



ANNUAL REVIEW

2025



December 22, 2025

A dynamic, research-intensive, and eventful year is drawing to a close

What a year! Defined by restructuring in teaching, new digital processes, exciting guest lectures, engaging events, and, last but not least, new research contributions from our chair, this has been a truly eventful and exciting year. Thanks to the close collaboration with our staff, the entire university, and our long-standing corporate partners, we were able to bring many projects to fruition.

It is time to say thank you to all our partners and staff members and to look back on the successful events of 2025.

Special Awards and Research Activities

- The AMA Marketing Strategy SIG honored Professor Christian Homburg with the prestigious 2025 Mahajan Award for his lifelong contributions to marketing strategy research.
- Dr. Aline Lanzrath was named one of the "20 Future Marketing Leaders 2025" by Handelsblatt and absatzwirtschaft.
- Representing our chair at the EMAC 2025 conference in Madrid: Dr. Aline Lanzrath presented on "AI Transformation in Human & Smart Marketing" as part of the EMAC-GAMMA Joint Symposium.
- Dr. Aline Lanzrath won the Julie Bassermann Prize for her research on the gender gap and women in B2B sales.
- Representing our chair at the Winter AMA 2025 in Phoenix: Florian Holz presented his research project, "How to Succeed in the Public Sector? Understanding Sales Strategies and Structures for Selling to Government Customers."

IMU Spring Conference 2025

"Redefining Customer Relationships – Focusing on Hyper-Personalization"

This was the theme of this year's Spring Conference of the Institute for Market-Oriented Management (IMU), which took place for the final time in the magnificent Knights' Hall (Rittersaal) of the Mannheim Baroque Palace on Thursday, March 20, 2025.



How does AI-driven hyper-personalization in marketing and sales influence customer relationships?

This topic was explored from various perspectives by our speakers and enriched by an inspiring exchange between academia and practice. We would like to extend our sincere thanks to our high-caliber speakers and the more than 140 participants. We also thank all IMU partner companies for their long-standing trust and commitment!

2025 Publications

Riether, J., M. Ruhnau, R. C., & Homburg, C. (2025). Extended reality in B2B sales interactions. *Journal of Personal Selling & Sales Management*, 1-19.

Key Findings: The results show that using XR technologies in sales interactions can enhance sales performance—both through customer-centric benefits (e.g., simplified product evaluation, improved Buying Center coordination) and supplier-centric benefits (e.g., compelling storytelling, improved communication of product value).

For further information, please access the article here:

<https://www.tandfonline.com/doi/full/10.1080/08853134.2025.2546815>

Two Successfully Completed Dissertations



Sebastian Junker (2025):

"Delegation of Pricing Authority in Sales: An Empirical Investigation of Drivers and Outcomes in Business-to-Business Markets."



Guzi Huang (2025):

"Selling Sustainable Products in B2B Markets: An Empirical Investigation of the Effects of Pricing, Value Creation, and Value Communication on Buyer Reactions."

New Team Members

We are delighted to welcome Mr. Kleinermann and Ms. Heimann to our team:



Matthias Kleinermann

Research Assistant
since February 2025



Jutta Heimann

Secretary
since September 2025

All the Best for Retirement!



THANK YOU
FOR EVERYTHING!

It is with a heavy heart that we bid farewell to our long-standing secretary, Beate Scherer, as she enters her well-deserved retirement at the end of 2025!

This marks the end of a 22-year era. We thank you from the bottom of our hearts for your years of support and wish you only the very best for the future!

We would like to extend a warm welcome to Jutta Heimann, who joins our team as her successor.



Merry Christmas & A Happy New Year!

We would like to take this opportunity to thank everyone involved with the chair, including our supporters and partners. These results and successes would not have been possible without you.

Special thanks also go to all the staff at the University of Mannheim's Dean's Office and Administration, as well as our student assistants.



Merry Christmas
& A Happy New Year!

We look forward to everything the new year holds and hope that
2026 will be just as successful!