

– My first months –

**Meet
Katharina**



**If you had to
sum up your
experience
so far in one
sentence,
what would
it be?**

“

Like the beginning of my alpine crossing hike: Challenging, with a steep learning curve and made even better by tackling it alongside a great team. ”

**What skills
have you
already
developed or
are you
currently
developing
that you
didn't
expect?**

“

To identify relevant questions that are seeking for a profound answer and to realize that in every dialogue there is a potential to make a difference and bring about something new. ”

What kinds of questions are you currently curious about, and why do they excite you?

“

Everybody talks about big data and AI, but just collecting massive amounts of data isn't enough. What excites me is using state-of-the-art econometric methods to understand how data and AI can lead to better decisions in business and everyday life. I am especially interested in how Generative AI will further impact our society and, most importantly, our economy and businesses.

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**What are
you most
excited to
explore or
work on
next?**

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Apart from my research project, which I am personally most excited about, I'm especially looking forward to connecting with people and collaborating across both academia and industry through my research and its results. It will also be a highlight for me to attend my first conference this summer. ”

**What makes
the
atmosphere
at the chair
special in
everyday
work?**

“

To me, what makes the atmosphere at our Chair of Information Systems II special is the shared sense of curiosity, ambition, and drive, grounded in the opportunity to develop new knowledge together. ”

**Why does
this feel like
the right
place to
grow as a
PhD
student?**

“

The close exchange with Prof. Jens Förderer and the team make working here very special to me. The openness and respectful collaboration create great circumstances to grow personally and professionally. Apart from our Chair, I value the University of Mannheim, one of Germany's top universities with its inspiring professors and diverse students.

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