

Area Management

Orientation meeting

Fall 2026



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

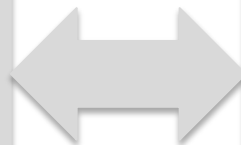
(Publications in top-tier journals, teaching case studies, conference appearances)

Teaching

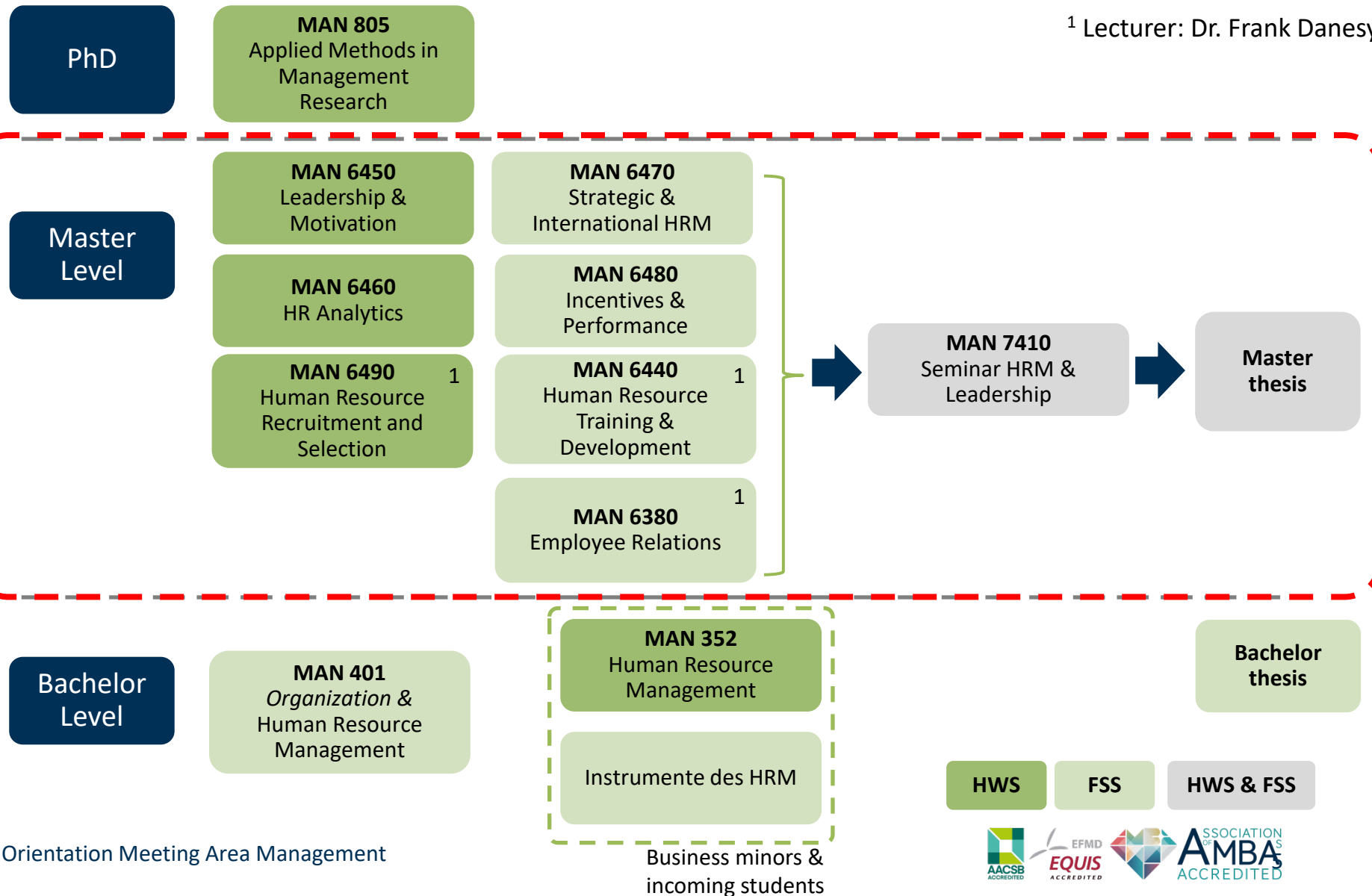
(Bachelor, Master, PhD, Part-time/full-time/Executive MBA)

Practice

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

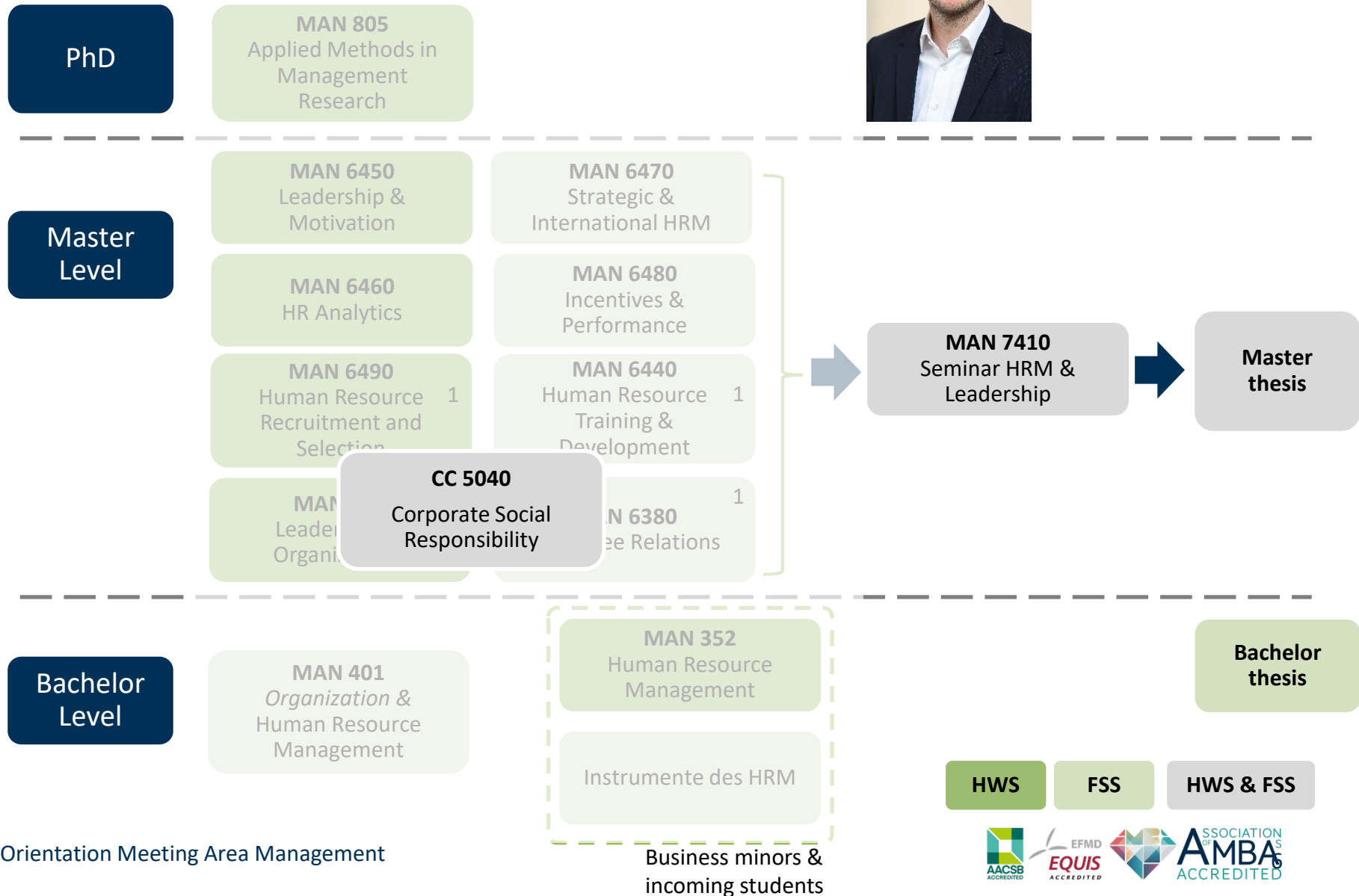


Teaching | Chair of Human Resource Management & Leadership



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

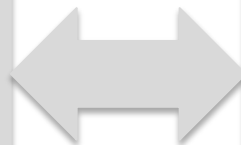
(Publications in
top-tier
journals,
teaching case
studies,
conference
appearances)

Teaching

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

Practice

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



Research | Chair of Strategic and International Management

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

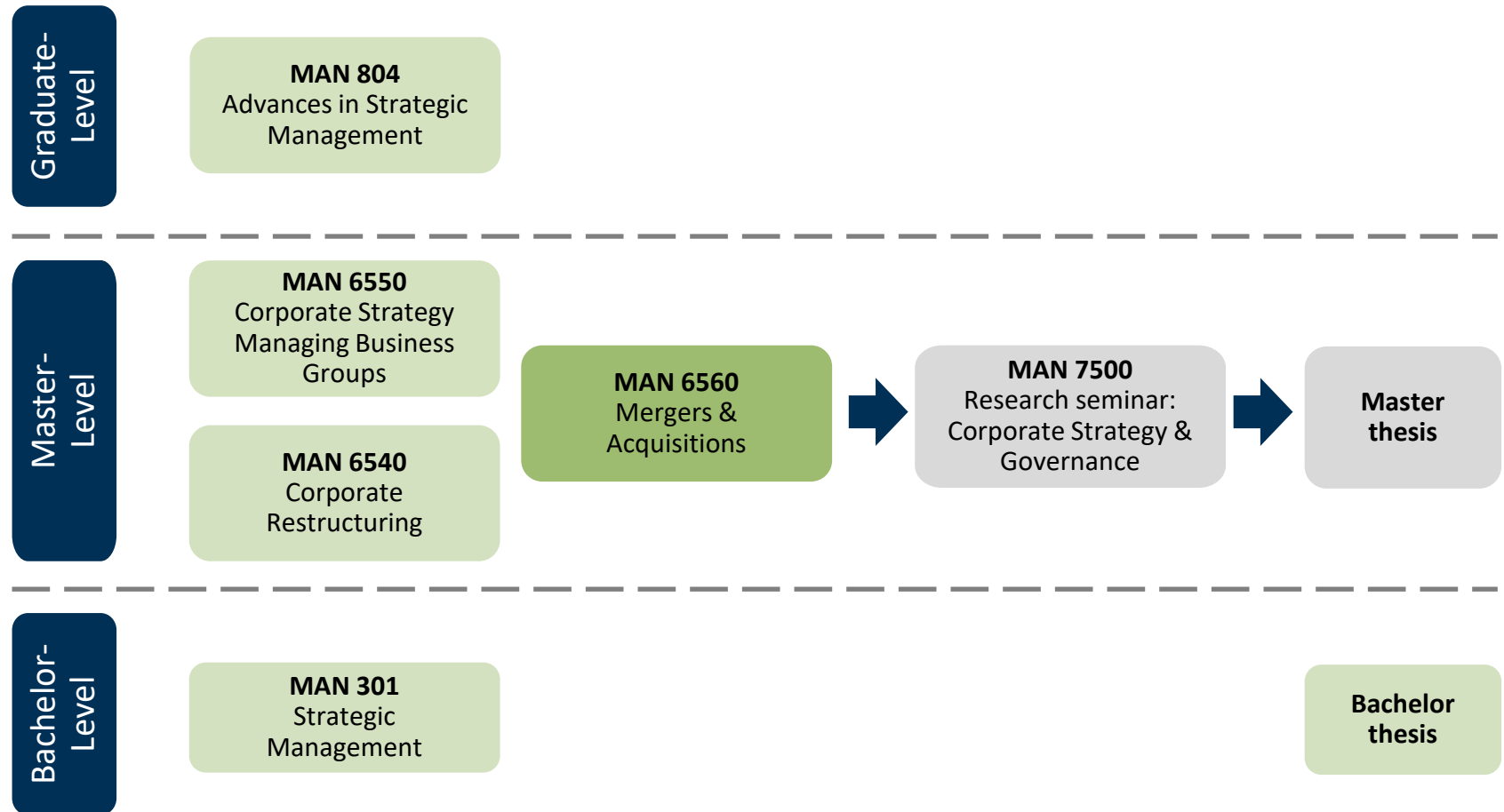
...focusing on issues such as...

- 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



HWS

FSS

HWS & FSS

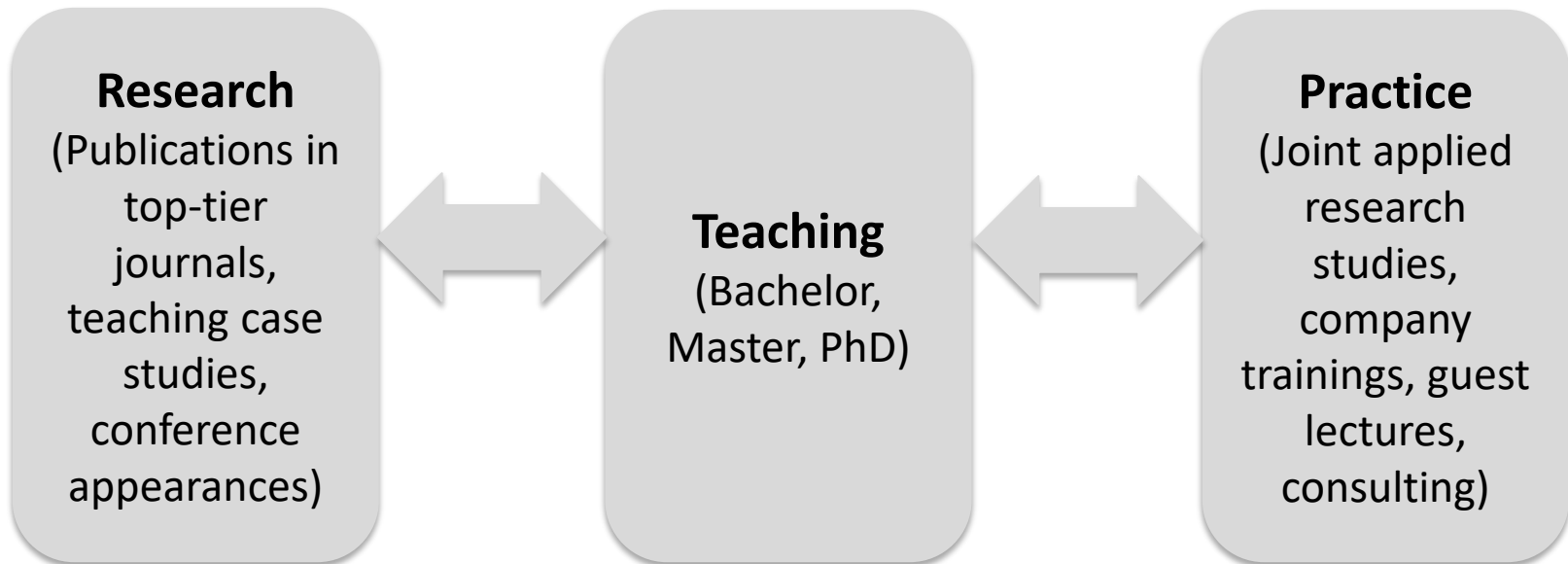
Area Management

Chair of Public and Nonprofit Management



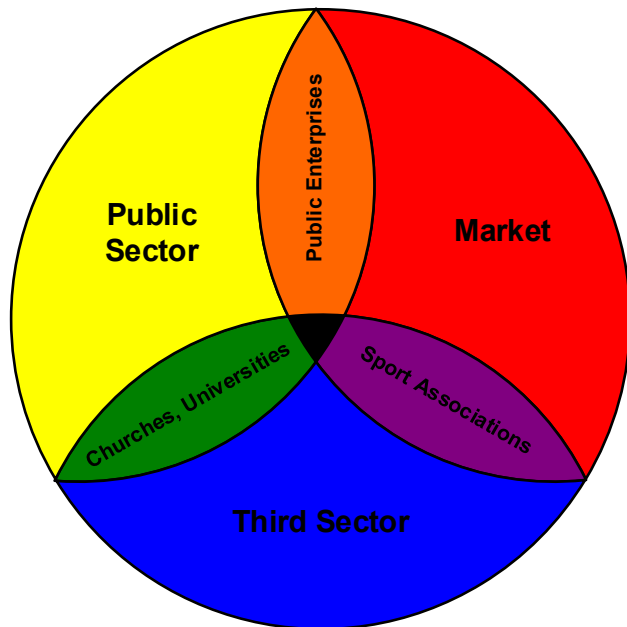
Overview | Chair of Public and Non-Profit Management

Prof. Dr. Bernd Helmig
Professor of Public and Non-Profit
Management at the University of Mannheim



Research 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



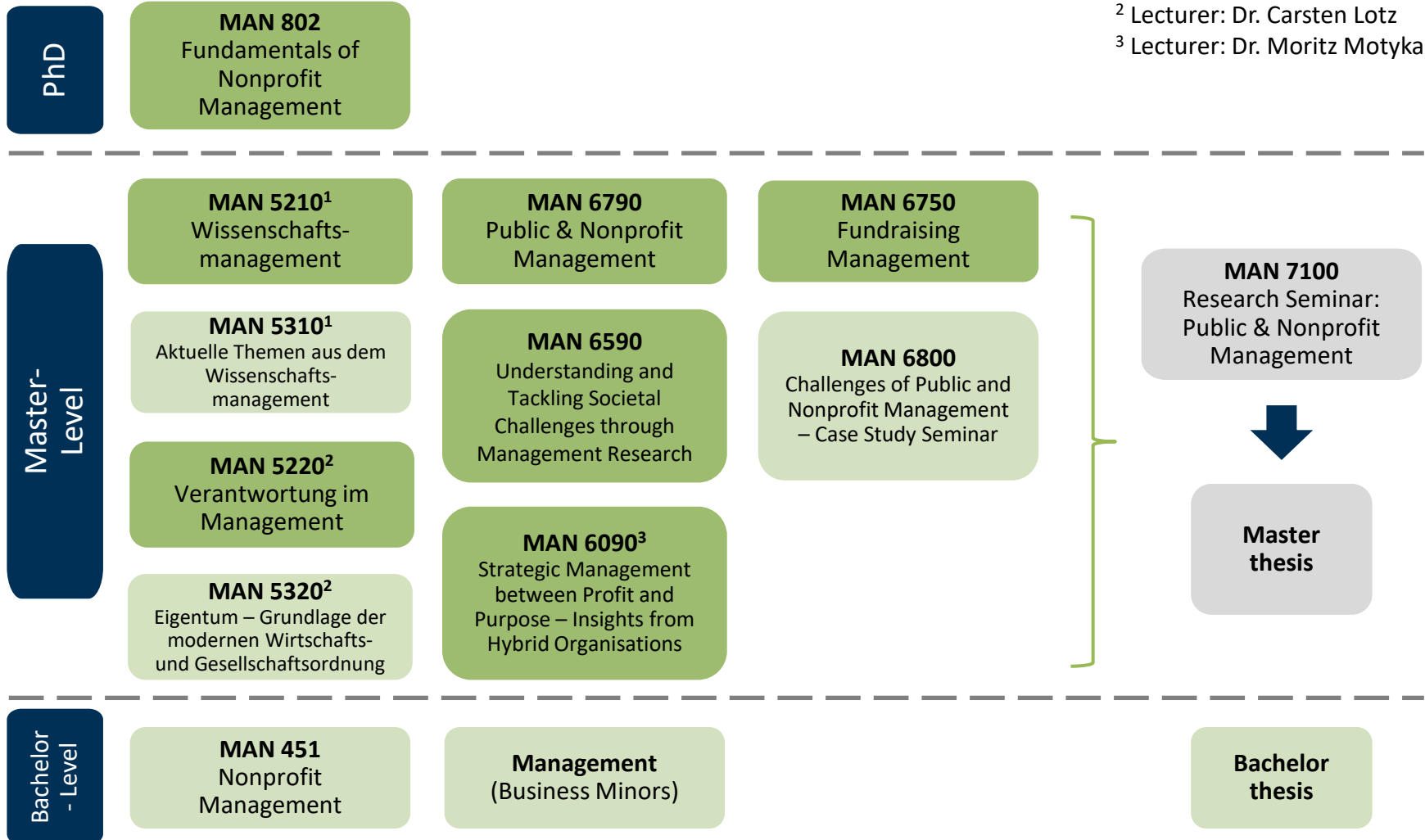
STADT MANNHEIM

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



- ¹ Lecturer: Dr. Yvonne Dorf
² Lecturer: Dr. Carsten Lotz
³ Lecturer: Dr. Moritz Motyka



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



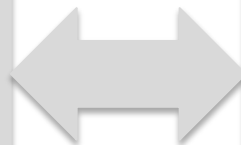
**Jun.-Prof. Marc
Lerchenmüller**

Assistant Professorship of
Technological Innovation &
Management Science



Research

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



Teaching

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



Practice

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

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

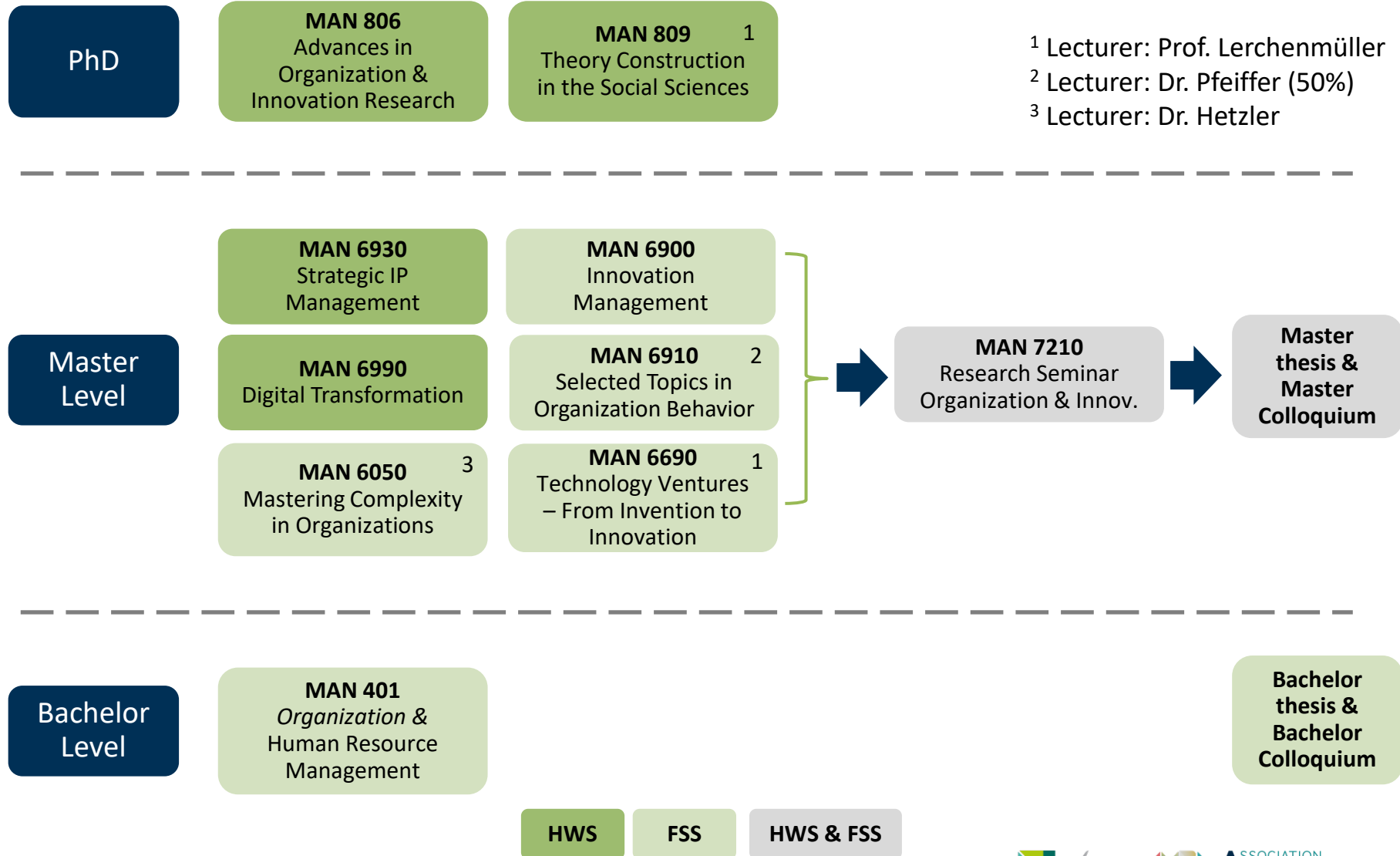
Theoretical Foundations: Management, Economics, Social Sciences

Research Areas:

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



Teaching | Chair of Organization & Innovation



- ¹ Lecturer: Prof. Lerchenmüller
- ² Lecturer: Dr. Pfeiffer (50%)
- ³ Lecturer: Dr. Hetzler

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

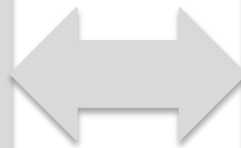
(Publications in top-tier journals, teaching case studies, conference appearances)

Teaching

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

Practice

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



Chair for Entrepreneurship and Family Business Research

Research Mission



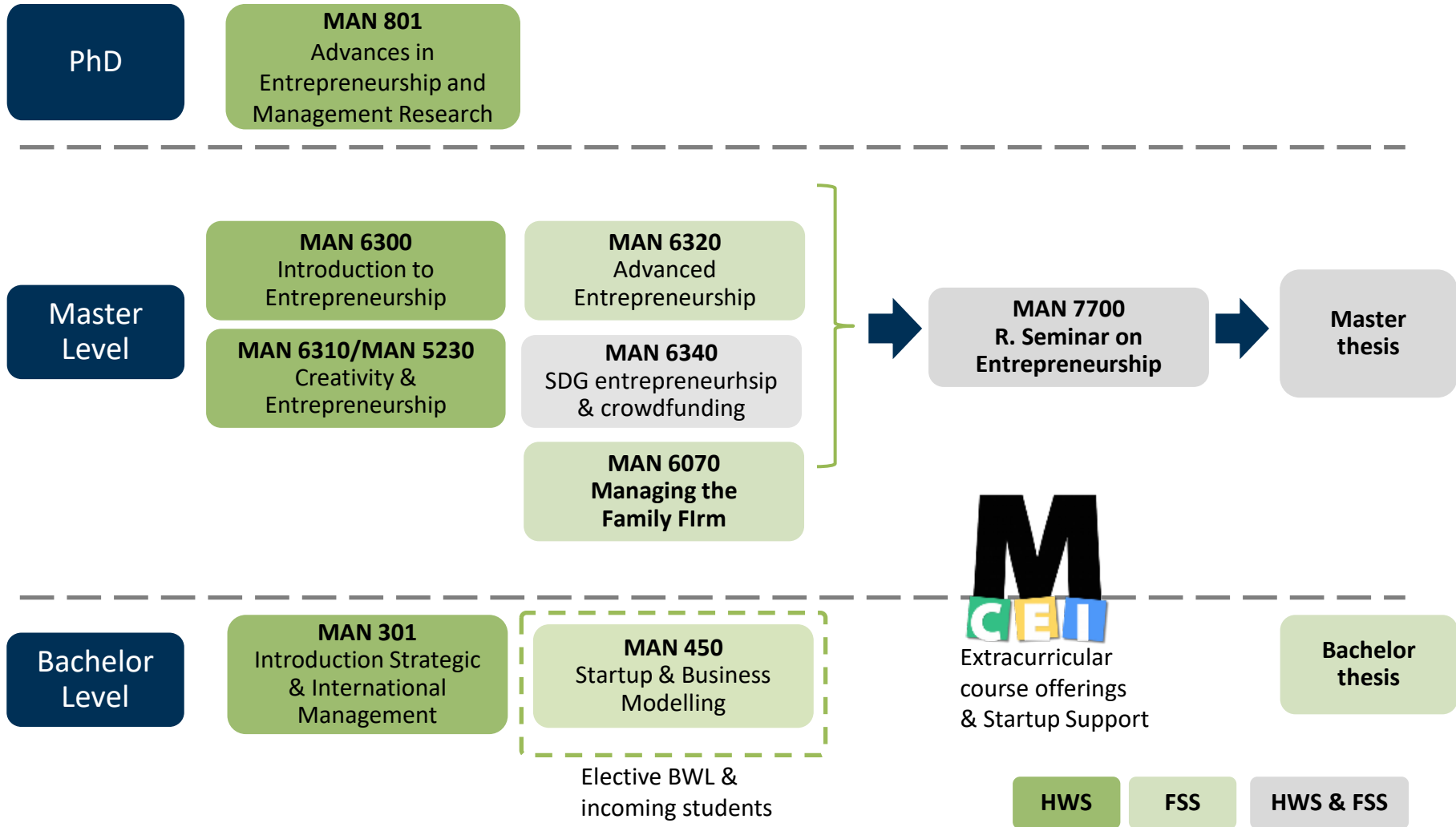
Key research interests include:

- New Forms of entrepreneurship: AI entrepreneurship, entrepreneurship in the sharing economy, sustainable entrepreneurship, female entrepreneurship, high tech entrepreneurship
- Scaling the business, growth strategies, venture capital financing, Private Equity
- 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



STATISTA

AMORELIE



Payback



Area Management

Overview Teaching



Teaching Program MSc BWL (MMM)

	BIEMANN	BRAUER	HELMIG	HOISL	WOYWODE	REINWALD
Core Competences						CC 5040 CSR
Master Courses	MAN 6450 LS & Mot. MAN 6460 HR Analytics MAN 6490 HR Recr. & Selection MAN 6470 Strat. Int. HRM MAN 6480 Inc. & Perf. MAN 6440 Training & Developm. MAN 6380 Employee Relations	MAN 6560 M & A MAN 6540 Corp. Restr. MAN 6550 Corp. Strat.	MAN 5210 Wiss. Man. MAN 5220 Ver. Man. MAN 6790 P & NP Mgt. MAN 6090 Hyb. Org.. MAN 6750 Fundraising MAN 6590 Soc. Chall.	MAN 5310 Wiss. Man. II MAN 5320 Eigentum MAN 6800 Case Studys MAN 6990 Dig. Transf. MAN 6900 Inno. Mgmt. MAN 6930 IP Mgmt. MAN 6910 OB MAN 6050 Complexity MAN 6690 T. Venture	MAN 6300 Intro. E'ship MAN 6320 Adv. E'ship MAN 6310/ MAN 5230 Creat. E'ship MAN 6340 SDG Entr. MAN 6340 SDG Entr.	
Research Seminar	MAN 7410 RS HRM & Leadership	MAN 7500 RS Corp. Strat. & Gov.	MAN 7100 RS P & NP Mgt.	MAN 7210 RS Orga. & Inno.	MAN 7700 RS	
Thesis	MASTER THESIS					
	*suppl. course FSS HWS FSS / HWS					