



# Annual Review 2020/2021

of the University of Mannheim, Business School





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# Highlights

Foto: Anna Logue

## **German Start-Up Monitor 2020: University of Mannheim Still Strong in Start-Ups**

The University of Mannheim was able to position itself in one of the top-ranking positions in the German Start-up Monitor 2020, which is published annually by the auditing company PwC. Thus, the University of Mannheim is one of the universities in Germany with the highest number of start-ups. The survey on which the ranking is based looks at innovative and growth-oriented start-ups and asks, among other things, where their founders have studied. Students at the University of Mannheim can engage with the topic of entrepreneurship in numerous curricular as well as extracurricular events.

## **New Network Simplifies Application for International Master's Programs**

The newly founded network "B2M" - Bachelor-to-Master, is an alliance of six renowned business schools around the world. The aim is to encourage bachelor's students from member universities to apply for master's programs within the network. In addition to the Business School of the University of Mannheim, ESSEC Business School (France and Singapore), IE Business School (Spain), HKUST Business School (Hong Kong, China), Smith School of Business at Queen's University (Canada) and Warwick Business School (UK) are among the founding members..

## **University of Mannheim Supports RNV in Conversion to Hydrogen Buses**

The Mannheim Institute for Sustainable Energy Studies (MISES), together with the Karlsruhe Institute of Technology (KIT), has been awarded the contract to provide scientific support for a project of the Rhine-Neckar Metropolitan Region. The aim of the project is to convert the bus fleet of the local transport operator Rhein-Neckar-Verkehr GmbH (RNV) to hydrogen and fuel cell technology. The state government is funding the "H2-Rhein-Neckar" project with 20 million euros as part of the strategic dialog on the automotive industry in the metropolitan region. While KIT is focusing on the technical design of the conversion, MISES is investigating its economic efficiency based on life cycle costs.





## HR Managers Prefer Graduates From the University of Mannheim

The University of Mannheim has once again achieved excellent results in the survey of HR managers conducted by Wirtschaftswoche magazine, making it the leading university for the seventeenth time. The survey looks at which graduates are most popular among company recruiters and HR managers. 22.6 percent of participants in the survey attest that Business School graduates from the University of Mannheim best meet their expectations. The consulting company Universum surveyed around 600 HR managers from small, medium-sized, and large companies on behalf of the Wirtschaftswoche.

## The Business School at University of M. as Founding Member of new European Business School Network

Four leading European business schools have joined forces to create a new network for master's students. The Copenhagen Business School in Denmark, ESSEC Business School in France, IE University in Spain and the Business School of the University of Mannheim are offering selected participants the opportunity to learn more about Europe's history, economy, and politics with the "European Management Track" (EMT). The goal of the network is to take advantage of Europe's political and social unity as well as its economic strength and to demonstrate to business students the strengths that lie in European diversity.

## Business School at the University of Mannheim Celebrates Virtual Ceremony for its Graduates

"With one laughing and one crying eye", Dean Joachim Lutz bid farewell to the approximately 800 graduates of the Business Administration and Economy and Business Education programs at the end of July. For the second time in a row, the ceremony took place not in the "Ehrenhof" of the castle, but online due to Covid pandemic. This year, there was a livestream from the Knights' Hall, in an appropriately festive atmosphere and with musical entertainment, which guests could watch via Zoom or YouTube. With engraved glasses, which the School had sent out as a farewell gift before the ceremony, everyone was able to virtually raise their glasses together.



# International Rankings

**#1**  
BLOOMBERG BUSINESSWEEK  
**Global MBA Ranking**  
in Germany

**#1**  
THE ECONOMIST  
**Full-Time MBA Ranking**  
in Germany

**#1**  
FORBES  
**International MBA Ranking (Non U.S.)**  
in Germany

**#3**  
FINANCIAL TIMES  
**Masters in Management Ranking**  
in Germany

**#2**  
FINANCIAL TIMES  
**Global MBA Ranking**  
in Germany

**#1**  
QS  
**World University Ranking**  
in some disciplines\*

**#2**  
THE ECONOMIST  
**Executive MBA Ranking**  
in Germany

**#1**  
**Shanghai Academic Ranking of World Universities**  
in Germany

**#1**  
TIMES HIGHER EDUCATION  
**Ranking by Subjects „Business & Economics“**  
in Germany

# National Rankings

**#1**  
WIRTSCHAFTSWOCHE  
**University-Ranking**  
in Germany

**TOP**  
CHE  
**Fächerranking BWL**  
among the best in Germany

\*in Accounting and Finance, Business and Management, Economics and Econometrics



# Research and News from the Business School

Photo: Xenia Münsterkötter

## Acknowledgements



### **Prof. Dr. Torsten Biemann Honored by „Personalmagazin“**

Under #40Köpfe, the editorial team of personalmagazin has honored ten researchers who have made outstanding contributions in the field of human resources. One of them is Prof. Dr. Torsten Biemann, holder of the Chair of Business Administration, Human Resource Management and Leadership. He studied both business administration and psychology. This dual perspective is a great asset to his research, which focuses on human resource management and leadership. Professor Biemann also conducts research in the field of People Analytics.



### **2020 Excellence in Refereeing Award**

**Prof. Dr. Jannis Bischof** from the Chair of Business Administration and Accounting, received the 2020 Excellence in Refereeing Award from the Journal of Accounting Research (UTD-24 Journal), based on the quality and number of reviews conducted by the top reviewers of the journal for the calendar-year 2020. Professor Bischof is a member of the editorial board of several international journals (Accounting and Business Research, Business Research, European Accounting Review).



### **Prof. Dr. Bernd Helmig Vice President of the DHV**

**Prof. Dr. Bernd Helmig** (Chair of Business Administration, Public & Nonprofit Management) was elected Vice President of the German Association of Higher Education (DHV) for another two years at the Assembly of Delegates in March 2021. The DHV represents more than 30,000 members and helps shape higher education and education policy in Germany. It represents the higher education policy, legal and economic interests of university teachers in against the state and society. Its work is especially directed towards the next generation of academics. The work of the DHV serves both the university teaching profession as a whole and the interests of the individual member.





### **Prof. Dr. Karin Hoisl Receives Student Council Teaching Award**

**Prof. Dr. Karin Hoisl**, Chair of Organization and Innovation, has received the Student-Council Teaching Award for the fall-winter semester 2019/2020 as well as the spring-summer semester 2020. The student-council particularly praised the rapid digitalization and the reference to current topics in her courses. The student-council of the University of Mannheim, Business School awards its annual teaching prize to professors, chairs or areas of the Business School who stand out from the students' point of view due to the exceptional quality of their teaching and their commitment to the students' interests. The next prize will be awarded in fall 2021 for special achievements in the past academic year.



### **Professor Homburg Becomes Fellow of the AMA**

**Prof. Dr. Dr. h.c. mult. Christian Homburg** is the first European university professor to be honored by the American Marketing Association (AMA) as an AMA Fellow for his lifetime achievement in marketing research. The award is presented annually by the world's leading scientific marketing association, the AMA, to four to six scientists whose life's work has made a significant contribution to the further development of their discipline. This makes the award one of the most respected honors in the field of marketing. At the same time, the creation of a small circle of selected top international researchers is intended to create space for exchange and further development of innovative research projects.



### **Prof. Dr. Alexandra Niessen-Ruenzi Member of the ECGI**

**Prof. Dr. Alexandra Niessen-Ruenzi**, Chair of Corporate Governance, has been appointed one of 50 new members of the European Corporate Governance Institute. The ECGI is a global research network and an international academic non-profit organization that provides a forum for discussion and dialogue between academics, legislators, and practitioners. The new research members, academics from around the world, were admitted based on the quality of their research in the field of corporate governance and stewardship.



### **MLP Young Talent Award**

**Felix Vetter** has been a junior professor in the Accounting & Taxation Area since July 2020. He was awarded the 2021 Junior Professor Award by the Association of University Teachers of Business Administration (VHB) for his outstanding scientific achievements. Based on Big Data from the USA, Felix Vetter's dissertation "Financial Gatekeeper Regulation" examines the extent to which licensing as a form of access regulation influences labor market opportunities, earning potential and audit quality of financial market players. The MLP Young Researcher Award is presented once a year to young researchers. The award is sponsored by MLP Finanzberatung SE and is endowed with 2,500 euros.

# Current Trends in Research

## *Mannheim Institute for Financial Education (MIFE)*

The financial literacy of the population is of great importance for individual and societal well-being, economic stability, and social participation. This is demonstrated not only in acute crises, such as the financial and economic crisis of 2008 or the current economic crisis triggered by COVID 19.

The Mannheim Institute for Financial Education (MIFE) is a joint initiative of the University of Mannheim and the Leibniz Centre for European Economic Research (ZEW). As an independent and interdisciplinary research institute, it is dedicated to the comprehensive study of issues related to financial education. In this context, the researchers are interested in both financial literacy, i.e. the knowledge and skills associated with adequate financial decision-making, and the conditions and possibilities for effectively supporting the development of this knowledge and skills through appropriate educational, communication and information measures.

At the same time, MIFE offers a platform for scientific exchange and close contact with decision-makers in politics and practice. Thus, MIFE combines relevant scientific expertise with social responsibility and evidence-based policy advice.

The directors of MIFE are Prof. Dr. Carmela Aprea, holder of the Chair of Economic and Business Education - Design and Evaluation of Instructional Systems, and Prof. Dr. Tabea Bucher-Koenen, holder of the Chair of Business Administration, Financial Systems and Development Finance and Head of the Research Department "International Financial Markets and Financial Management" at ZEW.

For further information on MIFE, see [uni-mannheim.de/mife](https://uni-mannheim.de/mife).

## *German Business Panel: Representative Data on the State of Businesses in Germany*

The German Business Panel (GBP), led by Professors Jannis Bischof, Dirk Simons and Johannes Voget, is a comprehensive survey of decision-makers in companies of all sizes, legal forms, and industrial affiliations from all over Germany. The project is funded by the German Research Foundation (DFG) as part of the Collaborative Research Center (Transregio) TRR 266 "Accounting for Transparency". In addition to the topics of accounting and corporate taxation, current issues such as the impact of the Corona crisis are a particular focus of the surveys. The aim is to provide up-to-date information on companies' expectations and assessments for the scientific-, business- and political world.

The Corona crisis represents one of the greatest social and economic challenges in recent years. Many companies have been hit hard by the crisis. Previous results reports based on more

than 30,000 participating companies have received great response in the media (e.g., Der Spiegel, NDR, FAZ, SWR) and the trade press (e.g., Der Betrieb, Wirtschaftsdienst). This, the data suggests that the improved design of state aid in the second half of 2020 was able to cushion what were in some cases substantial declines in profits and significantly reduce corporate defaults. Regional differences are also discernible.

The structurally strong state of Baden-Württemberg, for example, is home to a particularly large number of crisis winners, while at the same time the dissatisfaction of crisis losers is particularly high here. By participating in the German Business Panel surveys, companies are making an extremely important contribution to an assessment of the economic situation in Germany. With their data, companies can contribute to a better understanding of the effects of economic policy measures on businesses.

Reports on the results and current scientific evaluations can be found at [gbpanel.org](https://gbpanel.org). Interested companies can register for participation at [gbpinfo@mail.uni-mannheim.de](mailto:gbpinfo@mail.uni-mannheim.de).

## *The Future of Procurement - Current Trends and Challenges*

Prof. Dr. Christoph Bode, holder of the Endowed Chair of Procurement, is concerned with the management of supply chains, with a particular focus on purchasing and procurement ("Procurement"). Current research activities at the Chair focus primarily on supply chain risks and disruptions, design of supplier relationships, sustainability management, and innovation and entrepreneurship related to supply chains. Another focus is on strategies and performance in procurement, for which the chair conducts an annual "Chief Procurement Officer (CPO) Survey" to explore and anticipate current target images and trends in procurement.

The results of this year's survey, together with Dr. Marcell Vollmer of the Boston Consulting Group, with over 360 participants, show that cost is still dominant compared to other objectives in procurement, such as quality, delivery times, innovation, risk management and sustainability (62% of companies cited cost as the most important or second most important performance metric). Therefore, it is not surprising that only 9% of participants see their procurement function as a good example of sustainable practices. As biggest challenge in the transformation of the purchasing function are budget constraints and "sluggishness" in change management. Regarding digitalization strategies, although most purchasing departments have formulated one, the level of satisfaction with them remains relatively low. Furthermore, employees in purchasing are generally more satisfied if the department has a high entrepreneurial orientation. Thus, Professor Bode recommends, among other things, that companies should establish an entrepreneurial orientation, especially in the purchasing departments, in which, among other things, the following aspects should be emphasized: innovative, proactive, risk-taking, and encouraging autonomous employees.

The results of the study will soon be published in the anthology "Global Logistics and Supply Chain Strategies in the 2020s - Vital skills for the Next Generation".

Interested companies can contact [procurement@bwl.uni-mannheim.de](mailto:procurement@bwl.uni-mannheim.de) to participate in the next study and receive an executive summary of the findings.

### *Gender Gaps in Capital Markets: Gender Pension Gap*

Prof. Dr. Alexandra Niessen-Ruenzi, Chair of Corporate Governance, conducts research in the field of empirical capital market research, focusing on issues of corporate finance and corporate governance, as well as asset management. One focus is on researching gender-specific differences in financial markets, such as the investment behavior of men and women, their investment decisions, gender differences in how they view the financial industry, and the influence of female role models on women's decisions.

The average pension gap of women compared to men - the so-called gender pension gap - is particularly high in Germany: women receive more than a quarter less in state pensions than their male counterparts. This is the result of the scientific study "The Gender Pension Gap in Germany", which Prof. Niessen-Ruenzi conducted in 2019 in collaboration with Prof. Dr. Christoph Schneider of Tilburg University.

Depending on their age, women are affected to varying degrees by the Gender Pension Gap. Up to the age of 35, the differences in the expected pension entitlements of women and men are still very small. But after about age 35, men start accruing significantly more pension points than women; among 46- to 55-year-olds, the difference is 27 percent. According to Professor Niessen-Ruenzi, the most likely reason for this development is that many couples in this age group start a family, and often women reduce their working hours in this phase of life. Another important reason is the so-called "gender pay gap." Women earn less overall than men over the course of their working lives.

For these reasons, Professor Niessen-Ruenzi advocates that women consider retirement planning and investing. The results of her research as well as calls for women to take care of their own financial security have appeared in various major media such as the *Süddeutsche Zeitung*, *Zeit Online* and *Handelsblatt*.

### *Effects of Wage Inequality on Customer Satisfaction and Business Success*

Professor Dr. Dr. h. c. mult. Christian Homburg, Chair of Business-to-Business Marketing, Sales and Pricing, regularly conducts research on current marketing and management topics, such as the impact of wage inequality in companies on marketing-relevant variables such as customer satisfaction and business success.

The pandemic has put a spotlight on rising pay inequality between top managers and employees. In Germany, for example, employees must work 36 years to earn the annual salary of a top manager. By comparison, an employee would need 55 years in the UK and 134 years in the US. This raises the question: Do companies have an incentive to increase or decrease pay inequality?

In a new paper published in the *Journal of Marketing*, Dr. Boas Bamberger, Dr. Dominik Wielgos and Prof. Christian Homburg provide exciting insights into the impact of wage inequality on customer satisfaction and business performance. In two empirical studies, the authors show that wage inequality increases corporate profitability in the short run. In the long run, however, this positive effect disappears. What remains is a negative effect on customer satisfaction since wage inequality motivates employees to act opportunistically toward customers and to be less customer oriented. The study appeals to managers to consider the customer- and long-term consequences of growing wage inequality. At the same time, it offers political decision-makers a valid argument to build consensus with managers that reducing wage inequality would be beneficial for society and companies alike.

### *Transparency Measures in International Corporate Taxation: The EU Proposal on Public Country-by-Country Reporting (CbCR)*

The team around Prof. Dr. Christoph Spengel conducts research in the field of national and international corporate taxation, tax planning and tax competition. A current focus is on tax transparency measures, such as the so-called Country by Country Reporting (CbCR). During the Portuguese Council Presidency, the discussion on mandatory publication of CbCR data for companies in the EU, which has so far only been made available to the tax authorities, has gained renewed relevance. At the beginning of June 2021, an agreement was reached on the introduction of a public CbCR within the EU.

A conceptual analysis of the implications of CbCR, published by Prof. Dr. Christoph Spengel together with a project team from ZEW Mannheim and the Family Business Foundation 2020, suggests that the costs to companies associated with disclosure to the public could exceed the overall benefits. In this case, the direct costs from ongoing reporting are less of an issue than the possible implicit costs. In addition to unjustified reputational losses and a restriction of tax secrecy, the most important consideration is the threat of distortions of competition due to the CbCR disclosure requirement, which is limited geographically and by size. The companies affected by the regulation must publish sensitive, internal company data, which can lead to significant competitive disadvantages compared to competing companies that are not affected by the publication obligation.

In his most recent CbCR study, Professor Spengel also notes a negative capital market reaction to the above-mentioned inter-institutional agreement to introduce a public CbCR.



Within the first three days, the announcement led to an estimated loss of stock market value of around 56 billion euros. From an investor's point of view, this supports the assumption that the implicit costs resulting from the publication of the data seem to outweigh the additional information gain or the public pressure on companies to implement more sustainable tax strategies. For these reasons, Spengel sees no benefit from publishing these tax data.

Professor Spengel was an expert witness at a public hearing in the European Parliament in March 2021, and the results of his research have also been picked up by various major media outlets such as the Wall Street Journal, ZDF, FAZ and Handelsblatt.

The research is an integral part of the Leibniz Wissenschafts Campus Mannheim Taxation as well as the Collaborative Research Center (Transregio) TRR 266 "Accounting for Transparency".

### *Governance in the Family Business*

The management of a family business places challenges all parties involved, as Corporate Governance must be reconciled with the interests and influences of the family. The Institute for Small and Medium-Sized Business Research (ifm) Mannheim, headed by Director Prof. Dr. Michael Woywode, investigates in the context of Corporate and Family Governance to find out which structures and processes can reduce tensions and avoid conflicts. Especially the generation change is often perceived as a critical phase by family businesses. What needs to be considered during the transition or handover, and what can go wrong?

The ifm Mannheim investigates this question and has specialized in examining not only the succession perspective but also the perspective of the previous generation. The field of research covers all activities and constellations of the entrepreneurial family that have a direct impact on entrepreneurial activity. Since the two systems, family and company, influence each other, the aspect of so-called family governance is also taken into account.

In another research project on the topic of "Women on the advance?", ifm is looking at the extent to which women lead or are involved in the management of family businesses throughout Germany and how this compares to non-family businesses. In a future project, the question of how decision-makers perceive the issue of climate change and how this perception affects the course set in the company will be investigated.

Further information on the research area:

[institut-fuer-mittelstandsforschung.de/familienunternehmen](https://institut-fuer-mittelstandsforschung.de/familienunternehmen)



Foto: Xenia Münsterkötter

# Facts and figures at a Glance

Foto: Jbg Hempel

## Students



**> 4.000**  
students



**~25%**

with international  
background



**~50%**

female  
students

## Academics

**38**

professors

**80**

adjunct & honorary  
professors

**>150**

research and teaching assistants

**9**

assistant professors

**25**

postdoctoral  
researchers



## Research

**> 120**

research articles (per year)

**36**

A+ / A journal-articles (2019)

### Adjunct research centers

- Graduate School of Economic and Social Sciences (GESS)
- Institute for Enterprise Systems (InES)
- Institut für Marktorientierte Unternehmensführung (IMU)
- Institut für Mittelstandsforschung (ifm)
- Leibniz-Zentrum für Europäische Wirtschaftsforschung GmbH (ZEW)
- Mannheim Institute for Sustainable Energy Studies (MISES)

## Internationale Angelegenheiten

**> 200**

partner universities  
worldwide



**> 600**

incoming/outgoing  
students per year

**7**

double degrees for  
Master's students

**1**

double degree for  
Bachelor's students

**15**

customized short  
programs per year

**35**

students in the IBEA  
program

**15**

guest professors from  
partner universities

## Master's Alumni

**96 %**

employed within 3 months after graduation



**99.000**

USD salary per year (three years after graduation)

source: FT Masters in Management Ranking 2019

## applications per study place in 2021

**6,6**

Bachelor in Business  
Administration

**2,3**

MMM





# Management Analytics Center

Foto: Fotostudio Echter/Lampertheim

## News from the Management Analytics Center

In all areas of business administration, data and data analysis increasingly determine business success and in some cases even enable new business models. The Management Analytics Center (MAC) helps companies to identify these potentials, to apply new methods and to make better decisions based on data through research and the transfer from practice.

Since its foundation two years ago, numerous research projects that can contribute to knowledge transfer in the field of management analytics have already been identified and brought together. This year, the MAC staff was able to acquire several third-party funded projects that contribute decisively to the center's development. In the following, you will get an insight into a selection of the newly acquired third-party funded projects as well as projects with partner companies at the MAC.

## BERD@NFDI

*Research data infrastructure for business administration and related disciplines*

Over the next five years, the national cloud-based platform BERD@NFDI will be developed under the leadership of the University of Mannheim. The platform will serve the application of artificial intelligence, machine learning and complex analytics in the field of business administration and social sciences. Under the leadership of Prof. Dr. Florian Stahl, Chair of Quantitative Marketing and Consumer Analytics, and spokesperson of the BERD@NFDI consortium, and with the participation of Prof. Dr. Hartmut Höhle (Chair of Enterprise Systems), this Big Data project creates the opportunity not only to promote the MAC, but also to provide data-based business research in Germany with an entirely unprecedented tool for sharing and processing data.

In July of this year, the Joint Science Conference (GWK) approved the inclusion of ten consortia in the federal-state funding

for the National Research Data Infrastructure (NFDI). Based on a funding recommendation from the German Research Foundation (DFG), BERD@NFDI will receive funding in the double-digit millions for the next five years.

The consortium is led by the University of Mannheim. In addition, the University of Hamburg, the University of Cologne, the Ludwig-Maximilian-University of Munich, the Institute for Employment Research, the ZBW - Leibniz Information Center for Economics and GESIS are involved. The goal of the project is to develop a cloud-based system of services and resources through which data and algorithms can be collected, made available, merged, analyzed, and shared. Authenticity and security as well as sovereignty over the data are to be guaranteed in all steps of the data-lifecycle.



# Process Mining meets Procurement

## *Application of Process Mining Methods to Measure Inefficiencies in Procurement Processes*

Procurement processes are of central importance for companies, but little research has been done on the operational level. This has the consequence that it is not known, which problems and inefficiencies in the concrete execution of the processes occur and how they can be prevented. In an interdisciplinary project of the MAC, Prof. Dr. Christoph Bode, Prof. Dr. Hartmut Höhle and Prof. Dr. Jana Rehse are investigating the application of novel process-mining-technologies in procurement and are addressing this question.

Through the combination of methodological and domain knowledge as well as the close involvement of the application

partners, new scientific insights are generated in the operations as well as in the information systems area. Furthermore, a concrete added value of the applied research becomes apparent for the participating companies, which are also members of the partner association. In future, in besides the measuring of inefficiencies, for example, compliance issues or local differences between processes, will also be considered.

Recently, the researchers had the opportunity to discuss the initial results of the project and possible points of contact in the automotive industry with managers from the VW Group. Concrete next steps are already being planned

## User Behavior Mining

### *Analysis and prediction of software usage behavior by means of process mining and process prediction*

Detailed observation of user behavior is indispensable for software companies such as SAP. Only in this way can it be determined whether the actual behavior corresponds to the intended use. If this is not the case this can have a negative impact on the efficiency of the executed business processes and the perceived usability of the software. "User behavior mining" tracks how users interact with software to process business objects. For example, it is possible to observe which steps were taken to process customer orders and invoices.

The overall vision of this research project by Prof. Dr. Jana Rehse in collaboration with SAP Business Process Intelligence (BPI) is to improve user support and experience and to uncover situational automation potential within SAP systems. To this end,

existing methods from process mining are being adapted and further developed for application to UBM-data. For example, a cluster analysis approach was applied to identify different user groups in the data. This makes it easier to distinguish between the needs of individual users and to adapt the software accordingly. Furthermore, an approach for predicting user behavior based on machine learning was implemented. In future, this will enable users to navigate more quickly within the software by means of a corresponding assistance function. Due to the amount and high resolution of the data, a purely data-driven approach is possible.

Further projects can be found on the MAC homepage: [uni-mannheim.de/management-analytics](http://uni-mannheim.de/management-analytics)



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# Corporate Social Responsibility

Foto: Fotostudio Norbert Bach

## Sustainability at the University of Mannheim

As a place of learning and research, the University of Mannheim feels a special responsibility to commit itself to sustainable development. To further expand its exemplary function, in addition to sustainability research and the communication of new findings to students and the public, in future the focus will be on the strategic expansion of the university's own sustainability measures.

Many schools and chairs at the University of Mannheim are researching, teaching, and working on the topic of sustainability. At the Business School, there is the Chair of Sustainable Business, where numerous projects are being implemented under the lead of Prof. Dr. Laura Marie Edinger-Schons with the aim of promoting sustainability in the business world. In the following, measures are highlighted that will establish the topic of sustainability at the University of Mannheim even stronger.

## Sustainability More Strongly Integrated into the Rectorate

This year, the Senate of the University of Mannheim elected four new prorectors. Until now, three prorectors together with Rector Prof. Dr. Thomas Puhl and Chancellor Barbara Windscheid had formed the Rectorate of the University of Mannheim.

But from October 1, 2021, the previous areas of responsibility will be expanded and reallocated; the topic of sustainability will be embedded as an additional focus in the Rectorate. This area will be taken over by the holder of the Chair of Sustainable Business, Prof. Dr. Laura Marie Edinger-Schons. The term of office of the prorectors is three years.



Foto: Anna Logue

*Die neuen Prorektorinnen und Prorektoren der Universität Mannheim (von links): Prof. Henning Hillmann, Ph.D., Prof. Dr. Laura Marie Edinger-Schons, Prof. Dr. Annette Kehnel und Prof. Dr. Thomas Fetzer, LL.M. (Vanderbilt).*

# Founding of the Mannheim Sustainability Center

The rapid uptake of sustainable business practices in companies and new sustainability regulations require a new understanding of management processes and corporate performance measurement. Researchers at the Business School at the University of Mannheim contribute intensively to this change through their research, teaching formats, and policy advice.

Building on Mannheim's business administration credentials in quantitative

empirical research and in sustainability and impact management, the **Mannheim Sustainability Center** will be founded in fall.

The Center will provide a platform for collaboration and knowledge exchange between research and practice to shape the future development towards a more sustainable economy in general, but also the more specific developments regarding the needs of businesses within this change. In line

with the university's quantitative-empirical focus, the center will act as a data hub, integrating existing ESG data and collecting additional data using innovative methods such as Big Data analytics. In this way, an empirically sound basis for sustainable economic decisions will be created and new methods will be developed to make the impact of companies on people and the environment more measurable.

## „Educating responsible leaders for tomorrow“

## Mannheim Institute for Sustainable Energy Studies (MISES)

The Mannheim Institute for Sustainable Energy Studies (MISES), led by Prof. Stefan Reichelstein, Ph.D., investigates the challenges and innovation opportunities arising from a shift to a future with sustainable energy supply. A particular focus of MISES studies is on the costs associated with alternative decarbonized strategies. The range of projects includes the energy-, transportation-, and industrial sectors.

For example, a current project of the MISES team supports RheinNeckar-Verkehr GmbH (RNV) in the cost-efficient conversion of its bus fleet to hydrogen

and fuel cell technology, see "Highlights" on page 2.

Furthermore, Prof. Stefan Reichelstein, Ph.D., and colleagues at Stanford University are investigating the goals of companies to reduce and ultimately eliminate their own greenhouse gas emissions. The research team is analyzing the details of the CO<sub>2</sub>-reduction targets of seven selected international companies, their willingness to offset their own emissions and, above all, the actual effectiveness of implemented and planned measures. In the face of the pandemic, Dr. Gunther Glenk, Assistant

Professor at MISES and Prof. Dr. Anna Rohlfing Bastian of the Goethe University in Frankfurt, have designed the Air-filter Calculator for mobile air filters in schools ([airfiltercalculator.com](https://airfiltercalculator.com)). Users of the tool can specify parameters such as room size, occupancy, length of stay and activities of people in the room. The tool then calculates the maximum tolerable risk of infection, the tool then calculates the cost-efficient equipment of a room with mobile air filters and the associated costs per person and year.



# New Programs

## Mannheim Master in Sustainability and Impact Management

*Creating Sustainable Value with Impact Management*

Society as a whole is increasingly facing existential challenges such as the global climate crisis, the general scarcity of resources and the loss of biodiversity. In recent years, this has led to an enormous increase in stakeholder interest in sustainable companies and products that operate sustainably. Embedding sustainability into the strategy has not only become a core responsibility of companies, but also a key success factor for the future.

With the Master in Sustainability and Impact Management, the Mannheim

Business School has developed a program that addresses these challenges and provides professionals with the tools to become active managers of the future and successfully move companies forward.

The Mannheim Master in Sustainability and Impact Management is a part-time program that addresses both employees "from the field" and career changers. The 24-month program takes place partly on site and partly online.



## Der Mannheim Master in Sustainability and Impact Management auf einen Blick



### Abschluss

Master of Arts (M.A.)



### Programmdauer

24 Monate



### Aufbau

50% vor Ort,  
50% online,  
Teilzeit



### Sprache

Englisch



### Beginn

September 2021



### Teilnahme- voraussetzungen

Erster Hochschulabschluss,  
Berufserfahrung und  
Englischkenntnisse (B2)



The challenges in the area of sustainability are becoming increasingly urgent. Therefore, we will have to fundamentally rethink and redesign our business models in the coming years. The new master's program takes a holistic approach to preparing participants for these challenges. They will be trained to become proactive decision-makers who will transform their companies into more sustainable and innovative businesses.

### **PROF. DR. LAURA MARIE EDINGER-SCHONS**

Holder of the Chair of Sustainable Business



Values must shape our actions. Future resource-efficient growth means creating real value for the environment, society, and the economy. This fundamental understanding also underlies the new master's program at Mannheim Business School. The curriculum emphasizes that long-term values are at the heart of sustainable business success.

### **SAORI DUBOURG**

Board member of BASF SE



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# Master in Management Analytics

*Master in Management Analytics (full time) starting November 2021*

In spring 2020, the first class of the part-time program "Mannheim Master in Management Analytics" started at Mannheim Business School. As more and more companies are turning to digital business models, the MMA is the ideal program to specifically train employees to become drivers of digital transformation for their own organization.

					
<b>Degree</b>	<b>Program duration</b>	<b>Design</b>	<b>Language</b>	<b>Start</b>	<b>Requirements for participation</b>
Master of Arts (M.A.), double degree	12 Monate	50% in Herzliya, 50% in Mannheim, full-time	English	November 2021	First university degree, very good English skills

From November 2021, it will be possible to complete the Master in Management Analytics in twelve months full-time. The study program is designed as a double degree program: Program participants will spend half a year at Reichman University (IDC Herzliya) in the heart of the startup nation of Israel. There they learn the basics of entrepreneurship and innovation as well as AI (Artificial Intelligence), Big Data and Analytics.

In the second half of the academic year, they spend time at Mannheim Business School where they deal with the challenges that come with managing a constantly growing organization and learn how they can benefit from data analytics. The participants of the MMA benefit in a unique way from the strengths of both partners and locations. Reichman University is considered one of the best universities in Israel and has special expertise in the areas of AI, Big Data, innovation, and entrepreneurship. Mannheim Business School is the organizational umbrella for management education at the University of Mannheim is one of the leading institutions of its kind in Europe.

The new program impresses with its great interdisciplinarity and interculturality and trains top international talents to become change agents for the digital transformation.



The common goal of Mannheim Business School and Reichman University was to develop a degree program that spans two international business locations and combines academic excellence with practical relevance. The Master in Management Analytics teaches business, analytical and technological skills, and participants learn methods and concepts that will help them to master data-related challenges successfully in their future work. We are looking forward to welcoming the first cohort of the Master's in Herzliya and Mannheim.

**DR. OFRIT LESSER**

Academic Director Master in Management Analytics, Reichman University

Foto: Privat



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Foto: Fotostudio klassisch-modern



# The Business School at the Interface to Practice

Foto: Felix Zeilner

The University of Mannheim, Business School and Mannheim Business School organize numerous event formats that bring companies and students together, as well as participants of the MBA program. In the course of the Corona pandemic, all events have been moved to the virtual room. In the meantime, most of the event formats can be offered on-site, online or hybrid.

## MBS Network Clubs

The MBS Network Clubs were founded in 2018 at Mannheim Business School. They offer alumni, companies, members of the Business School and other institutions a platform for continuous knowledge exchange - about business trends, business opportunities, job opportunities and much more. 2020, the clubs were also opened to students of the Business School.

This year, the clubs were awarded the Best Lifelong Learning Initiative Award from the prestigious Association of MBAs

(AMBA). The "Best Lifelong Learning Initiative" is a new AMBA award that recognizes the efforts AMBA and BGA business Schools that promote teaching and learning among students, graduates, alumni, alumni networks and their executive education particularly in an innovative way.



### *Sponsoring the clubs*

Since this year, companies have the opportunity to become sponsors of the MBS Network Clubs. For example, in May 2021 the "MBS Analytics Community" became the "MBS Analytics Community sponsored by SAS" for the duration of one year. With this cooperation, SAS and Mannheim Business School are now breaking new ground in the areas of teaching, branding, recruiting, knowledge exchange and networking and therefore create valuable synergies..



**Diversity Club**



**Consulting Club**



**Marketing & Sales Club**



**Technology & IT Club**



**Financials Club**



**Startup Club**



The establishment of an "Impact Club" is planned for fall 2021, which will focus on the topics of sustainability, impact measurement and evaluation.

You have three opportunities to participate in the clubs:

- Make yourself, your field and/or your employer better known by hosting an event at one of the clubs

- Share and discuss topics, insights or even open questions with other Mannheim residents
- Become a club member, keep your finger on the pulse of your industry, and take advantage of the opportunity to learn from the best in their respective field

The Alumni Relations and Career Development Office team will be happy to assist you with the planning and implementation of a Club event and is available to answer any questions you may have.



## CONTACT

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# Global Innovation Challenge

*International experience integrated in the im Master's program*

The Global Innovation Challenge offers students of the Mannheim Master in Management a new opportunity to study in an international environment and gain practical experience with companies. It is a ten-day course that can be completed as part of the curriculum. It includes lectures introducing the respective topic and the processing of a case study from practice. This "Corporate Challenge" is supervised by company representatives and students receive feedback after a final presentation.

A total of eight triple internationally accredited business schools participate in the Global Innovation Challenge. The Global Innovation Challenge is an initiative of the International Business School Network (IBSnet). The University of Mannheim, Business School is a founding member of this initiative and has been part of this network of internationally oriented business schools since 2008.



Besides the Business School of the University of Mannheim, Aston Business School (United Kingdom), BI Norwegian Business School (Norway), Católica Lisbon School of Business and Economics (Portugal), Maastricht University School of

Business and Economics (Netherlands), National Chengchi University (Taiwan), QUT Business School (Brisbane, Australia) and the University of Stellenbosch Business School (Cape Town) are among the partner Business Schools.



This year, the Global Innovation Challenge took place virtually from June 21 to July 2 and was hosted by the University of Mannheim, Business School with the support of Mannheim Business School. 37 participants from the eight business schools successfully took part in the Challenge. The Corporate Challenge was supervised by representatives of Porsche AG and Körber. In two years, the Global Innovation Challenge will again take place in Mannheim.

## Recruiting

As a member of the partner association, you have numerous opportunities to get in touch with the students of the Business School: Bachelor of Business Administration, Mannheim Master in Management as well as Bachelor and Master in Business Education. The same applies to the participants of the management education programs of Mannheim Business School. Almost all event formats can be implemented either on-site or, depending on possibilities and needs, online. Last year, together with representatives of our partner companies, we organized various online offerings for students, such as coffee chats, virtual speed dating, info sessions, and interactive case study workshops.

In the spring of this year, Mannheim Business School modernized and expanded its job posting services. Job postings are now published on the MBS Career Center on the career network JobTeaser. Students as well as graduates of the University of Mannheim and participants and alumni of Mannheim Business School access the Career Center. As a partner association member, you have the opportunity to publish job offers via the Career Center free of charge.



Last fall-winter semester, we offered a virtual speed dating event for students with representatives from various departments of the Würth Group who are themselves alumni of the University of Mannheim. We all really enjoyed this event. Within a short time, the participants gained insights into many different company departments and functions, while we were able to get to know the students better in small groups. Afterwards, we were able to recruit one student for an internship in the assistance to the Central Managing Board of the Würth Group.

**MICHELLE BÜHLER**

University Marketing Adolf Würth GmbH & Co.KG

Foto: Würth-Gruppe



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Foto: Fotostudio klassisch-modern



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**Educating Responsible Leaders  
for Tomorrow.**