

MANNHEIM BUSINESS NEWS



Photo: Felix Zeiffer

Prof. Stefan J. Reichelstein, Ph.D.

Stanford Economist Joins the Business School From California to Mannheim

The economist Prof. Stefan J. Reichelstein Ph.D. has joined the University of Mannheim on July 1, 2018, as a chaired Professor of Business Administration. Prof. Reichelstein, who is internationally known for his research at the interface of accounting and economic analysis, was previously William R. Timken Professor of Accounting at Stanford University's Graduate School of Business.

With his expertise, Prof. Reichelstein will build up the newly-endowed research institute "Mannheim Institute for Sustainable Energy Studies" (MISES) at the University of Mannheim. The MISES will address economic aspects of the transition to a decarbonized energy economy, with a particular focus on the timeliness and cost effectiveness of this transition. Both, the research institute and Prof. Reichelstein's endowed professorship, are funded by the University of Mannheim Foundation.

Stefan Reichelstein completed his undergraduate studies in Economics at the University of Bonn and received his Ph.D. in Managerial Economics from the Kellogg School of Management at Northwestern University in 1984. Over the past 30 years, Reichelstein held several professorships at internationally renowned universities such as UC Berkeley and Stanford. In 2016/17, he was a visiting professor at the University of Mannheim. Reichelstein has received honorary doctorates from the Universities of Mannheim and Fribourg (Switzerland), and was appointed honorary professor at the University of Vienna.¹⁵

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First IBEA Cohort Bid Ceremonial Farewell

Together Around the World in Two Years

Photo: Bianca Gens



The students of the first IBEA cohort of the University of Mannheim with IBEA Manager Charlotte Reith (1. from the right) at the ceremony in Rio de Janeiro.

After four semesters „on the road“ together, the first IBEA cohort consisting of 34 students came together one last time in mid-December of last year to celebrate the end of the program at the FGV EBAPE in Rio de Janeiro.

It is almost two years ago that the „International Business Education Alliance“, short IBEA, started as a joint project of the University of Mannheim together with its international partners University of South Carolina, ESSEC Business School and the FGV EBAPE. The study option within the bachelor’s program in business administration is unique in Germany. After a joint start in Mannheim, the IBEA students spend one semester each in the United States, followed by Singapore and Brazil. Each participating business school selects about ten students per year for the program.

The IBEA graduates and representatives of the participating universities looked back onto an eventful time during the ceremony: It all

started at the University of Mannheim with a specially offered lecture by Prof. Spengel on International Taxation and a corporate project in cooperation with PwC. Afterwards, the students were sent out into the world, where they got to know different academic approaches at their destinations. They carried out projects with local organizations and corporations, improved their intercultural competences and build friendships for life. The IBEA study option ended with the ceremonial presentation of the certificates, for which representatives of all participating universities as well as families and friends of the students were present.

„The social cohesion and a deep connection among the students was tangible during the farewell ceremony in Rio. They experienced a lot together during the past two years, overcame many different challenges and have not only seen the world, but also build a global mindset and network,“ says Charlotte Reith, IBEA Manager at the University of Mannheim.

Now the IBEA cohort is parting ways as each student will return to his or her home university for the last semester, allowing the ten Mannheim students to spend another semester at the beautiful baroque palace here in Mannheim.^{LW}

*More about the IBEA study option:
www.bwl.uni-mannheim.de/ibea*

Social Class Projects of the MBA and Executive MBA Programs

Taking Responsibility

Photo: Bettina Wallbrecht



The sensory garden was opened with an atmospheric summer party.

Responsibility is one of Mannheim Business School's core values. And it is not just a classroom topic; it is also a commitment to action. The best example of this is the Social Class Project, which is an integral part of the MBA and EMBA programs' curricula. Each graduating class independently plans and implements its own group project in the Rhine-Neckar Metropolitan Region, organizing everything itself and directly applying its management skills to the task.

The list of previous social projects is impressive and demonstrates that they not only help define the identity of the participants, but also symbolize the commitment of Mannheim Business School to taking responsibility for society. Two examples from 2018 underline the dedication and inventiveness of Mannheim's program participants when it comes to making a difference to others less privileged than themselves.

From January to July 2018, the Mannheim Part-Time MBA Class of 2019 built and raised funds

for a sensory garden at Tagesförderzentrum Vogelstang in Mannheim, an institution that supports and cares for disabled people. Within just six months, the participants had put in 250 hours of work – often on weekends – into creating the garden with a loving attention to detail. Moreover, they raised donations amounting to more than €32,000. Thanks to their commitment, the course participants, the directors of Tagesförderzentrum Vogelstang, and the disabled employees and their parents celebrated the garden's opening with an atmospheric summer party with live music and a barbecue in July. Now, the employees have a haven of their own, complete with bird's nest swing and barefoot path.

The Mannheim Executive MBA Class of 2019 partnered with Johannes Kepler School Mannheim for their Social Project in December 2018. The EMBA participants organized a day of workshops for seventh-grade pupils. These included building a pallet sofa for the schoolyard, mental exercises, and crash courses in playing the guitar

and Chinese cooking. Just like the MBA classes at Mannheim Business School, the classes at Kepler School are very international, comprising around 30 nationalities. The pupils enjoyed the day's activities and took the opportunity to talk to the MBA participants about possible career paths. Birgitta Hillenbrandt, the school principal, emphasized how the members of the Executive MBA class clearly showed that you can achieve your career goals no matter where you are from.^{BM}



Network Clubs Establish Top-Class Discussion Platform

Stay Connected

Photo: Ralf Bürkle



The first Network Club Sessions took place at the MBS Alumni Homecoming.

In November 2018, Mannheim Business School introduced the new Network Clubs to support its alumni and participants in their endeavor to engage in lifelong learning and stay in touch with their peers and alma mater.

A Network Club is an association consisting of Mannheim Business School alumni and current MBA or EMBA participants. Their aim is to bring together people of the same interests in industries or topics through a series of events held on the Mannheim Business School campus. Currently, there are five clubs: the Women in Business Club, the Consulting Club, the Mar-

keting & Sales Club, the Technology & IT Club, and the Financials Club.

Around four events per club per year give members the opportunity to return on campus (or join remotely from all over the world) and hear from fellow Mannheimers and other experts in their respective fields about the latest in their respective areas of interest. Members are not limited to a single club: They can sign up for all the topics that interest them. The clubs are exclusive to alumni and participants of the Mannheim Business School degree programs.

Recent club sessions addressed topics such as "Leadership Communication for Women" (Elizabeth Ascherl, CEO, LingoFacto SAS), "Digitalization in Retail Banking" (Torben Frenk, Consultant, Bain & Company), "Transforming Customer Experience" (Davide Lunghi, Business Projects Director Europe, TAG Heuer), "Machine, Platform, Crowd: The triple revolution impacting existing assets in IT and High-Tech" (Jörg Bruch, Head of IT Operations, SAP), and "Digitalization in finance, accounting and tax" (Patrick Kempf, Co-founder, Kempf • Keller • Meierhöfer).^{BM}

International MBA-Rankings

A Strong International Brand

There are numerous business school rankings, each with its own set of criteria. Hence, a ranking by Poets&Quants, a renowned international MBA portal, is all the more valuable: At the end of each calendar year, it summarizes the results of the four major MBA rankings worldwide, which include those of the Financial Times, The Economist, Forbes, and Bloomberg Businessweek.

For Mannheim Business School, this retrospect of 2018 is extremely gratifying: Besides being the best German business school in all the major MBA rankings, it was awarded an excellent

11th place in the Poets&Quants meta ranking of all institutions outside the USA. "We are very proud of our performance in this year's MBA rankings. This demonstrates that Mannheim is a strong brand on the international market for management education," affirmed Professor Dr. Jens Wüstemann, President of Mannheim Business School.^{RB}

Photo: Alexander Grüber



Open Days in March and April 2019

Experiencing Mannheim Business School

Photo: Alexander Grüber



In spring 2019, Mannheim Business School will have two Open Days for prospective candidates interested in its MBA and Executive MBA degree programs. At the March 30 Open Day, Mannheim Business School will provide information about its part-time Executive MBA programs, which come in three different formats and require at least eight years' professional and at least initial management experience.

April 13 will be all about the Mannheim MBA, available as a full- or part-time program and aimed at young professionals with a first degree and at least three years' job experience.

Both events will include talks and a teaser lecture, giving prospective candidates insight into the programs' structure and educational concept, and the opportunity for in-depth dis-

cussions with current students, alumni, faculty members, and staff members.^{RB}



Portrait of Professor Dr. Peter Eichhorn, Chairman of the Cultural Foundation Speyer

Full Commitment for Arts and Culture

Many of our retired professors remain active in research or for the community after their time at the university. Retired professor Dr. Dr. h.c. mult. Peter Eichhorn for example has been supporting the artistic and cultural life in Speyer and the Palatinate region with the Cultural Foundation Speyer for over 25 years, being one of its co-founders. We talked to him about his engagement.

It's a warm June morning in Mannheim. We meet Peter Eichhorn in a café near the Schloss. The 79-year-old is wearing a bright summer suit. Those who learn about his age are surprised since he seems to be a lot younger. From 1981 until his retirement in 2007, he held the Chair of Public & Nonprofit Management at the University of Mannheim. But he hasn't really retired yet. Starting in 2010, he led the SRH Hochschule Berlin for five years. To do so, he traveled every week from his residence in Speyer to Frankfurt and flew from there to Berlin. "The flight attendants already knew me, I had the same seat every time." The city of Speyer lies close to his heart, which is also the reason why he came this morning. We want to talk with him about his engagement at the cultural foundation. He is glad about the interest, even though he does not like to be at the center of attention. But he needs publicity for the foundation – "foundations live from their benefactors" – and vividly tells us about the beginnings 25 years ago.

The establishment of the foundation was a bit unusual and is in some way owed to the University of St. Gallen. In 1993, out of the blue, Eichhorn received a letter from the foundation of the University. The letter was to inform that the foundation would award him with the 'Dr. Kausch Prize', one of the most recognized prizes for German-speaking professors of business administration. The foundation honored his publications and work in order to improve the accounting systems in public companies and administration. Prize money: 70,000 Swiss Francs. What was special about it: The money

was not earmarked towards a specific purpose and therefore did not have to be spent on research. The check arrived immediately. „I was speechless," admits Eichhorn with a smile on his face. He consulted with his wife and the three kids. Ever since he had stepped down from the chairmanship of the Art Association of Speyer in 1991 after 15 years, which he had – measured by the size of the city with 50,000 inhabitants – turned into the largest in Germany with over 1,000 members, he wanted to establish a cultural foundation. The 'Dr. Kausch-Preis' came unexpected, but at the right time.

Eichhorn, together with other citizens, founded the first community foundation of Rhineland-Palatinate and became its chairman. With the Cultural Foundation Speyer, they wanted to encourage the cultural life in Speyer and the surrounding Palatinate region. For fundraising, he focused on a specific target group: Single people and couples without children. These people were particularly open towards donating parts of their wealth. In his endeavor, he benefited from his experience and good relations to the citizens of Speyer, the city's administration and the region. Ever since the foundation started its work, he has had countless personal conversations, always writes his letters by hand and often even delivers them himself. Eichhorn knows that "you can't achieve anything in foundations with an e-mail." His honorary work is important to him. All expenses of the foundation are carried by its members privately, none of the collected donations are supposed to be used for administrative formalities. His intensive commitment has shown great success: The foundation's assets have grown from initially 90,000 DM (about 45,000 Euro) to currently 1.6 million Euro. A substantial amount, of which Peter Eichhorn is proud of and convinced that it's only the beginning.

The cultural foundation sees itself as an addition to the public funding of the city, which has only limited access to funding. The supported projects are manifold: Students of a high school



Prof. Dr. Peter Eichhorn

may need a scholarship for their class to be able to visit the "documenta" in Kassel. Another time funding is required to print posters and tickets for a concert. The sound system of a small theater in Speyer has also been renewed. Matter of expense: 2,000 Euro. "Sometimes, the small amounts are the ones that matter the most, helping artists to remain active. Quite a few concerts and exhibitions would not have taken place without our help." A few projects however stand out of the crowd: Peter Eichhorn was especially happy about the opening of a well in Speyer's city center and about statues of Anselm Feuerbach and Hans Purrmann, which the cultural foundation helped to finance.

Peter Eichhorn is glad that his foundation has become an established institution in the cultural life of Speyer and the surrounding Palatinate region. And the professor does not waste a thought on retiring yet. Besides his work for the cultural foundation, he just finished a new textbook with the title 'Principles of Management', which was published in the series 'Springer Texts in Business and Economics.' Not only students can learn a lot from Peter Eichhorn. ^{LM}

More about the Cultural Foundation Speyer:
www.kulturstiftungspeyer.de

Gap Year in Accounting & Taxation

New Pilot Project in the Area of Accounting & Taxation

Photo: Xenia Münsterkötter



Starting in summer 2019, students can use their time in-between their bachelor's and master's studies for a structured gap year.

Many students decide to take a break after finishing their bachelor's studies and opt for a so-called gap year in which they complete a longer internship or use the time to travel. To inspire students for a master's program at the University of Mannheim, Business School, the Gap Year Program of the Area Accounting & Taxation will start in summer 2019, providing students with internship experience as well as preparatory master's courses.

The subjects taxation and accounting are of high relevance for science and politics – due to the great variety of focus areas however, the distribution of students at the university is very competitive. From the viewpoint of professionals, not enough students opt for a career path in the field of taxation and accounting, even though it offers many different career perspectives and a high degree of internationality. Hence, research and practice both are facing the challenge of increasing the attractiveness of the subjects among students and identifying young talents early on.

Looking at students' paths reveals that they see the transition period from a bachelor's to

a master's program as an ideal time to orient themselves and gain practical experience. But at the same time, most students find themselves in a very strict academic corset during their bachelor's studies. Administrative hurdles make it even harder to plan strategically.

The Gap Year in Accounting & Taxation, which will start in summer 2019 for the first time as a pilot project, is the answer to all of these challenges: With a perfectly tailored offer, the Gap Year draws students' attention to the Area of Accounting & Taxation early on. Further, it allows students to build up a professional network. Thereby the Gap Year addresses the need for young talents in both, research and practice.

The Big4 of the industry – Deloitte, EY, KPMG and PwC – were won as corporate partners for the project, as well as the industrial companies BASF, Bosch and Merck. The companies provide internships for an exclusive number of participants. These placements are located in Germany as well as abroad and will demonstrate the complete bandwidth of the Area of taxation and accounting. Interested students

apply with only a single application for the entire Gap Year program, which consists of up to three internships, each over a period of four months. The program is accompanied by an academic framework program which takes place at the University of Mannheim. With hard and soft skill workshops, special lectures and courses at master's level, it offers great value for the academic and personal development of participants and builds an excellent basis for a subsequent master's program at the University of Mannheim.⁵⁸

All information about the new Gap Year: www.bwl.uni-mannheim.de/accounting-taxation/gap-year



Mannheim in Second Place of Germany's Most Start-up-friendly Universities

A Good Place for New Ideas

The Gründungsradar 2018 of the Endowment Association ranks the University of Mannheim second in the category of medium-sized universities in Germany. The University of Mannheim therefore is one of the most start-up friendly universities in Germany. Besides the very good overall performance, the University of Mannheim especially received top grades in this year's core field of "founding activities".

Photo: Xenia Münsterkötter

The Gründungsradar ranking confirms the great results of the University of Mannheim in the Deutsche Startup Monitor 2018 (DSM), in which it ranked sixth nationwide, just behind mostly much larger universities for technology and natural sciences.

The Gründungsradar 2018 investigated the start-up culture at universities in Germany for the fourth time. The question how universities promote the foundation of start-ups was at the center of attention. To answer this question, four key components were analyzed: the institutional anchoring of a sustainable start-up culture at the university, the awareness for founding, the founding support, and the founding activities, meaning the effect that is reached by the efforts of the university in terms of founding promotion – measured in spin-offs, received awards by spin-offs and their success at subsidy programs.

"I am very glad that our efforts to sustainably establish a start-up culture at the University of Mannheim is bearing beautiful fruits," says Professor Dr. Michael Woywode, who holds the Chair of Entrepreneurship at the Business School and coordinates the efforts of the University in terms of founding promotion. "Our students also profit from the above-average offer in the field of entrepreneurship at the University of Mannheim. Since we have pooled our promotional activities of the University at the Mannheim Center for Entrepreneurship and Innovation (MCEI) and extended our offers in this area, we have seen great progress."



Founding a start-up during your studies? The University of Mannheim offers perfect conditions for future entrepreneurs.

The MCEI pursues to promote the entrepreneurial spirit and start-up culture at the University of Mannheim and to strengthen the start-up eco system in the Rhine-Neckar-Region. "With MCEI, we have created a vivid platform through which players in the start-up field can exchange experiences with each other and students can directly get in contact with founders. In this, we are supported by many partners which we integrate into our offers," says Dr. Jan Zybur, who manages the MCEI initiative. Via accelerator teaching formats and different promotional programs, the MCEI was in contact with about 100 start-up projects within the past two years. In February 2019, the best start-up 2018 of the University of Mannheim will be awarded the MCEI Seed Award including 10,000 EUR.

Besides the MCEI, several chairs and institutes are providing complementary teaching and learning formats in which students can gain or further develop entrepreneurial competences. One of them is the Institute for Enterprise Systems (InES), an interdisciplinary and cross-

school center to promote the exchange of research and practice, which greatly contributes in spin-offs from the University of Mannheim.

No wonder that alumni of the University of Mannheim can often be found in the founding teams of successful German start-ups. Among others, alumni of the University of Mannheim have founded the following companies, either individually or as team founders: Auto1.com (wirkaufendeinauto.de), Payback, Amorelie, Statista, e-shelter, Foodspring, Instafreight, Stocard, Pulseshift, Camelot Management Consultants, MLP, WOB, sovanta, VR Magic, Opal Analytics, Ubivent, Curagita, von Jungfeld, Contagt and Perlit Strategy Group. Over 200 success stories are already documented at www.mcei.de/success-stories.^{LS}

All results of the Gründungsradar 2018: www.stifterverband.org/gruendungsradar

The Importance of Rankings for Business Schools

“Rankings Can’t Replace a Personal Impression”

Photo: Siegfried Herrmann



Prof. Dr. Dieter Truxius

For years already, national and international rankings of business schools, researchers, publications or study programs serve as an orientation for prospective students and the academic world. A bad ranking can have adverse effects on the success of a business school, for example if applications fail to appear. However, the more ranking providers enter the market, the more critical their results need to be viewed. In this interview, the Dean of the Business School, Prof. Dr. Dieter Truxius, talks about the pros and cons of such ratings.

How do you feel about rankings in general?

In general, serious rankings are very useful. A basic principle in business administration which has been proven a thousand times states that “you can’t manage what you can’t measure.” This principle therefore also needs to be applied in the context of the management of research and teaching through the leading committee of the university. We need to cope with the issues of measurement and comparability.

What benefits do you see for the Business School?

The greatest benefit for our Business School lies in the opportunity to complement the internal

self-image with an outside view – which of course needs to be as objective as possible. Thereby it becomes much easier to identify weak points, which are always present, also at our business school. This in turn is an important prerequisite for a realistic management strategy. Successful organizations, as the Business School of the University of Mannheim is one, tend to primarily have an internal view and pat themselves on the back. The external view of a ranking can set the necessary corrective signal.

Which ranking is the most important for the Business School?

One of our strategic goals is to increase the number of top-level, international applicants for our Mannheim Master in Management program. The “Global Financial Times Masters in Management Ranking” helps us to improve our visibility abroad. We are therein currently listed as the number one in Germany and at rank 14 worldwide, which is a good result at a level which we would like to retain and improve if possible.

For the success of our MBA and EMBA programs, several rankings are of importance. Solid rankings for this area are for example offered by the Financial Times, The Economist, Bloomberg Businessweek and Forbes. For young prospective students

however, other sources are important. The application schemes of the CHE provide orientation for them, even though they don’t reflect a traditional numerical ranking of Business Schools.

Do you see critical points, especially regarding continuously new-appearing rankings?

The quality of the published rankings is very different. The integrity of some service providers as well as the underlying methodology used in some surveys have already been heavily criticized many times. Often market research institutes with questionable qualifications are assigned with the data collection by the publishers of the ranking. Not always has the critique of the “ranked” institutes been taken into account. We therefore agree with other leading national and international universities that we only rely on the sustainable core of seriously working ranking publications.

Are rankings without alternatives? How can students and researchers further orient themselves?

They will at least not disappear in the near future. The Business School and its researchers need to separate the wheat from the chuff and use the reliable information to improve their standings.

Serious rankings however are first and foremost an indication for the choice of the university or at least for the preselection a helpful orientation. Nevertheless, they can never replace a personal impression, which prospective students can gain in the interaction with the Business School. This also includes virtual campus tours and information offers, which we proactively offer in Mannheim with great response.^{LM}



Awards

PROF. SPENDEL BECOMES MANAGING EDITOR OF TAX JOURNAL

As of January 1, 2019, **Professor Christoph Spengel** (Chair of Business Administration and Taxation II) holds the position of managing editor of the magazine "Steuer und Wirtschaft – StuW". Spengel has been a co-editor of the StuW since 2015 and will now take on the responsibility of managing editor together with tax lawyer Professor Johanna Hey from the University of Cologne. StuW is currently the only German peer-reviewed tax journal to be listed in economic magazine rankings.

JUNIOR RESEARCHERS WIN BEST PAPER AWARD

The article "The Performance Effect of CEO Overconfidence in Turnaround Situations" by Marc Kowalzik, Jan-Philipp Ahrens (both University of Mannheim) and Jochim Lauterbach (Technical University of Munich) received the 2018 Best Paper Award of the Strategic Management division of the European Academy of Management (EURAM). The award honors outstanding submissions on the micro-foundations of strategy, dynamic capabilities, and knowledge mechanisms.

BERND HELMIG CONFIRMED AS MEMBER OF UNICEF

The German Committee of UNICEF e.V. has confirmed **Professor Dr. Bernd Helmig** (Chair of Business Administration, Public & Nonprofit Management) for another four years during its general meeting in June 2018. The general meeting is the highest body of the German Committee for UNICEF e.V.. It consists of up to 60 members who are elected by the general meeting and who can bring in special experiences, competencies and contacts in order to strengthen the rights and safety of children. Professor Helmig has been a member of the United Nations International Children's Emergency Fund since 2014.

DIETER TRUXIUS GIVES WORD OF WELCOME AT FESTIVE EVENT OF ASCG

On July 2, 2018, the Accounting Standards Committee of Germany (ASCG) celebrated its 20th anniversary in Berlin. The ASCG therefore invited 200 guests from Germany and abroad to a festive event in the Allianz Forum. Prominent speakers from business and politics gave welcoming speeches, among them the Dean of the Business School, **Prof. Dr. Dieter Truxius**. In addition to his position as Dean, he is also Deputy Chairman of the Board of Directors of ASCG.

RESEARCH AWARD FOR LAURA MARIE EDINGER-SCHONS

The German Institute for Economics has awarded the Max-Weber-Prize for Business Ethics for the 13th time. The award honors excellent academic work of young researchers in the field of economic and business ethics. **Professor Laura Marie Edinger-Schons** was among the six prizewinners and was honored for her habilitation "Essays in Corporate Social Responsibility (CSR) and Marketing – CSR Strategy, Communication, and Innovative Pricing".

MORITZ FLEISCHMANN RECEIVES RESEARCH AWARD

Prof. Dr. Moritz Fleischmann (Chair of Logistics and Supply Chain Management) has received the "Jo van Nunen Pioneer in Closed-Loop Supply Chain Research Award." Special honor received his publications in this area (more than 5,500 citations in the leading five journals). The prize is awarded on an annual basis and is named after the deceased Professor Jo van Nunen, who researched and taught at the Erasmus University of Rotterdam. The prize honors important and sustainable contributions in the field of Closed-Loop Supply Chain Management.

PRESTIGIOUS AWARD FOR LIFETIME ACHIEVEMENT OF CHRISTIAN HOMBURG

Prof. Dr. Dr. h.c. mult. Christian Homburg was honored for his achievements at the Global Alliance of Marketing and Management Associations (GAMMA) conference. He was the first European scientist to receive the GAMMA Lifetime Achievement Award at a ceremony in Tokyo. The GAMMA awards this prize to outstanding researchers who have made an extraordinary contribution to international top-level research in marketing and management with their life's work.

HONORARY PROFESSORSHIP FOR CHRISTOPH HÜTTEN

Dr. Christoph Hütten, Senior Vice President and Chief Accounting Officer of SAP SE, received a honorary professorship of the University of Mannheim. The Business School thereby honors the outstanding efforts of the expert for International Financial Reporting Standards (IFRS) in the Area Accounting & Taxation. Since 2013, Hütten holds a teaching assignment for IFRS Accounting at the Business School. The official ceremony for his appointment followed by a panel discussion was held at the Mannheim baroque palace on November 21, 2018.

DISSERTATION AWARD FOR DANJA SONNTAG

During the Academic Ceremony at the Otto-von-Guericke-University Magdeburg, Assistant **Prof. Dr. Danja R. Sonntag** was awarded with the faculty prize in economic sciences for her outstanding research achievements as Best Doctorate 2018. For her dissertation "Safety stock determination in production systems with random yield and positive lead times," which Prof. Sonntag completed in 2017, she achieved the highest grade 'summa cum laude'.

Online Experience Day of the University of Mannheim, Business School, on March 14, 2019

Study Information Day 3.0

Those who are interested in studying at the University of Mannheim, Business School, can now register for free for the Online Experience Day.



Study Information Day 3.0: That's the Online Experience Day of the Business School. Following the free registration, it will only take a few clicks to be able to get a good idea of the offered bachelor's and master's programs of the Business School as well as insights into the campus life in Mannheim – no matter whether one is at home or on the go. From 10 a.m. to 5.30 p.m., representatives of the University and students will be available to answer questions in study program specific live chats. Beyond that, helpful information and explanatory videos can be found on the online platform. Relevant material can be saved in a personal download folder via a "like" button, which remains active even after the event.^{LW}



Prospective students from all over the world can now easily sign up for free for the Online Experience Day: www.uni-mannheim.de/experience

Scientific Escape Room at the University of Mannheim

The Lost Scientist

At Mannheim's baroque palace, an interdisciplinary team of researchers creates an "Escape Room" as a behavioral laboratory for team performance research. Participants will take part in experiments and learn about the faculty's ongoing management research.

Escape games are currently trending in all parts of the world. In these games, groups of people are locked into a room and have to use hidden clues or solve riddles in order to find a way out within a limited time. An interdisciplinary team of Mannheim researchers of the Chairs of Corporate Social Responsibility, Information Systems as well as Human Resource Management and Leadership collaborates to create an escape room as a behavioral laboratory. The motivation for the joined project is twofold: the

escape room will offer the researchers a unique opportunity to study real team performance and provides the university with the opportunity to open its doors to external guests and corporate partners interested in learning about the ongoing research of the faculty in a fun and engaging way. The objective from a scientific perspective is to investigate the ability of teams to improvise and cooperate successfully under time pressure and varying conditions.

The anticipated future impact on research of the innovative escape room "The Lost Scientist" is manifold. The interdisciplinary researcher collaboration is especially interested in matching various data sources. Thereby, the researchers intend to make a significant contribution to extant research on team performance and team im-

provisation which is a highly relevant topic given today's turbulent markets and disruptive technologies. On top of these research goals, the escape room aims to make the faculty's research visible and graspable for non-academic audiences and thus to enhance the impact on external parties. Target groups include students from across all disciplines, employees from companies that would like to use the escape room as a team-building exercise as well as Mannheim's civic society to local government.^{LES}



“Retterherz” Wins Social Project Contest

A Heart for Helpers

“Retterherz” is the winner of the Social Project Contest 2018. The Business School had called upon student initiatives of the University of Mannheim to apply with their social projects for a start-up financing. “Retterherz” tries to gain a greater acceptance for helping professions and volunteer activities and to mobilize young professionals through public relations work in social networks.

Dominique Nardin’s days are long: the 29-year-old is a law student at the University of Mannheim. He is preparing for his state examination and is working as a research assistant at a Chair. This already sounds like a busy day, but on top of that, Nardin is also volunteering for two fire brigades as a manager and technical trainer as well as a part-time paramedic. In his free time, he is often on duty, including night shifts. He is often called spontaneously to fire-fighting missions and has to drop everything. In January 2016, he started reporting about his life as a student, volunteer fireman and paramedic under the username “sprechwunsch” on Instagram and Facebook. “I wanted to show in an innovative way how to combine social commitment and student life,” Nardin says.

After eight months, he already had 10,000 followers and in September 2016 he launched “Retterherz – die Gemeinschaft” (engl. helper heart – the community) and “Pflegeherz – die Gemeinschaft” (engl. caring heart – the community): “I wanted to use my reach to positively and sustainably connect people who support voluntary work and social professions. Moreover, there is a lack of young professionals in many volunteer activities and social profes-



Prof. Dr. Dieter Truxius (l.) and Dominique Nardin.

sions. With the help of my channels I try to get them interested in volunteering,” Nardin says.

The success and the steadily growing number of followers proves him right: the platform “Retterherzen” has so far approximately 41,000 followers on Instagram and is considered as the first and biggest interdisciplinary social media community for rescue and security forces as well as caregivers. It contains entertaining posts which show people who help others on a daily basis, e.g. in the fire brigade, police, rescue services and in caring professions. Through this contemporary public relations work, Dominique Nardin wants to motivate people to get involved as well. He also seeks more acceptance for helpers who often have to deal with criticism and physical violence at the operation site.

“The Social Project Contest proves how much potential the students of Mannheim University

have: In the third year of the contest we had more applications than ever before. The decision was not easy for us. However, ‘Retterherz’ convinced us: with his platform, Dominique Nardin provides more visibility of services performed by people in rescue jobs. The Business School and the Mannheim Business School are of course happy to support these efforts,” says Professor Dr. Dieter Truxius, Dean of the University of Mannheim, Business School.

With the donation of € 1,130, Dominique Nardin wants to found an association which actively supports people working in the area of civil protection in all matters. For example, future members of the association are to receive financial support after accidents or if they have been victims of violent attacks in service. ^{LM}

Retterherz on Instagram:
www.instagram.com/retterherzen

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