

Area Management

Orientation meeting

Fall 2025



Area Management

The Area Management consists of five chairs which cover the dominant management functions and important institutional fields in management.

Chair of Human Resource Management and Leadership



Prof. Dr.
Torsten Biemann

Chair of Strategic and International Management



Prof. Dr.
Matthias Brauer

Chair of Public and Nonprofit Management



Prof. Dr.
Bernd Helmig

Chair of Organization and Innovation



Prof. Dr.
Karin Hoisl

Chair of Entrepreneurship and Family Business Research



Prof. Dr.
Michael Woywode

Area Management

Chair of Human Resource Management and Leadership



Overview | Chair of Human Resource Management & Leadership

Prof. Dr. Torsten Biemann

Professor of Human Resource Management and Leadership at the University of Mannheim



Research

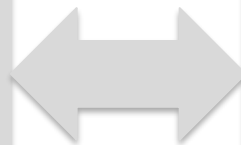
(Publications in top-tier journals, teaching case studies, conference appearances)

Teaching

(Bachelor, Master, PhD, Part-time/full-time/Executive MBA)

Practice

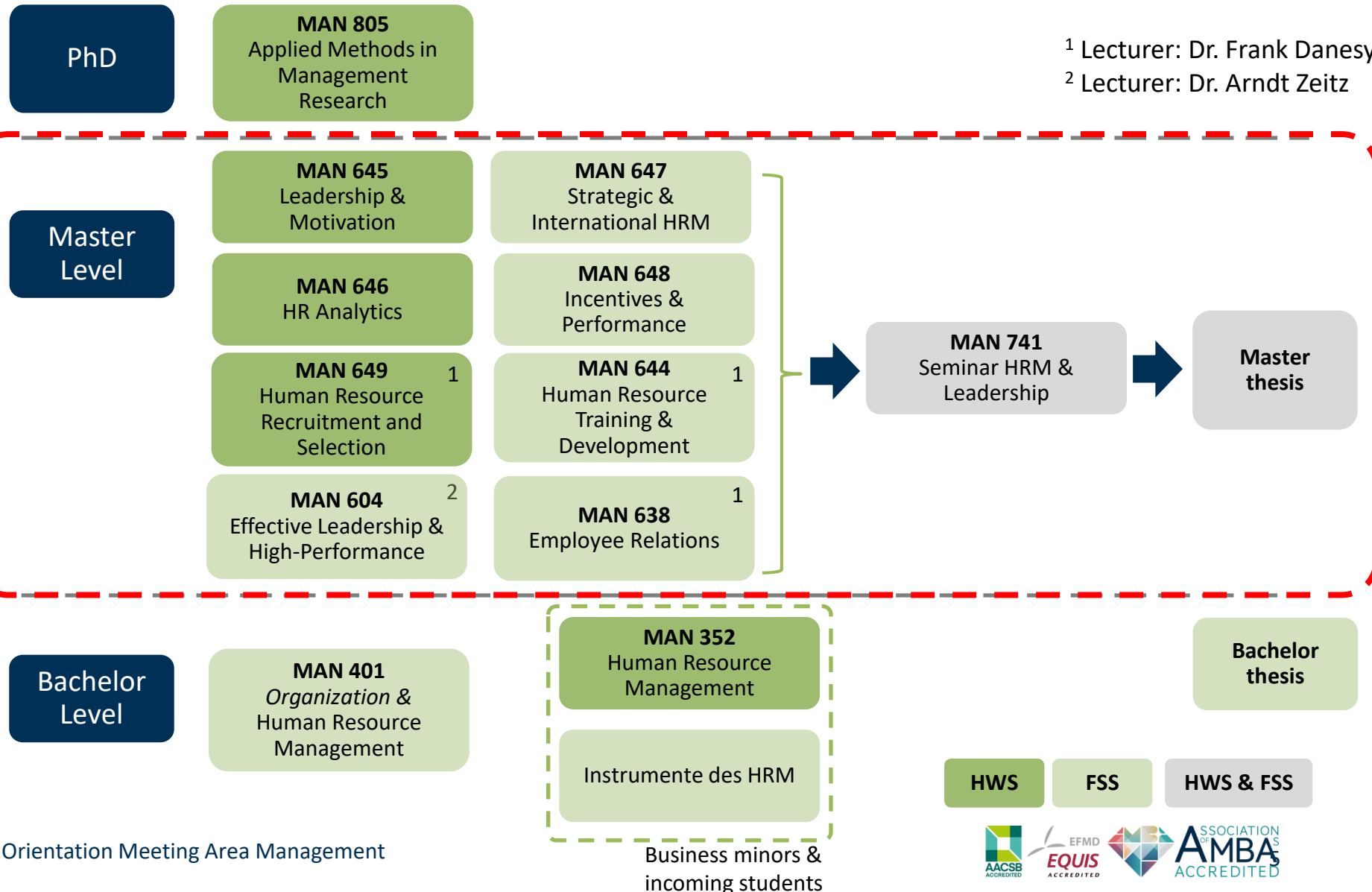
(Joint applied research studies, company trainings, guest lectures, consulting)



Teaching | Chair of Human Resource Management & Leadership

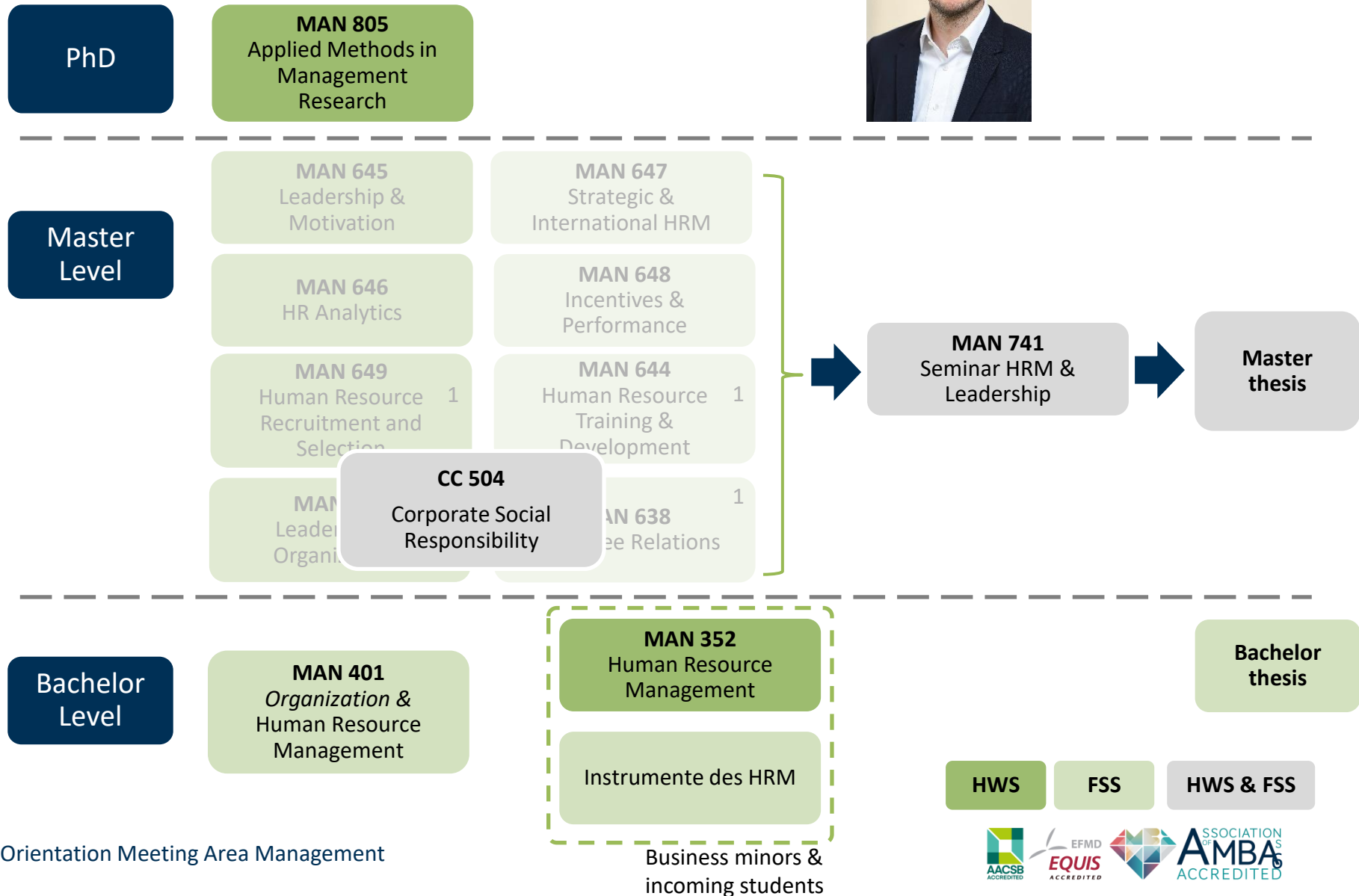
¹ Lecturer: Dr. Frank Danesy

² Lecturer: Dr. Arndt Zeitz



Teaching | Juniorprofessor of Management

Prof. Dr. Max Reinwald



Chair of Human Resource Management and Leadership

Teaching and Practice



Teaching Philosophy Statement

- We teach practices that are informed by the best available scientific evidence in human resource management and leadership.
- **Theory-Practice Transfer:** We collaborate with partners from practice in various ways, including company guest lectures, joint research projects, and student internships.
- **Teaching Methods:** Our teaching methods include group work, lectures, case studies, and classroom experiments.
- **Career Opportunities:** We offer an excellent preparation for work in HR departments, organization development, and consulting.

Selected Business Cooperations & Guest Lectures



Lufthansa



DAIMLER



Area Management

Chair of Strategic and International Management



Overview | Chair of Strategic and International Management

Our synergistic “business areas” and key output categories

Prof. Dr. oec. Matthias Brauer

Professor of Strategic and International
Management at the University of Mannheim



Research

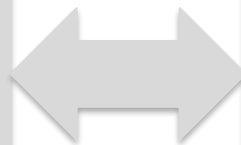
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Research | Chair of Strategic and International Management

We aim to conduct rigorous and high-impact research ...

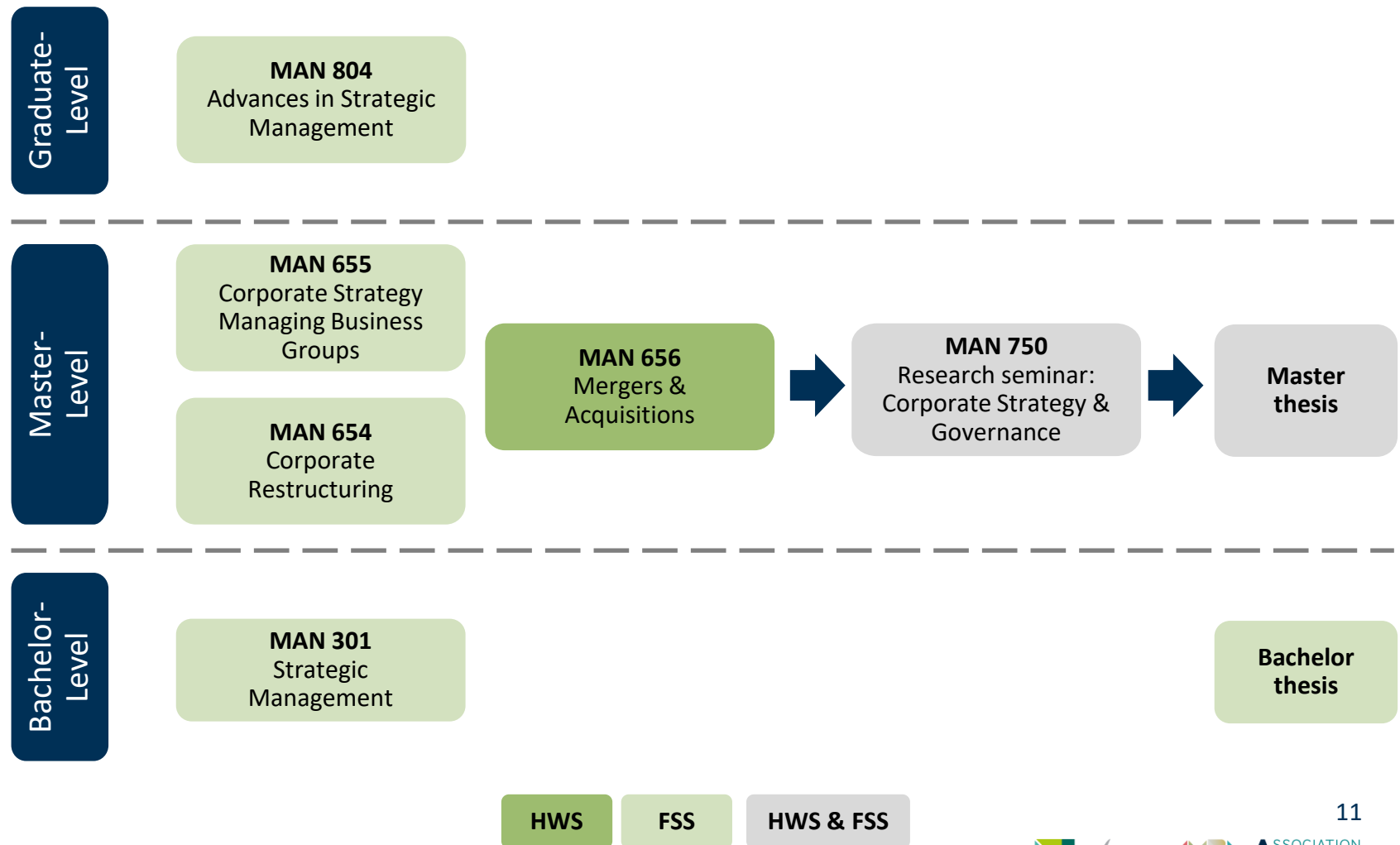
...focusing on issues such as...

- Strategic corporate transformation and restructuring (i.e., M&A, divestitures)
- Financially and ecologically sustainable corporate development
- Effectiveness of management “tools” and practices in strategy formulation and implementation
- Strategic decision-making
- Corporate governance (i.e., shareholder activism)

...together with international research and business partners.



Teaching | Chair of Strategic & International Management



Area Management

Chair of Public and Nonprofit Management



Overview | Chair of Public and Non-Profit Management

Prof. Dr. Bernd Helmig

Professor of Public and Non-Profit
Management at the University of Mannheim



Research

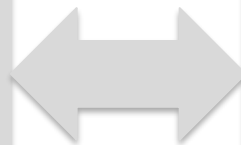
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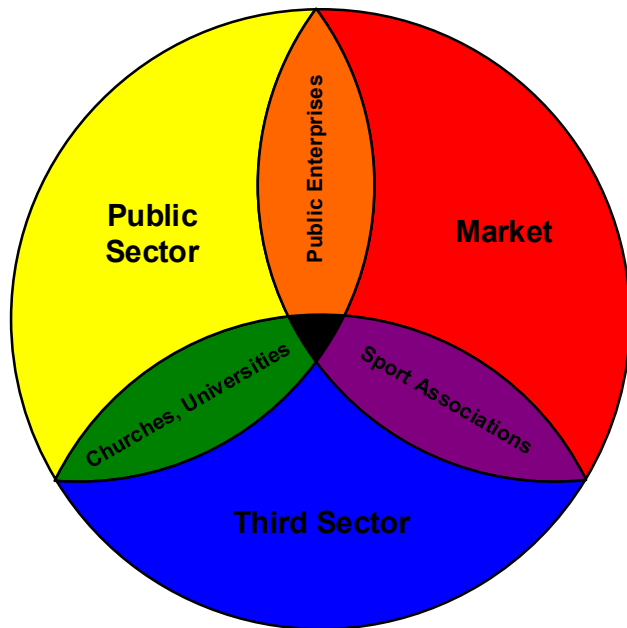
Practice

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Research Topics | Chair of Public and Nonprofit Management

Public and Nonprofit Sector



Research

- **Strategic Management:**
Strategic positioning, Accountability, Success factor research, Insolvency
- **Market-oriented Management:**
Brand Management, Fundraising, Behavioral Research, Social Marketing, Patients' Perception of Control
- **HR Management:**
Volunteering, Boards, Personnel development
- **Organization:**
Networking, Co-operations

Cooperations

GREENPEACE



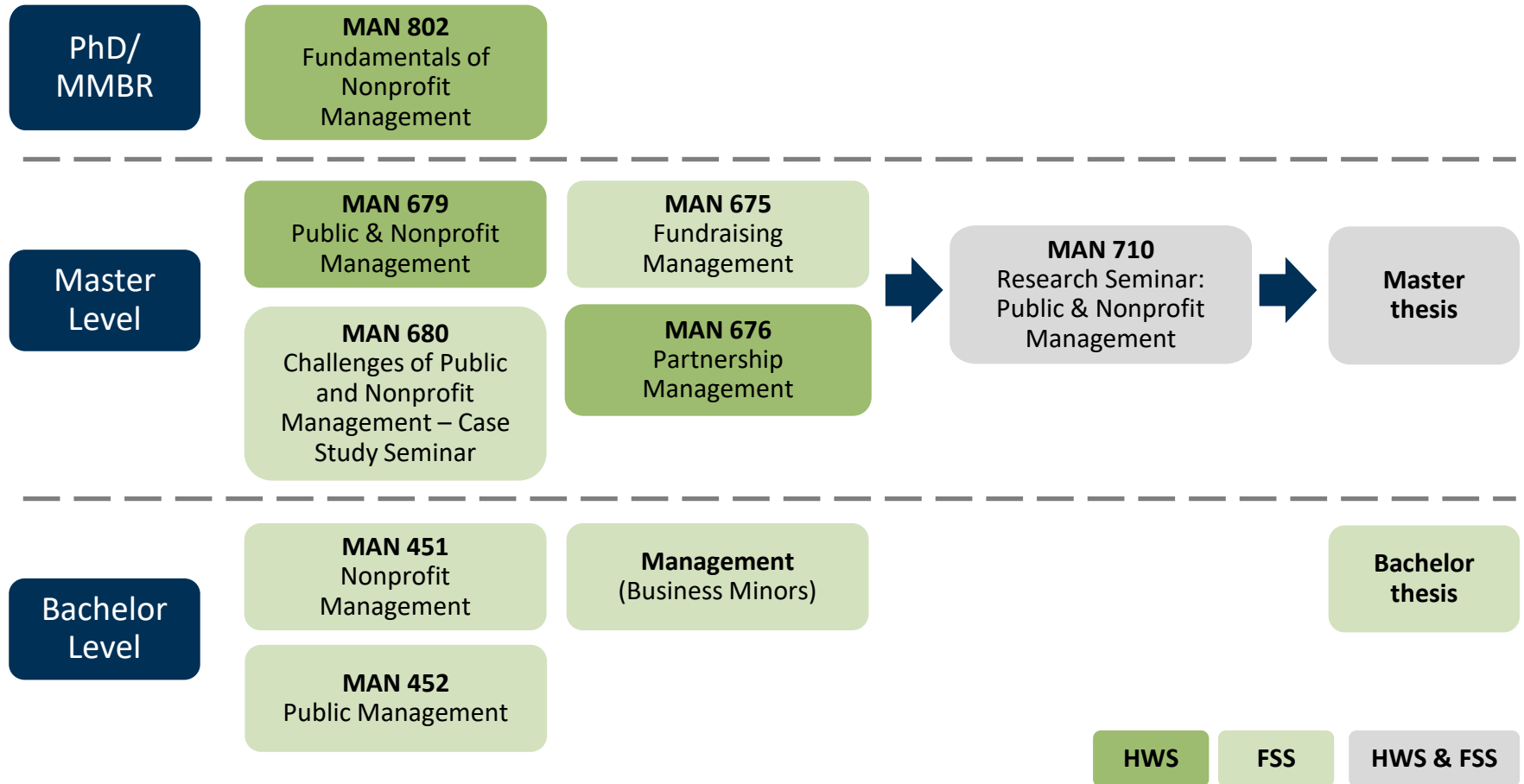
Not sehen und handeln.
Caritas



STADT MANNHEIM

The Chair stands for an **advance of knowledge** in the fields of management through **high-class state-of-the-art research**.
Core competency of the chair is **research in society-oriented service management** in public and nonprofit management.

Teaching | Chair of Public and Nonprofit Management



Area Management

Chair of Organization and Innovation



Overview | Chair of Organization and Innovation

Prof. Dr. Karin Hoisl

Professor of Organization and
Innovation
University of Mannheim



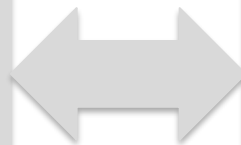
**Jun.-Prof. Marc
Lerchenmüller**

Assistant Professorship of
Technological Innovation &
Management Science



Research

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journals,
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Practice

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RESEARCH

Research Approach: Quantitative empirical

Methods:

Data Collection: Large scale structured and unstructured secondary data
large-scale surveys, experiments (online, lab, and field)

Data Analysis: Regression analysis for cross-section, time series /panel data,
Machine-learning techniques

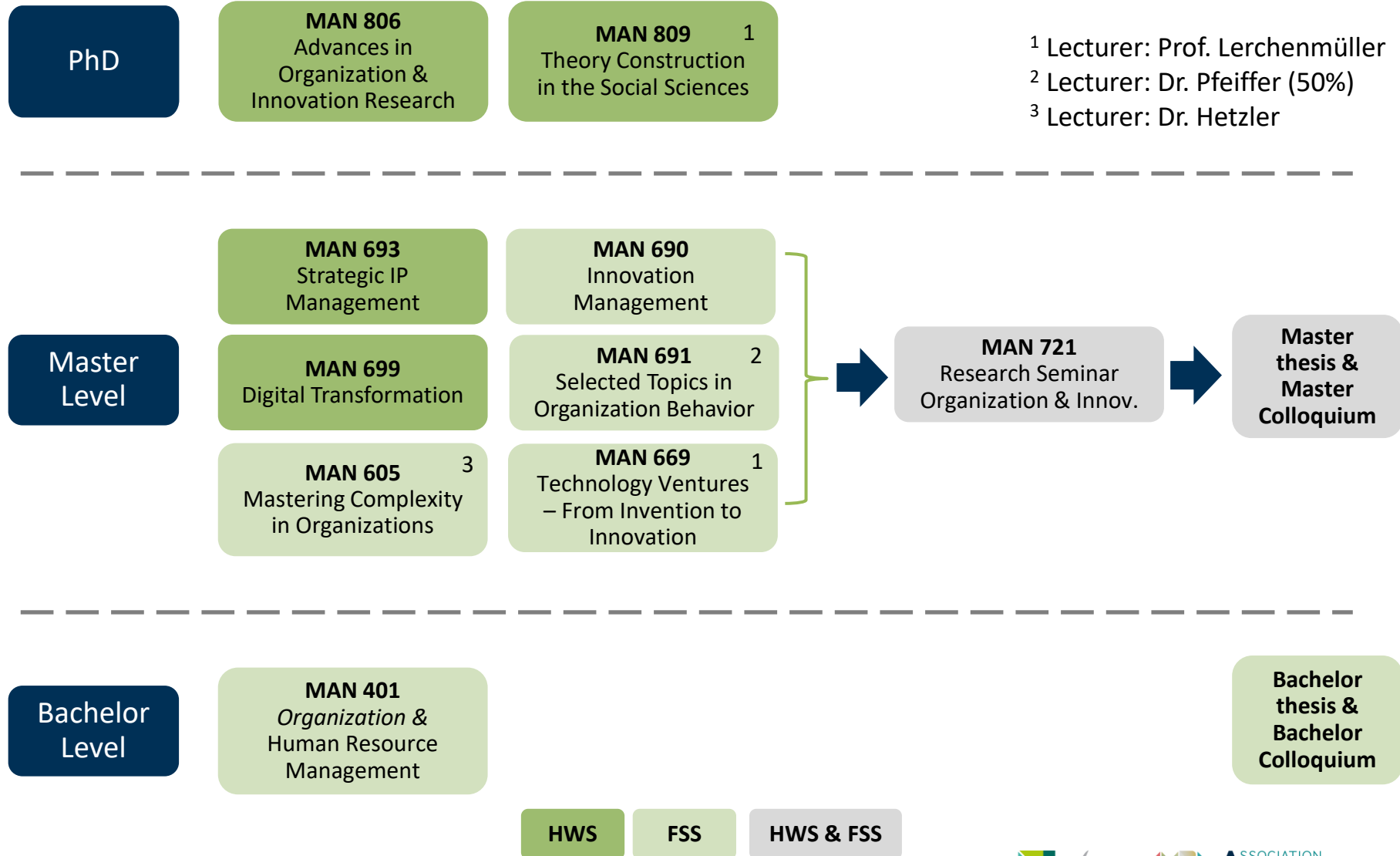
Theoretical Foundations: Management, Economics, Social Sciences

Research Areas:

Knowledge management, teams, creativity, digital transformation, IP strategy, sociology
of science, gender, high-tech entrepreneurship, organization design



Teaching | Chair of Organization & Innovation



Research Collaborations



Industry Collaborations



Area Management

Chair of Entrepreneurship and Family Business Research



Overview | Chair for Entrepreneurship and Family Business Research

Prof. Dr. Michael Woywode

Professor for Entrepreneurship and Family Business Research at the University of Mannheim

Junior Prof. Dr. Dominika Wruk

Sustainable Entrepreneurship



Research

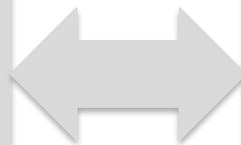
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Practice

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Chair for Entrepreneurship and Family Business Research

Research Mission



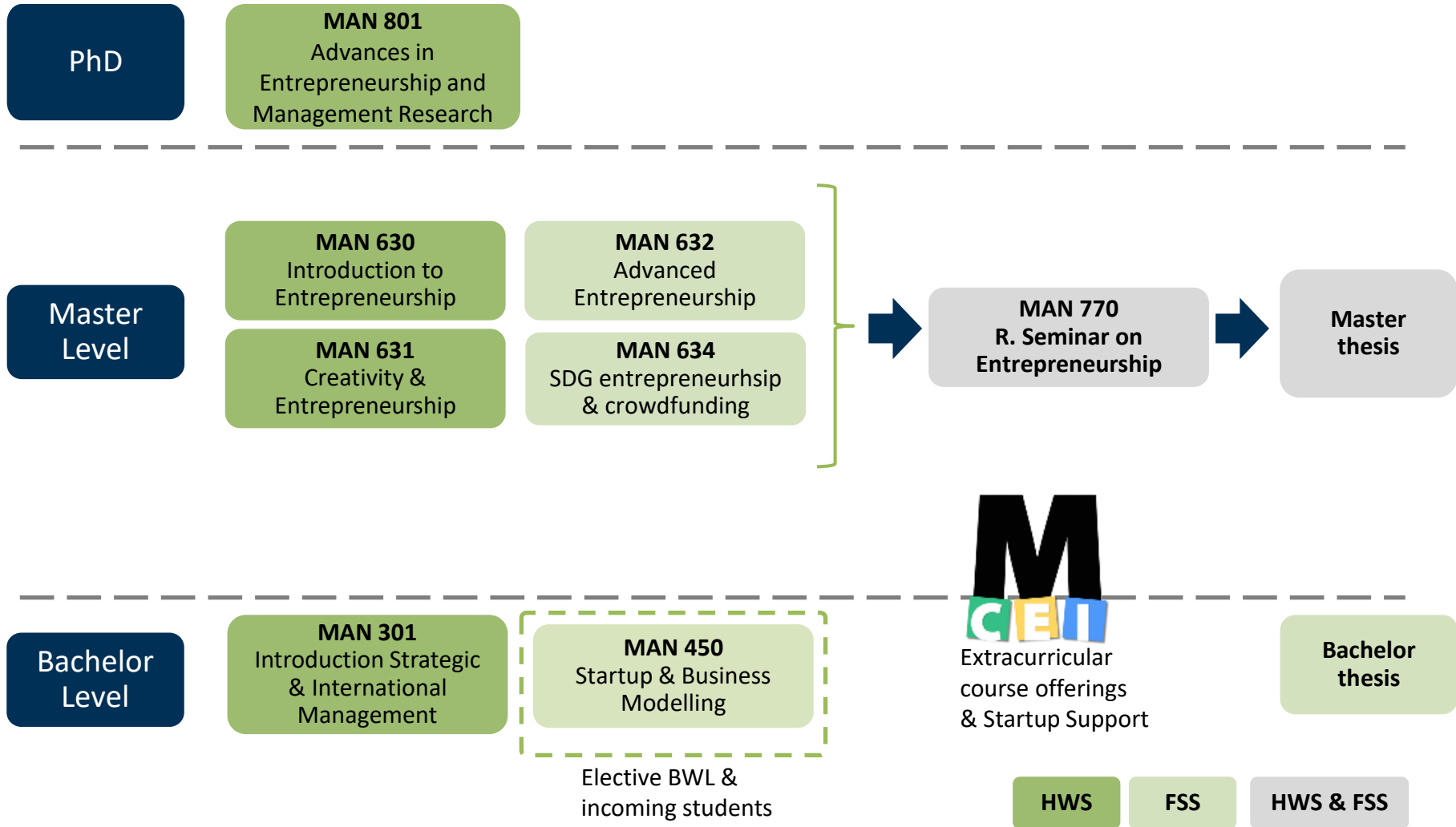
Key research interests include:

- New Forms of entrepreneurship: Digital entrepreneurship, entrepreneurship in the sharing economy, sustainable entrepreneurship, female entrepreneurship, high tech entrepreneurship
- Scaling the business, growth strategies, venture capital financing
- Corporate Strategy & Governance in Family Firms
- Hidden Champion Strategies for the Mittelstand
- Diffusion, implementation, and performance impact of modern management concepts

Selected national & international research collaborations



Teaching | Chair for Entrepreneurship & Family Business Research



Chair of Entrepreneurship and SME Research – Preparing for a career as entrepreneur & in family business

Mannheim Center for Entrepreneurship and Innovation

Inspiration

- Founder Talks
- Startup Lounge
- Startup Conferences

Education

- Curricular Courses
- Master Theses
- Business Development Center
- Junior Accelerator
- Entrepreneurship Bootcamp

Support

- Startup Consulting
- Online Community
- Entrepreneurship Club
- Inside the Venture
- Mentoring

Business Cooperations

Mittelstand



TRUMPF



Start-ups



STATISTA



AMORELIE



Payback



Area Management

Overview Teaching



Teaching Program MSc BWL (MMM)

	BIEMANN		BRAUER		HELMIG		HOISL		WOYWODE		REINWALD	
Core Competences												CC 504 CSR
Master Courses	MAN 645 LS & Mot.	MAN 647 Strat. Int. HRM	MAN 656 M & A	MAN 654 Corp. Restr.	MAN 679 P & NP Mgt.	MAN 680 Chall. P. Mgt.	MAN 699 Dig. Transf.	MAN 690 Inno. Mgmt.	MAN 630 Intro. E'ship	MAN 632 Adv. E'ship		
	MAN 646 HR Analytics	MAN 648 Inc. & Perf.		MAN 655 Corp. Strat.	MAN 675 Fundr. Mgt.	MAN 676 Partn. Mgt.	MAN 693 IP Mgmt.	MAN 691 OB	MAN 631 Creat. E'ship	MAN 634 SDG Entr.		
	MAN 649 HR Recr. & Selection	MAN 644 Training & Developm.					MAN 605 Complexity	MAN 669 T. Venture				
	MAN 604 Eff. LS & High Perf.	MAN 638 Employee Relations										
Research Seminar	MAN 741 RS HRM & Leadership		MAN 750 RS Corp. Strat. & Gov.		MAN 710 RS P & NP Mgt.		MAN 721 RS Orga. & Inno.		MAN 770 RS			
Thesis	MASTER THESIS											
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