It is one of only two programs in Germany to lay its emphasis on academic research in the area of business administration and which offers a high proportion of quantitative and methodological approaches in its program.

Maxime has consciously decided for this new master’s program and for the University of Mannheim. After completing his bachelor’s degree in business administration at the University of Mannheim, he knew that he either wanted to continue studying in a consecutive master’s program in Mannheim or abroad. Suddenly there was the chance for an internship in Mexico and the concluding gap year postponed the decision for another year. But then, the decision was clear: “After looking into the study program and content of the MMBR, I was convinced that the MMBR is perfect for me.”

Apart from the quantitative courses focusing on mathematics, methodology and data analysis, the MMBR specifically prepares students for a career in academia. Starting with the third semester, students attend seminars of the Graduate School of Economic and Social Sciences (GESS), the graduate school of the University of Mannheim. Thereby students participate in Ph.D.-level courses which will later be acknowledged in structured Ph.D. programs, abbreviating the length of such a program. Maxime is also con-

sidering to develop a potential research subject instead of writing a master’s thesis – preparation for a later Ph.D. and one of many options students have in the MMBR program.

At the beginning of the program, students decide on one of seven specialization tracks. Since Maxime was working with mathematical, financial models during his internship in Mexico, he chose the “Finance Track”. The specialization is the perfect preparation for his goal of working as a consultant. At the same time, he is retaining himself the option to do his Ph.D. at a later stage after his master’s degree.



We learn how to tackle problems analytically.



As with many other programs of the University of Mannheim, the MMBR is very popular among international students: almost 75% of the 20 students of the current cohort hail from abroad. This is possible since the entire program is taught in English. For Maxime, English as the language of instruction is not only a personally enriching experience, he also believes that it is a great chance for the German university landscape and for the business location Germany as a whole: “In order to attract international talents, it is absolutely necessary that English-taught study programs are offered in Germany.”

The student admits that the program is challenging and compared to other, less specialized master’s programs in business administration, calls for a much greater workload. Nevertheless, Maxime is very happy with his choice, his expectations regarding the program were entirely met: “If you are interested in economic topics, this is a great program, since it enables you to analytically investigate economic questions. What appears very complex during the first semester will already be much easier to understand in the second semester because you gain a

Photo: Xenia Münsterkötter



Maxime Junak

deep understanding of the subject. I learn something new every day.” Maxime is convinced that a deep understanding of theories and methodologies is always advantageous. “We learn how to tackle problems analytically. These skills are very helpful to quickly adopt and understand new concepts.” The number of applicants proves him right: for the 20 spots in the MMBR program, almost four times as many applications were submitted last year. ^{LM}

The MMBR at a glance:

- Degree: Master of Science (M.Sc.)
- Start and program length: annually in fall, 24 months (full-time)
- Tracks: Accounting, Finance, Information Systems, Management, Marketing, Operations, Taxation
- Internationality: program completely taught in English
- Application: March 15 – May 31; online via www.uni-mannheim.de/en/applying/



Five-year Anniversary of ‘Uni-Cleverlinge²’ Mentoring Program

Small Things with Great Impact

Like a big brother: For five years already, Gordon Weuste and Aland Abdallah get together as part of the mentoring program “Uni-Cleverlinge²”. Now they share how it has changed them and how enriching volunteering can be.

Aland and Gordon are a good team – even though they couldn’t be more different. Aland is 16, was born and raised in Ludwigshafen by his Kurdish family and is searching for an apprenticeship. Gordon is ten years older than him. Coming from the University of Mannheim with his bachelor’s degree in business administration, he has started working in a consultancy three years ago.

The two spend a lot of time together. Since 2012, they are connected through the organization “Kinderhelden” as mentor and mentee within the project “Uni-Cleverlinge²”, which is supported by the University of Mannheim, Business School. Back then, Gordon was a student at the University and Aland attended the comprehensive school in Oggersheim. They see each other regularly, at least every other week. Over the past years, Gordon has become an important part in Aland’s life and also a respected and reliable person of trust for Aland’s family.

When the two were matched through the mentoring program in 2012, Aland knew right away that Gordon was the type of mentor he was looking for. He realized immediately, that he could

learn a lot from Gordon. And also for Gordon the tandem felt right. He could put his desire to not simply rest on the comfortable environment of a student without any family-related or financial problems into practice with his commitment for the less privileged Aland.

“At first, our meetings were focused on having fun and getting to know each other so that we could build up trust,” says Gordon. “It was only after a while that we turned to more serious topics, shifting the emphasis further towards the mentoring.” Since then, Gordon helps Aland with “everything”, as Aland puts it. The search for an apprenticeship is one example, which challenged the motivation and stamina of both as they admit. Gordon helped Aland with more than 40 applications. The result: only one invitation. Even so, the interview went well and Aland started his apprenticeship as a retail salesperson. But during his probation period, he was not able to convince his employer and the contract was terminated after only a few months. Again, Aland was facing the challenge of finding a suitable apprenticeship.

Despite the major setback, Gordon is once more supporting Aland in his search. Aland is now given the opportunity to work on trial for a week at a restaurant chain and – in case he convinces the managers – start his apprenticeship as a franchise caterer. Gordon is cautiously optimistic that his mentee will demonstrate full commitment this time and satisfy his potential employer.

“We never really argue with each other,” says Aland. In fact, he shows understanding for Gordon’s advice, which isn’t always soothing and usually incites Aland to move out of his comfort zone. He is thankful for the support of his mentor, who, as long as Aland has good arguments, also gives him a second chance.

For Gordon, the tandem with Aland is also a challenge through which he is constantly grow-

ing. After five years of regular meetings, he has learned a lot about his mentee. “Thanks to Aland and his family, I got to know the Kurdish culture at first hand,” tells us Gordon gladly. The insights he gained into Aland’s life helped him realize how precious worry-free circumstances in life really are and to always stay humble.

Staying humble and contributing one’s bit to make the world a better place is part of Gordon’s attitude anyhow, coming along with his Christian-inspired world view. Parallel to his job as a consultant, he has founded his own non-profit company two years ago. “Build & Grow” offers a special team-building experience for business people: Participants undertake a joint journey abroad, during which the team builds a house – from the first cornerstone all the way to the finishing paint – for a socially disadvantaged family which had to live under adverse conditions.

Thereby participants can quickly experience themselves how it feels to really make an impact for someone, or in this case for an entire family, handing over the keys to their new home at the end of the journey. Gordon knows how fulfilling such engagement is from his own experience. Through his efforts as Aland’s mentor he has opened up many opportunities for his mentee and may also have influenced his life path in a positive way. ^{LW}



Make a good team: Aland (l.) and his mentor Gordon.

“Kinderhelden” is always looking for motivated mentors:
www.kinderhelden.info

More information about “Build & Grow”:
www.build-grow.org/about-us



Awards

PROFESSOR HOMBURG SECOND IN RANKING FOR MARKETING RESEARCH

Every year, the American Marketing Association (AMA) honors the top individual contributors to leading marketing journals. **Prof. Dr. Dr. h.c. mult. Christian Homburg** has again reached the second place in the international ranking and remains the only German researcher in the top ten. Homburg, Professor for Business-to-Business Marketing, Sales & Pricing, contributed 19 publications to the leading journals *Journal of Marketing* and *Journal of Marketing Research*.

PROFESSOR WÜSTEMANN REELECTED TO AMBA BOARD

Professor Dr. Jens Wüstemann, holder of the Chair of Business Administration, Accounting and Auditing and President of Mannheim Business School, has been reelected to the "International Accreditation Advisory Board" of the accreditation agency Association of MBAs (AMBA). Over the next four years, he will accompany the accreditation process and will be involved in the decision making of accreditations.

PROFESSOR HELMIG APPOINTED TO TENURE BOARD

Professor Dr. Bernd Helmig, holder of the Chair of Public & Nonprofit Management, has been appointed by the Presidential Board of the Leibniz University Hannover to their Tenure Board. The Leibniz Tenure Board is an independent, external panel of experts which evaluates the research achievements of tenure professors in accordance with national and international standards and transparent evaluation criteria. The board consists of two external, international researchers from the fields of engineering, natural sciences and humanities and social sciences each. Professor Helmig has been appointed for five years.

FRIEDRICH-EDDING-PRIZE FOR PROFESSOR DEUTSCHER

Dr. Viola Deutscher, Assistant Professor of Economic and Business Education, Competency Development and Training Quality, has received the Friedrich-Edding-Prize for her dissertation in Darmstadt in November. The prize, granted by the "Arbeitsgemeinschaft Berufsbildungsforschungsnetz" (AG BFN) in cooperation with the Federal Institute for Vocational Education and Training, honors junior researchers in the field of vocational education. Deutscher is one of three laureates.

PROFESSOR HOISL APPOINTED ASSOCIATE EDITOR

Professor Dr. Karin Hoisl has been appointed to the Editorial Board of the *Strategic Management Journal* as an Associate Editor. The owner of the Chair of Organization and Innovation is very proud of this honor. After all, the journal belongs to the most renowned in the field of business and management, ranked by citations. Dr. Hoisl is the only member of the Editorial Board coming from the University of Mannheim.

HABILITATION CANDIDATE PUBLISHES ARTICLE IN A-PLUS-JOURNAL

The article "Does Platform Owner's Entry Crowd Out Innovation? Evidence From Google Photos" by **Dr. Jens Förderer** and his co-authors Prof. Dr. Armin Heinzl, Dr. Thomas Kude and Sunil Mithas (University of Maryland), has been accepted for publication in the journal *Information Systems Research*. Förderer is a habilitation candidate at the Chair of General Management and Information Systems of Professor Dr. Armin Heinzl and focuses on digital transformation of firms, especially with regards to digital platforms, communities, and markets.

PROFESSOR HELMIG AGAIN VICE-PRESIDENT OF THE DHV

Professor Dr. Bernd Helmig, holder of the Chair of Public & Nonprofit Management, was reelected to the position of Vice-President for the next two years by the delegates of the German Association of University Professors and Lecturers (DHV). The DHV represents more than 30,000 members and is the professional association of academics in Germany. At the same time, it provides comprehensive information and services for university professors and up-and-coming academics.

THREE ARTICLES BY PROFESSOR EDINGER-SCHONS ACCEPTED

Two scientific papers by **Prof. Dr. Laura Marie Edinger-Schons** and her co-authors (Sabrina Scheidler, Jelena Spanjol, Jan Wieseke, and Lars Lengler-Graiff) have been accepted for publication in a special issue of the *Journal of Business Ethics*. Further more, another paper by Prof. Edinger-Schons co-authored with Jenni Sipilä, Sankar Sen, Gina Mende, and Jan Wieseke, has been accepted for publication in the *Journal of Consumer Psychology*.

PROFESSOR BRAUER PUBLISHES IN JOURNAL OF MANAGEMENT

Together with his co-authors, **Dr. Matthias Brauer**, holder of the Chair of Strategic and International Management, was able to publish two articles in the *Journal of Management*. The article "Investor Response to Workforce Downsizing: The Influence of Industry Waves, Macroeconomic Outlook, and Firm Performance" (with Martin Zimmermann) and the article "Analyzing analyst research: a review of past coverage and recommendations for future research" (with Margarethe Wiersema) were accepted for publication. The *Journal of Management* is currently the third-highest ranked management journal.

Award for Theses of Master Students



Jonas Ronellenfitch (third from the right) and Marius Krömer (second from the right) at the award ceremony of the "BEST Economic Thesis Award" with representatives of the bdvb and third-place winner Elisa Petermann.

Two students from the Area Operations Management received the first and second prize of the "BEST Economic Thesis Award", granted by the Bundesverband Deutscher Volks- & Betriebswirte e. V. (bdvb). On November 13, 2017, the bdvb has for the first time conferred the award to recognize outstanding master's theses that contribute to economic and social progress.

Jonas Ronellenfitch, who wrote his thesis at the Endowed Chair of Procurement, Prof. Dr. Christoph Bode, was awarded the first prize for his work analyzing the market power of suppliers in the automobile industry. The prize is endowed with 1,000 Euro. The second prize and 750 Euro were granted to Marius Krömer for his master's thesis "Passenger Railway Revenue Management in a Network", which he penned at the Chair of Service Operations Management, Prof. Dr. Cornelia Schön.

The "BEST Economic Thesis Award" of the bdvb aims at promoting visibility for outstanding academic work of students in the areas of business administration, economics and related fields. These master's theses are often of high value for society since they look upon current topics which are innovative and of high practical relevance.

The "BEST Economic Thesis Award" will from now on be awarded on an annual basis. For 2018, it is still limited to master's theses written at a university in the State of Baden-Württemberg. From 2019 on, students from all universities nationwide can apply for the award.^{LM}

www.bdvb.de/best

Photo: Xenia Münsterkötter



Prof. Dr. Danja Sonntag

New Assistant Professor in the Area of Operations Management

Prof. Dr. Danja Sonntag is the newest member of the Business School of the University of Mannheim. Starting this spring semester, she has taken over the junior professorship of the Area of Operations Management.

She began her academic career with a master's degree in business administration at the Christian-Albrechts-University of Kiel, followed by work as a research assistant and her doctoral program at the Chair of Operations Management at the Otto-von-Guericke-University Magdeburg. She successfully completed the program in 2017 with a dissertation on "Safety stock determination in production systems with random yield and positive lead times". Last year, she further completed a research stay at the Lund University in Sweden.

Her research focus includes stock management with stochastic production yield and "Multi-Echelon Inventory Systems".

Gender Research in the Financial Sector

What Women in Leading Positions Want

Alexandra Niessen-Ruenzi, holder of the Chair of Corporate Governance has been researching gender issues in the financial sector and in companies for more than ten years. Her results often show the inequalities between women and men in the still male-dominated financial industry. By questioning more than 1100 students from Mannheim, Frankfurt, and St. Gallen for her recent study, funded by the career network "Fondsfrauen", Niessen-Ruenzi did not only find that women are underrepresented in the financial industry as portfolio managers, but also detected what prevents young women to start a career in that sector. The competitive orientation with a "Wolves of Wall Street"-Image has been stated as the main reason. In this interview, she explains why she has focused her research on these gender issues and how companies and politics can help women to pursue a career in the financial sector.

When did your interest for gender issues in the financial sector start and how did your research focus on this topic come about?

This topic has been fascinating me since my diploma thesis that I wrote about gender specific inequalities in funds management. Since then, I focused my research on this subject and there are still a lot of questions yet to be answered. Currently, I am particularly interested in the lack

of interest by the female population in financial market topics, that can lead to substantial wealth imbalances between men and women especially later in life. I am trying to find out how female investor groups can be addressed and motivated more effectively by financial markets topics, that often seem dry and tedious to outside parties.

Would you also like to make a political contribution with your research, for example as a template for legislative change or quotas?

Of course my research aspirations initially focus on addressing interesting and relevant issues and publishing my results in the best scientific journals in my field. However, I also think it is important that research results find public recognition and provide politicians with a well-founded decision-making tool for legislative change, e.g. the law for equal participation of men and women in executive positions. For example, one of my research projects questions the efficiency of quota regulations to increase the percentage of women in executive positions ("top-down approach"): our results show that a "bottom-up approach" based on state-subsidized childcare offerings can help even more qualified women to climb the corporate ladder.

Photo: Siegfried Herrmann



Prof. Dr. Alexandra Niessen-Ruenzi

From your own perspective, what are solutions to the problem that women are underrepresented in many areas, e.g. as fund managers? Are there basic conditions that could be changed?

There is no doubt that they exist. In many sectors of the job market the processes are structured in a way that present bigger challenges for women than for men. More flexible working hours, more transparency regarding the decision-making process that determines promotions and salaries as well as open communication structures are some examples of conditions that women miss more frequently than men according to our research.^{LM}

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