



GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN

THE FACULTY OF  
ECONOMIC SCIENCES



Department of  
Business Administration

**RESEARCH REPORT 2017**





Research at Göttingen's Department of Business Administration	5
The Georg-August-Universität Göttingen: Research and Education with the "Göttingen Spirit"	6
Celebrating Diversity and International Exchange	7
One of Germany's Major Faculties in Economic Sciences	8
A Faculty with Long-Standing Tradition	9
The Department of Business Administration	10
Finance, Accounting, and Taxation Group	12
Management Group and Business Education Group	22
Marketing and Channel Management Group	34

# CONTENT





*Lutz Kolbe,  
Dean*



*Yasemin Boztuğ,  
Head of Department*

## Research at Göttingen's Department of Business Administration

### Dear colleagues and friends,

We are proud to present you with our 2017 research report, which showcases the latest research activities within the Department of Business Administration at the Georg-August-Universität Göttingen. As an additional extra, this report chronicles an exciting period of transition and expansion at our department. Many of the department's chairs have changed leadership as new chair-holders have been appointed. Furthermore, the department has successfully established three new chairs: the Chair of Electronic Finance and Digital Markets, the Chair of Human Resources Management and Asian Business, and the Chair of Marketing and Innovation Management. In addition, five new positions for Assistant Professors have been created within the Management, Business Education, and Marketing and Channel Management Groups.

Our new colleagues not only share our passion and dedication to high-quality research but they also provide a renewed impulse to the department's teaching activities. This creates exciting new opportunities for the department to further its internationalization. The department's expansion of research resources can be largely attributed to faculty members' success in attracting third-party funding from institutions such as the German Research Foundation (DFG). These resources include: an increasing set of databases available for empirical research; state-of-the-art facilities for experimental studies at the Göttingen

Laboratory of Behavioral Economics (GLOBE); and an increasing number of specialized Ph.D. courses as part of a structured doctoral program. Collectively, these new resources greatly enhance the research environment for senior researchers, junior faculty, and Ph.D. students alike, as well as advancing the department's journey in becoming one of Europe's top research institutions.

This research report showcases the department's ongoing internationalization and strong research orientation through the presentation of its research profile, its four Groups, and the faculty members. The core research activities of the department include publications in leading international journals, high-level research cooperations and network activities, external funding of research projects and researcher groups, and the development of Ph.D. programs. Individual research profiles of faculty members feature their research areas, major publications, and research-related activities.

We invite you to contact our faculty members and engage in a profitable exchange of ideas, and explore new research networks and opportunities. We look forward to your feedback.

Enjoy the read!

Lutz Kolbe, Yasemin Boztuğ

# WELCOME

# The Georg-August-Universität Göttingen: Research and Education with the “Göttingen Spirit”

Founded in 1737, the Georg-August-Universität Göttingen is an internationally acclaimed university with a strong focus on research-based teaching. It bears the name of its founder, Georg August, King George II of Great Britain, Elector and Duke of Brunswick-Lüneburg, Hanover.

## **Göttingen Campus**

The pillars of the Georg-August-Universität are represented by its long-standing research tradition and research subject diversity. Almost all academic disciplines (including medicine) are represented in the 13 faculties, the exception being engineering sciences. The Georg-August-Universität is also renowned for its network of first class external research institutions, such as the Göttingen Academy of Sciences, the German Primate Center, the German Aerospace Center and five Max Planck Institutes. Together with these local partners, a research and teaching collaboration has been formed which remains unique throughout Germany. The university has played a key role in influencing the city's development and has actively contributed to the “Göttingen spirit”, ever since its foundation.

## **Studying with Excellence**

Göttingen has a lot to offer as a student city. The Georg-August-Universität has developed innovative and well-tailored bachelor and master programs with a strong international focus. Over 31,000 young people currently study in Göttingen, which is centrally located in Germany and Europe. Twelve per cent of students are from abroad – a clear indication of the university's international appeal.

## **The Göttingen Nobel Prize Phenomenon**

Over the course of its 275-year history as an internationally renowned research university, the Georg-August-Universität has built a tradition of attracting the world's “best minds”. One of them was the mathematician, astronomer, and physicist Carl Friedrich Gauss, who studied in Göttingen from 1795–1798 and was later appointed as the Director of the University Observatory.

It is personalities like Gauss who have laid the foundation for the university's international reputation, and who continue to shape the university to the present day. As a consequence, the university is closely associated with more than forty Nobel Prize winners – more than any other city in Europe, with the exception of Stockholm, of course. Fourteen of the Nobel Prize winners were awarded the prize for research conducted during their time in Göttingen. A recent example is Göttingen's Stefan Hell, who won the 2014 Nobel Prize for chemistry.

## **The University in Rankings**

Times Higher Education (THE) World University Ranking (2016/17):  
No. 11 in Germany \* No. 45 in Europe \* No. 112 worldwide

Quacquarelli Symonds (QS) World University Ranking (2016/17):  
No. 11 in Germany \* No. 76 in Europe \* No. 177 worldwide

Shanghai Ranking of World Universities (2016/17):  
No. 4–8 in Germany \* No. 101–150 worldwide

## Celebrating Diversity and International Exchange

The international focus of the Georg-August-Universität is influenced by its diverse range of worldwide cooperations – currently 744 cooperations with 875 institutions in 117 countries. The university is a cosmopolitan institution that recognizes the importance of cultural diversity within research and teaching. As such, it is a member of international university networks such as the Coimbra Group and the U4 Network.

The Coimbra Group is a network of renowned higher education institutions across Europe. The network was founded in 1987 to promote the exchange of students and faculty members. It promotes the latest developments in the European education system, and facilitates global research projects along with 40 participating universities. In 2008, the Coimbra Group founded the U4 Network. This network is a strategic partnership among four universities: Ghent (Belgium), Groningen (The Netherlands), Uppsala (Sweden) and Göttingen.

Additionally in 2008, the Georg-August-Universität Göttingen founded a liaison office in China in order to strengthen ties with Chinese universities and research institutions. The China Office at the University of Nanjing operates as a contact and information point for Chinese academics and students who are interested in the Georg-August-Universität and vice versa.



# One of Germany's Top Faculties in Economic Sciences

The Faculty of Economic Sciences is one of the largest in Germany and a vibrant intellectual community of more than 4,500 enrolled students, 28 professors and 6 honorary professors. The faculty also boasts a large research staff of around 180 research associates as well as 52 assistant professors and postdocs. Additionally, the faculty regularly hosts international scholars. The Eduniversal Worldwide Business Schools Ranking 2016 has named it as an "EXCELLENT business school with reinforcing international influence".

## Excellent Research with Impact

The diverse research fields of the faculty overlap in the three key areas Compliance and Governance, Marketing and Consumer Science and Global Change and Development. These research areas transcend traditional disciplinary boundaries. In doing so, they help foster interdisciplinary collaboration across all the subject areas including business, economics, information systems, economic and social history, statistics, and econometrics.

Faculty members are frequently recognized for their research contributions, which are regularly published in top international journals. Moreover, researchers from different subject areas collaborate in interdisciplinary centers such as the Center for Modern East Asian Studies (CeMEAS), the Center for Modern Indian Studies (CeMIS), the Center for European, Governance and Economic Development Research (Cege) and the Göttingen Center for Digital Humanities (GCDH).

## Academic Programs That Make a Difference

The Faculty of Economic Sciences offers a variety of academic programs that prepare students for professional success. At the bachelor's level, students can select from business administration, economics, business information systems and human resources. At the master's level, programs range from key areas such as business administration and economics to a more specialized education in information systems, business and human resources, taxation, applied statistics, as well as

economic and social history. In total, the faculty offers five bachelor degree and ten master degree programs.

This portfolio of academic programs delivers outstanding educational experiences and equips students with the critical capabilities that are highly sought after in the marketplace. Furthermore, the Faculty of Economic Sciences offers a structured doctoral program within the Göttingen Graduate School of Social Sciences (GGG). The objective is to bring doctoral students and faculty members together in order to strengthen students' research capabilities and to prepare them for a successful career path in academia or industry.

## Truly International Focus

The faculty runs exchange programs with universities across the globe. Within the Erasmus Program of the European Commission, students can choose between more than 60 universities. There are also additional exchange programs with Australia, China, Japan, South Korea, Thailand, Indonesia, the West Indies, South Africa, Latin America, the United States, Russia and Ukraine. Overall, the faculty currently offers 135 exchange programs in 33 countries worldwide providing students with the global mindset needed for today's market environment. The Faculty of Economic Sciences offers different opportunities to earn a double degree in cooperation with renowned partner universities:

M.Sc. in Finance, Accounting and Taxes: Double degree program in cooperation with the University of Ghent (Belgium)

M.Sc. in Global Business (starting in 2018/2019 winter semester): Double degree program in cooperation with the University of Nanjing (China)

M.A. in International Economics: Double degree program in cooperation with the University of Groningen (The Netherlands)

M.A. in Development Economics: Double degree program in cooperation with the University of Stellenbosch (South Africa) and the University of Florence (Italy)

## A Faculty with Long-Standing Tradition

At the Georg-August-Universität Göttingen, economic science has been a core discipline of research and teaching since the university's founding in 1737. Originally, the first curricula offered by the faculty were Insurance Science in 1895 and Political Science (the predecessor of Economics) in 1899. In 1922, the University split Economic Studies from Business Administration and founded the program Economic Studies of Firms, which later became Business Administration.

In 1950, the Georg-August-Universität rapidly expanded its Economic Studies program. A host of new professorships were created in 1954 and 1955, as well as a full degree program in Business Administration (*Diplom-Kaufmann*). In 1961, a full-time program of Business Education was launched, which resulted in the degree of *Diplom-Handelslehrer*. One year later, the Faculty of Economics and Social Sciences was established, which was then dissolved in 1981. Since then, Economic Sciences has been run independently of other faculties, and in 1997, it became officially known as the Faculty of Economic Sciences.



# The Department of Business Administration

The Department of Business Administration is organized into four Groups:

## **Finance, Accounting, and Taxation Group**

Chair of Accounting and Auditing (Prof. Jörg-Markus Hitz)  
Chair of Business Taxation (Prof. Andreas Oestreicher)  
Chair of Electronic Finance and Digital Markets (Prof. Jan Muntermann)  
Chair of Finance (Prof. Olaf Korn)  
Chair of Finance and Control (Prof. Stefan Dierkes)

## **Management Group**

Chair of Human Resources Management and Asian Business (Prof. Fabian Froese)  
Chair of Information Management (Prof. Lutz Kolbe)  
Chair of Management and Control (Prof. Michael Wolff)  
Chair of Organization and Corporate Development (Prof. Indre Maurer)  
Chair of Production and Logistics (Prof. Jutta Geldermann)

## **Business Education Group**

Chair of Business Education and Human Resource Development (Prof. Susan Seeber)  
Junior Professorship in Business Education with focus on Educational Management (Ass. Prof. Cornelia Tonhäuser)

## **Marketing and Channel Management Group**

Chair of Application Systems and E-Business (Prof. Matthias Schumann)  
Chair of Marketing and Consumer Behavior (Prof. Yasemin Boztuğ)  
Chair of Marketing and Innovation Management (Prof. Maik Hammerschmidt)  
Chair of Retailing (Prof. Waldemar Toporowski)





*Department of Business Administration – from left to right:*

*First row (sitting): Fabian Froese, Nicole Naeve-Stoß (in Göttingen until March 2016), Lutz Kolbe, Anna Katharina Bader, Steffen Jahn, Hauke Wetzel, Cornelia Tonhäuser, Lars-Peter Lauven, Indre Maurer*

*Second row: Jan Muntermann, Yasemin Boztuğ, Matthias Schumann, Jutta Geldermann, Susan Seeber, Alexander Merz, Maik Hammerschmidt, Andreas Oestreicher*

*Third row: Johann Kranz (in Göttingen until June 2016), Jana Oehmichen, Ossama Elshiewy, Olaf Korn, Till Dannewald (in Göttingen until September 2016), Michael Wolff, Stefan Dierkes, Waldemar Toporowski, Jörg-Markus Hitz, Nico Lehmann*

# Finance, Accounting, and Taxation Group

The Finance, Accounting, and Taxation Group's research focuses on capital markets, corporate governance, and the role and effects of accounting for firms and their stakeholders. It combines the following chairs:

Accounting and Auditing  
Business Taxation  
Electronic Finance and Digital Markets  
Finance  
Finance and Control

The following researchers work in the Finance, Accounting, and Taxation Group:

## Full Professors

Stefan Dierkes  
Jörg-Markus Hitz  
Olaf Korn  
Jan Muntermann  
Andreas Oestreicher

## Assistant Professors

Nico Lehmann  
Alexander Merz

## Honorary Professors

Martin Balleer  
Jens Blumenberg

In recent years, members of the Group have published in leading international journals of the field, including *European Accounting Review*, *Information Systems Research*, *Journal of Banking and Finance*, *Journal of Financial Intermediation*, *Review of Finance*, *Review of Managerial Science*, *Review of Quantitative Finance and Accounting*, and *Schmalenbach Business Review*. Additionally, several members and teams of the Group conduct research projects funded by external parties such as the German Research Foundation (DFG) and the European Commission. The Group also hosts a weekly research seminar, where Ph.D. candidates and invited speakers from renowned international faculties present and discuss their work.

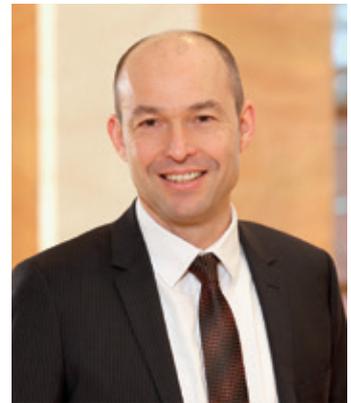
In 2014, the members of the Group established the "Graduate Program in Accounting Research" (GPAR), a structured international Ph.D. program in accounting. GPAR, which is run in cooperation with researchers from the universities of Hanover and Osnabrück, offers a wide variety of courses for doctoral students. It aims to familiarize Ph.D. students with the current work and methods in analytical, experimental and empirical accounting research, and to provide a forum for critical discussion.



*From left to right:  
First row: Nico Lehmann, Stefan Dierkes, Olaf Korn, Jörg-Markus Hitz  
Second row: Jan Muntermann, Alexander Merz, Andreas Oestreicher*

# Stefan Dierkes

Full Professor  
Chair of Finance and Control



## Research Areas

Valuation  
Value-Based Management  
Risk Management  
Sustainability Management  
Behavioral Management Accounting

## Selected Publications

Corporate Taxes, Capital Structure, and Valuation: Combining Modigliani/Miller and Miles/Ezzell, *Review of Quantitative Finance and Accounting* (2017) (with Ulrich Schäfer).

Corporate Valuation, Stuttgart (2015) (with Ralf Diedrich).

Valuation with Divergent Debt and Credit Interest Rates after Personal Taxes, *Journal of Business Economics* (2011) (with Ralf Diedrich and Hans-Christian Gröger).

Discounted Cash Flow Valuation with Capital Gain Tax, *Journal of Business Economics* (2009) (with Ralf Diedrich and Hans-Christian Gröger).

Break Even Analysis and Risk, *Journal of Business Economics* (2005).

## Teaching

Cost and Management Accounting  
Sustainability Management  
Corporate Valuation  
Decision Theory  
Behavioral Management Accounting

## Awards and Honors

Best Paper Award, International Association for Accounting Education & Research, 2013

## External Activities

Lecturer for Executive MBA Programs (e.g., Health Care Management, Marketing Management, Project Management)

Member of the Hessian Certified Public Accountant Examination Committee

## Third-Party Projects and Funding

Sustainability Management in Vocational Education and Training, Federal Institute for Vocational Education and Training, Principal Investigator, 2016–2019

Valuation, PricewaterhouseCoopers AG, Principal Investigator, 2014–2017

Simulation-Based Measurement and Validation of a Competence Model for Sustainability Management, Federal Ministry of Education and Research, Principal Investigator, 2016–2018

## Short Biography

### Positions

Full Professor of Finance and Control, University of Göttingen, 2010–present

Full Professor of Managerial Accounting, The Philipp University of Marburg, 2003–2010

Assistant Professor, Leipzig University, 1999–2003

Research Associate, University of Cologne, 1998–1999

Research Associate, Martin Luther University Halle-Wittenberg, 1994–1998

### Education

Habilitation in Business Administration, Leipzig University, 2003

Doctorate in Business Administration, Martin Luther University Halle-Wittenberg, 1998

Diploma in Business Administration, University of Cologne, 1993

# CONTACT

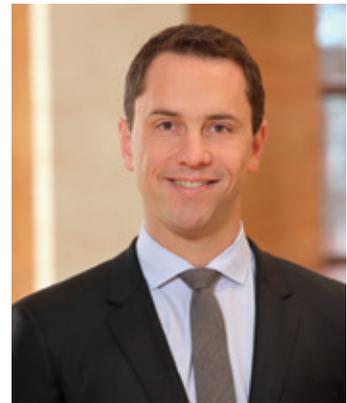
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# Jörg-Markus Hitz

Full Professor  
Chair of Accounting and Auditing



## Research Areas

International Financial Reporting Standards  
Market-Based Accounting Research  
Executive Compensation  
Corporate Governance

## Selected Publications

Market Reactions to the Regulation of Executive Compensation, *European Accounting Review* (2015) (with Stephanie Müller-Bloch).

Intended and Unintended Consequences of Mandatory IFRS Adoption: A Review of Extant Evidence and Suggestions for Future Research, *European Accounting Review* (2013) (with Ulf Brüggemann and Thorsten Sellhorn).

Enforcement of Accounting Standards in Europe: Capital-Market-Based Evidence for the Two-Tier Mechanism in Germany, *European Accounting Review* (2012) (with Jürgen Ernstberger and Michael Stich).

Relevance of Academic Research and Researchers' Role in the IASB's Financial Reporting Standard Setting, *Abacus* (2009) (with Rolf Uwe Fülber and Thorsten Sellhorn).

The Decision Usefulness of Fair Value Accounting: A Theoretical Perspective, *European Accounting Review* (2007).

## Teaching

International Financial Reporting Standards  
Financial Statement Analysis  
Principles of Auditing  
Corporate Governance

## Awards and Honors

Best Paper Award, German Academic Association for Business Research, 2010

## External Activities

Editorial Board Member, *Business Research*

Ad hoc Reviewer, *Abacus*, *Accounting Horizons*, *Accounting in Europe*, *Accounting and Business Research*, *Business Research*, *European Accounting Review*

## Third-Party Projects and Funding

The European Financial Reporting Revolution: Compliance, Consequences and Policy Lessons, European Commission Marie Curie Research Training Network INTACCT, Researcher, 2008–2009

## Short Biography

### Positions

Full Professor of Accounting and Auditing,  
University of Göttingen, 2009–present

Visiting Professor, Tilburg University, The Netherlands,  
2008, 2012

Assistant Professor, University of Cologne, 2005–2009

Research Associate, University of Cologne, 2000–2005

### Education

Habilitation in Business Administration,  
University of Cologne, 2009

Doctorate in Business Administration,  
University of Cologne, 2005

Diploma in Business Administration,  
University of Munich, 1999

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# Olaf Korn

Full Professor  
Chair of Finance



## Research Areas

Risk Management  
Derivatives  
Portfolio Management  
Liquidity in Financial Markets  
Commodity Markets

## Selected Publications

Which Beta is Best? On the Information Content of Option-Implied Betas, *European Financial Management* (2015) (with Rainer Baule and Sven Saßning).

Portfolio Optimization Using Forward-Looking Information, *Review of Finance* (2015) (with Alexander Kempf and Sven Saßning).

The Term Structure of Illiquidity Premia, *Journal of Banking & Finance* (2012) (with Alexander Kempf and Marliese Uhrig-Homburg).

Robust Stock Option Plans, *Review of Quantitative Finance and Accounting* (2012) (with Clemens Paschke and Marliese Uhrig-Homburg).

The Term Structure of Currency Hedge Ratios, *International Journal of Theoretical and Applied Finance* (2011) (with Philipp Koziol).

## Teaching

Principles of Finance  
Investments  
Financial Risk Management  
Derivatives

## Awards and Honors

Research Fellowship, Center for Financial Research, University of Cologne, 2005–present

Visiting Academic Scholar Award, Macquarie University, Sydney, Australia, 2012

## External Activities

Advisory Board Member, Frankfurt Institute for Risk Management and Regulation

Program Committee Member, European Finance Association Annual Meetings, Swiss Society for Financial Markets Research Annual Meetings

## Third-Party Projects and Funding

Understanding and Coping with Food Markets Volatility Towards More Stable World and EU Food Systems, European Commission, Principal Investigator, 2012–2015

The Impact of Market Frictions on Option Prices, German Research Foundation (DFG), Principal Investigator, 2016–2018

## Short Biography

### Positions

Full Professor of Finance, University of Göttingen, 2007–present

Full Professor of Finance, WHU – Otto-Beisheim School of Management, Vallendar, 2005–2007

Assistant Professor, University of Mannheim, 1999–2005

Research Associate, Center for European Economic Research, Mannheim, 1993–1999

Research Associate, University of Basel, Switzerland, 1992–1993

### Education

Habilitation in Business Administration, University of Mannheim, 2005

Doctorate in Business Administration, University of Mannheim, 1999

Diploma in Statistics, TU Dortmund University, 1992

# CONTACT

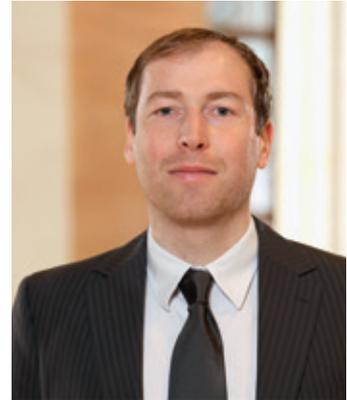
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# Nico Lehmann

Assistant Professor  
Chair of Accounting and Auditing



## Research Areas

Corporate Governance  
Earnings Management  
Information Intermediation  
IFRS / Enforcement Regulation

## Selected Publications

Empirical Evidence on the Role of Proxy Advisors in European Capital Markets, *European Accounting Review* (2017) (with Jörg-Markus Hitz).

The Role of Corporate Governance in Shaping Accruals Manipulation Prior to Acquisitions, *Accounting and Business Research* (2016).

## Teaching

Methods in Empirical Accounting Research  
Financial Statement Analysis  
Corporate Governance

## Awards and Honors

Florenz Sartorius-Prize for the Best Doctoral Thesis in the Business Administration Department, University of Göttingen, 2015

## External Activities

Ad hoc Reviewer, *British Accounting Review*, *European Accounting Review*, *Managerial Auditing Journal*, *Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung*

## Third-Party Projects and Funding

Economic Effects of IFRS Adoption: The Role of Selection Effects and Opt-Outs, German Research Foundation (DFG), Co-Investigator, 2016–2019

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2015–present

Visiting Scholar, University of Toronto, Canada, 2015

Research Associate, University of Göttingen, 2010–2014

### Education

Doctorate in Accounting,  
University of Göttingen, 2014

Master of Arts in International Business,  
University of Hamburg, 2009

Diploma in Business Administration,  
University of Hamburg, 2006

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# Alexander Merz

Assistant Professor  
Chair of Finance



## Research Areas

Executive Compensation  
Compensation Disclosure  
Financial Risk Management

## Selected Publications

Accounting and Equity-Based Compensation: On the Influence and Effectiveness of IFRS 2, Göttingen (2014).

## Teaching

Corporate Financial Management  
Seminar Current Research in Finance

## Awards and Honors

Scholarship for a Semester Abroad, German Academic Exchange Service, 2006

## External Activities

Member of the European Accounting Association  
Member of the European Finance Association

## Short Biography

### **Positions**

Assistant Professor, University of Göttingen, 2014–present  
Research Associate, University of Göttingen, 2008–2014  
Visiting Researcher, Macquarie University, Sydney, Australia, 2010

### **Education**

Doctorate in Business Administration,  
University of Göttingen, 2014  
Master of Science in Management,  
University of Göttingen, 2008  
Bachelor of Science in International Business,  
University of Maastricht, The Netherlands, 2006

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# Jan Muntermann

Full Professor

Chair of Electronic Finance and Digital Markets



## Research Areas

Electronic Finance  
Financial Information Systems  
Business Intelligence and Analytics

## Selected Publications

Stock Analysts vs. the Crowd: Mutual Prediction and the Drivers of Crowd Wisdom, *Information & Management* (2016) (with Matthias Eickhoff).

Paradoxes and the Nature of Ambidexterity in IT Transformation Programs, *Information Systems Research* (2015) (with Robert W. Gregory, Mark Keil, and Magnus Mähring).

Heuristic Theorizing: Proactively Generating Design Theories, *Information Systems Research* (2014) (with Robert W. Gregory).

A Method for Taxonomy Development and its Application in Information Systems, *European Journal of Information Systems* (2013) (with Upkar Varshney and Robert C. Nickerson).

An Intraday Market Risk Management Approach Based on Textual Analysis, *Decision Support Systems* (2011) (with Sven S. Groth).

## Teaching

Financial Information Systems  
Electronic Securities Trading  
Corporate Finance  
Business Intelligence and Decision Support Systems

## Awards and Honors

Best Paper Award Nomination, German Academic Association for Business Research, 2016

European Research Paper of the Year Nomination, CIONET, 2015, 2016

Best Completed Research Paper Award, PACIS Conference, Association for Information Systems, 2015

CCI Dissertation Prize, Chamber of Commerce and Industry Frankfurt/M., 2007

## Third-Party Projects and Funding

GeMIDT: Design of Mobile Information Systems within the Digital Transformation, Lower Saxony Ministry of Science and Culture, Speaker, 2016–2020

FIRST: Large Scale Information Extraction and Integration Infrastructure for Supporting Financial Decision Making, European Commission, Principal Investigator, 2010–2013

## Short Biography

### Positions

Full Professor of Electronic Finance and Digital Markets, University of Göttingen, 2010–present

Assistant Professor, Goethe University Frankfurt, 2008–2010

Visiting Scholar, London Business School, UK, 2007

Research Associate, E-Finance Lab, Frankfurt/M., 2007–2008

Visiting Researcher, Microsoft Research, Cambridge, UK, 2005

Research Associate, Goethe University Frankfurt, 2002–2007

### Education

Doctorate in Business Administration, Goethe University Frankfurt, 2007

Diploma in Business Administration, Goethe University Frankfurt, 2001

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# Andreas Oestreicher

Full Professor  
Chair of Business Taxation



## Research Areas

Company Taxation  
International Taxation  
Tax Transfer Pricing  
Empirical Tax Research  
Experimental Studies on Taxation

## Selected Publications

International Business Taxation, 8th ed., Munich (2016)  
(with Dieter Endres, Andreas Schumacher, and Christoph Spengel).

Reforming Inter-Period Loss-Offset Provisions, Business Administration Review (2012) (with Reinald Koch and Dorothea Vorndamme).

Taxation and Corporate Group Structure: Evidence from a Sample of European Multinationals, Schmalenbach Business Review (2012) (with Reinald Koch).

The Revenue Consequences of Using a Common Consolidated Corporate Tax Base to Determine Taxable Income in the EU Member States, Public Finance Analysis (2011) (with Reinald Koch).

## Teaching

International Company Taxation  
Group Taxation  
Tax Transfer Pricing  
Company Taxation in the European Union  
State of the Art and Methods of Empirical Tax Research

## Awards and Honors

Best Paper Award, German Academic Association for Business Research, 1998  
Best Doctoral Dissertation on Taxation, Schitag Foundation, 1992

## External Activities

Ad hoc Reviewer, National Tax Journal, Public Finance Analysis, Review of Managerial Sciences, Schmalenbach Business Review

Member of the Scientific Advisory Board, Mannheim Taxation ScienceCampus

Independent Person of Standing, Eligible to Become a Member of the Advisory Commission as Referred to in the EU Arbitration Convention

Research Associate, Center for European Economic Research

## Third-Party Projects and Funding

Behavioral Effects of Company Taxation, German Research Foundation (DFG), Principal Investigator, 2014–2016

Options for Improving the Administrative Framework Concerning Transfer Pricing Adjustment and Coordination, Foundation of the German Family Businesses, Co-Investigator, 2013–2015

Common Corporate Tax Base and Common Enterprise Tax Base: Economic Impact Assessment, Federal Ministry of Finance, Principal Investigator, 2012–2013

## Short Biography

### Positions

Full Professor of Business Taxation, University of Göttingen, 2001–present

Tax Advisor, PricewaterhouseCoopers, Frankfurt/M., 1999–2000

Assistant Professor, University of Mannheim, 1992–1998

Research Associate, University of Mannheim, 1986–1991

### Education

Habilitation in Business Administration, University of Mannheim, 1999

Appointment as German Tax Advisor, 1993

Doctorate in Business Administration, University of Mannheim, 1992

Diploma in Business Administration, University of Mannheim, 1985

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## Management Group

The Management Group's research focuses on the design and management of organizations that are capable to compete effectively in the current economic climate. It is composed of five chairs:

Human Resources Management and Asian Business  
Information Management  
Management and Control  
Organization and Corporate Development  
Production and Logistics

The following researchers work in the Management Group:

### Full Professors

Fabian J. Froese  
Jutta Geldermann  
Lutz M. Kolbe  
Indre Maurer  
Michael Wolff

### Assistant Professors

Anna Katharina Bader  
Sebastian Firk  
Andre Hanelt  
Lars-Peter Lauen  
Jana Oehmichen  
Mohan Pyari Maharjan

### Honorary Professor

Wolfhard Gottschalk

The Group's research interests include e-mobility, sustainable energy economy, corporate governance, social networks, and international human resource management. Research projects are funded by industry and other external parties such as the German Research Foundation (DFG), the Federal Ministry of Education and Research, the Volkswagen Foundation, and the European Commission. Members of the Group are well connected to corporate partners and the international research community, which includes a foreign visiting scholar program.

Prior research has been published in leading international journals, including *Administrative Science Quarterly*, *Strategic Management Journal*, *Journal of Management Studies*, *European Accounting Review*, *European Journal of Operational Research*, *Journal of Organizational Behavior*, *Organization Studies*, *OR Spectrum*, *Proceedings of the International Conference on Information Systems and Research Policy*.

## Business Education Group

The Business Education Group's research focuses on the quality and effectiveness of vocational and further education training, in particular within commerce and business administration. It combines the following chairs:

Business Education and Human Resource Development  
Business Education with focus on Educational Management

The following researchers work in the Business Education Group:

### Full Professor

Susan Seeber

### Assistant Professors

Christian Michaelis  
Cornelia Tonhäuser

Key research topics examine the assessment of learning outcomes in vocational and higher education, including competence measurement, proficiency scaling, and the evaluation of teaching and learning conditions.

A further research area deals with career decisions, and the transition from school to vocational education and training, including questions of equity and social disparities. A special emphasis is placed on the pre-service and in-service professionalization of the respective teachers and educators. Research efforts of the Group also consider issues in the area of educational management, coaching, and consulting. In these areas, researchers of the Group investigate the efficacy of formalized vocational training, in particular the professional development of both teachers and educational personnel in vocational education.

Several research projects are funded by external sources, in particular, by the German Ministry of Education and Research and the Bertelsmann Foundation. Research results have been published in national and international refereed journals, in international edited books on vocational education and training and in conference proceedings of the American Educational Research Association and the European Educational Research Association.



*From left to right:  
First row: Nicole Naeve-Stoß (in Göttingen until March 2016), Lutz Kolbe, Anna Katharina Bader, Susan Seeber, Cornelia Tonhäuser,  
Indre Maurer, Lars-Peter Lauven  
Second row: Jana Oehmichen, Johann Kranz (in Göttingen until June 2016), Fabian Froese, Jutta Geldermann, Michael Wolff*

# Anna Katharina Bader

Assistant Professor

Chair of Human Resources Management and Asian Business



## Research Areas

International Human Resource Management  
Diversity Management  
Expatriate Management

## Selected Publications

Terrorism and Expatriate Withdrawal Cognitions: The Differential Role of Perceived Work and Non-Work Constraints, *The International Journal of Human Resource Management* (2017) (with Carol Reade and Fabian J. Froese).

Clash of Cultures? German Expatriates' Work-Life Boundary Adjustment in South Korea, *European Management Review* (2016) (with Fabian J. Froese and Albert Kraeh).

Expatriates' Influence on the Organisational Commitment of Host Country Nationals in China: The Moderating Role of Individual Values and Status Characteristics, *European Journal of International Management* (2016) (with Fabian J. Froese, Andreas Achteresch, and Simon Behrens).

Diversity Management in Aging Societies: A Comparative Study of Germany and Japan, *Management Revue* (2016) (with Fabian J. Froese and Lena Kemper).

Culture Matters: The Influence of National Culture on Inclusion Climate, *Cross-Cultural Management: An International Journal* (2016) (with Fabian J. Froese and Sebastian Stoermer).

## Teaching

International Human Resource Management  
Strategic Human Resource Development  
Human Resource Project

## Awards and Honors

Best Reviewer Award, International Management Division, Academy of Management, 2016

Best Paper Award, *PERSONAL* quarterly, 2016

Outstanding Reviewer Award, *Journal of Asia Business Studies*, 2015

## External Activities

Editorial Review Board, *Cross-Cultural and Strategic Management*, *Journal of Asia Business Studies*

Ad hoc Reviewer, *Journal of World Business*, *Human Resource Management*, *International Journal of Human Resource Management*, *Asian Business and Management*

## Third-Party Projects and Funding

The Impact of Diversity and Inclusion Management on Knowledge Exchange and Innovation: An International Comparison Between Japan and Germany, *Japan Society for the Promotion of Science*, Researcher, 2014

## Short Biography

### Positions

Assistant Professor,  
University of Göttingen, 2012–present

Leadership Development Manager,  
Vodafone D2 GmbH, Düsseldorf, 2011–2012

Research Associate,  
Catholic University of Eichstätt-Ingolstadt, 2007–2010

### Education

Doctorate in Business Administration,  
Catholic University of Eichstätt-Ingolstadt, 2012

Diploma in Pedagogics,  
Catholic University of Eichstätt-Ingolstadt, 2007

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# Fabian Jintae Froese

Full Professor

Chair of Human Resources Management and Asian Business



## Research Areas

International Human Resource Management  
Expatriation  
Diversity Management  
Talent Management

## Selected Publications

Language, Cultural Intelligence, and Inpatriate Turnover Intentions: Leveraging Values in Multinational Corporations Through Inpatriates, *Management International Review* (2016) (with Kwanghyun Kim and Aileen Eng).

Terrorism and Expatriate Withdrawal Cognitions: The Differential Role of Perceived Work and Non-Work Constraints, *International Journal of Human Resource Management* (2017) (with Katharina Bader and Carol Reade).

Lessening the Divide in Foreign Subsidiaries: The Influence of Localization on the Organizational Commitment and Turnover Intention of Host Country Nationals, *International Business Review* (2016) (with Azusa Hitotsuyanagi-Hansel and Yong Suhk Pak).

Organizational Embeddedness, Turnover Intentions, and Voluntary Turnover: The Moderating Effects of Employee Demographic Characteristics and Value Orientations, *Journal of Organizational Behavior* (2015) (with Vesa Peltokorpi and David Allen).

Expatriate Personality and Cultural Fit: The Moderating Role of Host Country Context on Job Satisfaction, *International Business Review* (2014) (with Vesa Peltokorpi).

## Teaching

Human Resource Management  
Cross-Cultural Management  
International Management  
Asian Business and Management

## Awards and Honors

Best Paper Award, European Academy of Management, 2014, 2015, 2017

Best Paper Award, Association of Japanese Business Studies, 2012, 2015

Teaching Excellence Award, Korea University, 2009

## External Activities

Associate Editor, *Cross Cultural & Strategic Management*, *Journal of Asia Business Studies*

Editorial Board Member, *Asia Pacific Journal of Management*, *Journal of Global Mobility*

## Third-Party Projects and Funding

Knowledge and Innovation in, to, and from Emerging Markets, European Commission Project, Principal Investigator, 2017–2020

Global Leadership, Volkswagen AG, Co-Investigator, 2012–2013

## Short Biography

### Positions

Full Professor of Human Resources Management and Asian Business, University of Göttingen, 2012–present

Visiting Professor, Kobe University, Japan, 2012, 2014

Assistant Professor, Korea University, Seoul, South Korea, 2007–2012

Research Fellow, Waseda University, Tokyo, Japan, 2004–2007

### Education

Ph.D. in International Studies, Waseda University, 2009

Doctorate in International Management, University of St. Gallen, 2007

Diploma in Business Administration, University of Mannheim, 2003

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# Jutta Geldermann

Full Professor  
Chair of Production and Logistics



## Research Areas

Modeling and Optimization of Production and Logistics Systems  
Multi-Criteria Decision Support for Integrated Technique Assessment  
Energy and Resource Efficiency  
Industrial Risk Management

## Selected Publications

Improving Biorefinery Planning: Integration of Spatial Data Using Exact Optimization Nested in an Evolutionary Strategy, *European Journal of Operational Research* (2017) (with Tim Schröder and Lars-Peter Lauen).

Anlagen- und Energiewirtschaft (Industrial Plant and Energy Management), Vahlen (2014).

Multi-Criteria Analysis of Grid Expansion Concepts on the Low Voltage Level, *Zeitschrift für Energiewirtschaft* (2014) (with Tobias Lühn et al.).

Optimizing the Production and Distribution System of Bioenergy Villages, *International Journal of Production Economics* (2014) (with Harald Uhlemair and Ingo Karschin).

Adapting the European Approach of Best Available Techniques: Case Studies from Chile and China, *Journal of Cleaner Production* (2008) (with Hannes Schollenberger and Martin Treitz).

## Teaching

Production Management  
Logistics Management  
Corporate Planning  
Sustainable Production

## External Activities

Editor, *EURO Journal on Decision Processes*

Editorial Board Member, *European Journal of Industrial Engineering*

Managing Board Member, Energy Research Center of Lower Saxony (EFZN)

## Third-Party Projects and Funding

NEDS – Sustainable Energy Supply of Lower Saxony, Volkswagen Foundation, Ministry of Science and Culture of Lower Saxony, Principal Investigator, 2015–2019

Resource Efficiency in Interorganizational Networks, DFG Research Training Group 1703, Speaker, since 2012

Optimizing Pathways and Market Systems for Enhanced Competitiveness of Sustainable Bio-Energy (BIOTEAM), European Commission, Principal Investigator, 2013–2016

Corporate CO<sub>2</sub>e Footprint of Stadtwerke Göttingen AG, Stadtwerke Göttingen AG, Principal Investigator, 2013–2017

## Short Biography

### Positions

Full Professor of Production and Logistics, University of Göttingen, 2006–present

Assistant Professor, University of Karlsruhe, 1999–2006

Research Associate, University of Karlsruhe, 1996–1999

### Education

Habilitation in Business Administration, University of Karlsruhe, 2005

Doctorate in Business Administration, University of Karlsruhe, 1999

Diploma in Industrial Engineering, University of Karlsruhe, 1996

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# Lutz M. Kolbe

Full Professor  
Chair of Information Management



## Research Areas

Smart Mobility  
Information Management in Renewable Resources  
Digital Transformation  
Information Technology Innovation Management

## Selected Publications

Driving Business Transformation toward Sustainability: Exploring the Impact of Supporting IS on the Performance Contribution of Eco-Innovations, *Information Systems Journal* (2017) (with Andre Hanelt and Sebastian Busse).

Discovering Digital Business Models in Traditional Industries, *Journal of Business Strategy* (2017) (with Gerrit Remané, Andre Hanelt, and Robert C. Nickerson).

The Business Model Pattern Database: A Tool for Systematic Business Model Innovation, *International Journal of Innovation Management* (2017) (with Gerrit Remané, Andre Hanelt, and Jan F. Tesch).

Understanding the Influence of Absorptive Capacity and Ambidexterity on the Process of Business Model Change, *Information Systems Journal* (2016) (with Andre Hanelt and Johann Kranz).

Entering the Digital Era: The Impact of Digital Technology-Related M&As on Business Model Innovations of Automobile OEMs, *Proceedings of the International Conference on Information Systems* (2015) (with Björn Hildebrandt, Andre Hanelt, and Sebastian Firk).

## Teaching

Information Management  
IT Service Management  
IT Strategy  
Entrepreneurship

## External Activities

Member of the Sino-German Institute of Social Computing, Nanjing-Göttingen

Member of the Energy Research Center of Lower Saxony

## Third-Party Projects and Funding

Statewide Electromobility Showcase, Federal Ministry for Economic Affairs and Energy, Principal Investigator, 2013–2016

Resource Efficiency in Interorganizational Networks, DFG Research Training Group 1703, Principal Investigator, since 2012

## Short Biography

### Positions

Full Professor of Information Management, University of Göttingen, 2007–present

Research Group Leader, Institute of Information Management, University of St. Gallen, Switzerland, 2002–2007

Managing Director, eConsulting Group, Deutsche Bank North America, New York, USA, 2000–2002

Director, Advanced Technology Group, Deutsche Bank AG, Frankfurt/M., 1997–2000

Research Associate, Technical University of Freiberg, 1994–1997

### Education

Habilitation in Information Management, University of St. Gallen, 2006

Doctorate in Information Management, Technical University of Freiberg, 1997

Master of Science in Information Systems, Technical University of Braunschweig, 1993

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# Lars-Peter Lauen

Assistant Professor  
Chair of Production and Logistics



## Research Areas

Bioeconomy  
Operations Research  
Energy Economics  
Investment Planning

## Selected Publications

Improving Biorefinery Planning: Integration of Spatial Data Using Exact Optimization Nested in an Evolutionary Strategy, *European Journal of Operational Research* (2017) (with Tim Schröder and Jutta Geldermann).

Demand Side Integration for Electric Transport Vehicles, *International Journal of Energy Sector Management* (2015) (with Johannes Schmidt, Norman Ihle, and Lutz Kolbe).

An Optimization Approach to Biorefinery Setup Planning, *Biomass and Bioenergy* (2014).

Determinants of Economically Optimal Cassava-to-Ethanol Plant Capacities with Consideration of GHG Emissions, *Applied Thermal Engineering* (2014) (with Beibei Liu and Jutta Geldermann).

## Teaching

Plant and Equipment Planning  
Corporate Planning  
Production and Logistics  
Bachelor and Master Seminars

## Awards and Honors

Florenz Sartorius-Prize for the Best Doctoral Thesis in the Business Administration Department, University of Göttingen, 2012

## Third-Party Projects and Funding

Optimizing Pathways and Market Systems for Enhanced Competitiveness of Sustainable Bio-Energy (BIOTEAM), European Commission, Principal Investigator, 2013–2016

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2012–present

Project Developer for Energy Economics, Energy Research Center of Lower Saxony, Goslar, 2011–2014

Research Associate, University of Göttingen, 2008–2012

### Education

Doctorate in Production and Logistics,  
University of Göttingen, 2011

Diploma in Industrial Engineering,  
University of Karlsruhe, 2007

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# Indre Maurer

Full Professor

Chair of Organization and Corporate Development



## Research Areas

Social Network Relationships  
Firm Capabilities  
Innovation

## Selected Publications

To Continue or Not To Continue? Drivers of Recurrent Partnering in Temporary Organizations, *Organization Studies* (2016) (with Mark Ebers).

How Dynamic Capabilities Impact the Effectiveness and Efficiency of Operating Routines Under High and Low Levels of Environmental Dynamism, *British Journal of Management* (2015) (with Hendrik Wilhelm and Maren Schlömer).

Connections Count: How Relational Embeddedness and Relational Empowerment Foster Absorptive Capacity, *Research Policy* (2014) (with Mark Ebers).

The Value of Intra-Organizational Social Capital: How it Fosters Knowledge Transfer, Growth and Innovation Performance, *Organization Studies* (2011) (with Vera Bartsch and Mark Ebers).

Dynamics of Social Capital and Their Performance Implications: Lessons from Biotechnology Start-Ups, *Administrative Science Quarterly* (2006) (with Mark Ebers).

## Teaching

Organization Theory and Design  
Corporate Development and Innovation

## Awards and Honors

Outstanding Teacher Award, University of Göttingen, 2014

Best Course Award, University of Cologne, 2009

Best Paper Award, German Academic Association for Business Research, 2007

Best Paper Award, European Group for Organizational Studies, 2007

## External Activities

Track Chair, European Group for Organizational Studies

Ad hoc Reviewer, *Strategic Management Journal*,  
*Organization Studies*

## Third-Party Projects and Funding

ISHARE-Impact of the Sharing Economy in Germany, Federal Ministry of Education and Research, Principal Investigator, 2015–2018

Network Relationships of Sustainability-Oriented Organizations, Jackstädt Foundation, Principal Investigator, 2013–2014

## Short Biography

### Positions

Full Professor of Organization and Corporate Development, University of Göttingen, 2012–present

Visiting Professor, Macquarie University, Sydney, Australia, 2015

Assistant Professor, University of Cologne, 2005–2012

Visiting Researcher, Stanford University, USA, 1997, 2009

Assistant Professor, Augsburg University, 2002–2004

Research Associate, Augsburg University, 1996–2001

### Education

Habilitation in Business Administration, University of Cologne, 2011

Doctorate in Business Administration, Augsburg University, 2002

Diploma in Socio-Economics, Augsburg University, 1998

Diploma in Business Administration, Augsburg University, 1996

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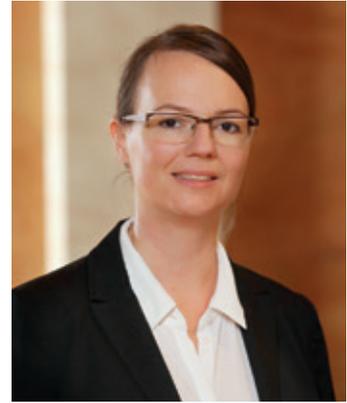
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# Jana Oehmichen

Assistant Professor  
Chair of Management and Control



## Research Areas

Comparative Corporate Governance  
Incentive Systems  
Corporate Strategy  
Sustainability  
International Management

## Selected Publications

Who Needs Experts Most? Board Industry Expertise and Strategic Change: A Contingency Perspective, *Strategic Management Journal* (2017) (with Sebastian Schrapp and Michael Wolff).

When Elites Forget Their Duties: The Double-Edged Sword of Prestigious Directors on Boards, *Journal of Management Studies* (2017) (with Daniel Braun, Toru Yoshikawa, and Michael Wolff).

Embeddedness, Ownership Mode and Dynamics, and the Performance of MNE Subsidiaries, *Journal of International Management* (2016) (with Jonas Puck).

Keeping Their Cards Close to Their Chest: How Non-Delegating CEOs Avoid Forced Career Ends, *Human Resource Management* (2016) (with Alexander Schult and Michael Wolff).

Board Background Heterogeneity and Exploration-Exploitation: The Role of the Institutionally Adopted Board Model, *Global Strategy Journal* (2015) (with Mariano L. M. Heyden, Sven Nichting, and Henk W. Volberda).

## Teaching

International Management  
Business Strategy  
Corporate Governance

## Awards and Honors

Best Paper Award, International Corporate Governance Track, European International Business Academy, 2016

Best Reviewer Award, Academy of International Business, 2014

Best Paper Proceedings, Academy of Management, 2012

Best Poster Award, European International Business Academy, 2011

## External Activities

Ad hoc Reviewer, *European Management Journal*, *Management International Review*, *International Business Review*, *Review of Managerial Science*, *Business & Society*

## Third-Party Projects and Funding

Industry Projects on e.g., Employee Stock Ownership Programs, Co-Investigator, 2013–present

Board Diversity, German Academic Exchange Service, Principal Investigator, 2011

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2011–present

Postdoctoral Research Fellow, Copenhagen Business School, Denmark, 2011

Research Associate, Karlsruhe Institute of Technology, 2008–2010

### Education

Doctorate in Management,  
Karlsruhe Institute of Technology, 2010

Diploma in Industrial Engineering and Management,  
Karlsruhe Institute of Technology, 2007

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# Michael Wolff

Full Professor  
Chair of Management and Control



## Research Areas

Corporate Governance  
Digitalization  
Corporate Strategy  
Incentive Systems  
Value-Based Management

## Selected Publications

Who Needs Experts Most? Board Industry Expertise and Strategic Change: A Contingency Perspective, *Strategic Management Journal* (2017) (with Jana Oehmichen and Sebastian Schripp).

When Elites Forget Their Duties: The Double-Edged Sword of Prestigious Directors on Boards, *Journal of Management Studies* (2017) (with Daniel Braun, Toru Yoshikawa, and Jana Oehmichen).

Drivers of Value Creation: The Role of Value-Based Management and Underlying Institutions, *Management Accounting Research* (2016) (with Sebastian Firk and Sebastian Schripp).

Keeping Their Cards Close to Their Chest: How Non-Delegating CEOs Avoid Forced Career Ends, *Human Resource Management* (2016) (with Alexander Schult and Jana Oehmichen).

CEO Contract Design Regulation and Risk-Taking, *European Accounting Review* (2015) (with Johannes Sauset and Phillip Waller).

## Teaching

Corporate Governance  
Corporate Strategy  
Cost Accounting  
Management Accounting

## Awards and Honors

Best Paper Proceedings, Academy of Management, 2016

Best Paper Proceedings, Academy of Management, 2015

Best Poster Award, European International Business Academy, 2011

## External Activities

Ad hoc Reviewer, *European Management Journal*, *Journal of Business, Finance & Accounting*, *Journal of International Business Studies*

## Third-Party Projects and Funding

Codetermination in the Financial Crises, Hans Böckler Foundation, Principal Investigator, 2015–2018

Ownership Culture, Siemens AG, Principal Investigator, 2015–2018

## Short Biography

### Positions

Full Professor of Management and Control, University of Göttingen, 2011–present

Full Professor of Corporate Governance, Johannes Gutenberg University of Mainz, 2010–2011

Visiting Scholar, Copenhagen Business School, Denmark, 2010

Assistant Professor, Karlsruhe Institute of Technology, 2006–2010

Research Associate, HHL – Leipzig Graduate School of Management, 2000–2003

### Education

Doctorate in Business Administration, HHL – Leipzig Graduate School of Management, 2003

Diploma in Business Administration, Goethe University Frankfurt, 1999

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# Susan Seeber

Full Professor

Chair of Business Education and Human Resource Development



## Research Areas

Large-Scale Assessments in Vocational Education and Training (VET)

Measurement of Professional Competencies in Business, Administration, and Sustainability Management

Social Disparities in Transition from School to Work

National Reporting on VET

## Selected Publications

Social Competence: A Review, Competence-Based Vocational and Professional Education, Heidelberg (2016) (with Eveline Wittmann).

The Development of Mathematical Competency in Different Prevocational Training Programmes of the Transition System, Empirical Research in Vocational Education and Training (2016) (with Simon Weißeno, Janna Kosanke, and Constanze Stange).

Assessing the Return on Investment in Human Resource Development: Theory and Practice, Human Resource Management Practices: Assessing Added Value, Heidelberg (2015) (with Cornelia Tonhäuser).

The Impact of International Large-Scale Assessments on Work-Related Educational Monitoring and Policy-Making in Germany, Research in Comparative and International Education (2013) (with Rainer Lehmann).

## Teaching

Research Methods in Social Science

Diagnostic and Evaluation in VET

Social Disparities in Transition from School to Work

Comparative Analysis of VET in Europe

Evidence-Based Policy in European VET

Learning and Teaching Research in Business Education

## External Activities

Consultancy for the Federal Office for Professional Education and Technology of the Swiss Confederation

Member of the Expert Group for the German National Report on Education

## Third-Party Projects and Funding

Simulation-Based Measurement and Validation of a Competence Model for Sustainability Management, Federal Ministry of Education and Research, Principal Investigator, 2016–2018

Sustainability Management in Vocational Education and Training, Federal Institute for Vocational Education and Training, Principal Investigator, 2016–2019

Systematic Analyses of Relations Between Professional Qualification, Occupational Position, Work Context and Political Participation, Federal Ministry of Education and Research, Principal Investigator, 2016–2019

## Short Biography

### Positions

Full Professor of Business Education and Human Resource Development, University of Göttingen, 2010–present

Senior Researcher and Coordinator of the German National Report on Education, German Institute for International Educational Research, Frankfurt/M., 2006–2010

Assistant Professor, Humboldt-University of Berlin, 1995–2006

Research Associate, Humboldt-University of Berlin, 1989–1992

### Education

Habilitation in Business Education, University of Hamburg, 2008

Doctorate in Business Education, Humboldt-University of Berlin, 1992

Diploma in Business Education, Humboldt-University of Berlin, 1989

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# Cornelia Tonhäuser

Assistant Professor

Junior Professorship in Business Education with focus on Educational Management



## Research Areas

Educational Management  
Effectiveness and Efficiency of Vocational Training  
Professionalization and Professional Development of Teachers in Business Education and Educational Personnel  
Coaching

## Selected Publications

Determinants of Transfer of Training: A Comprehensive Literature Review, *International Journal for Research in Vocational Education and Training* (2016) (with Laura Bükler).

Assessing the Return on Investments in Human Resource Development: Theory and Practice, *Human Resource Management Practices: Assessing Added Value*, Heidelberg (2015) (with Susan Seeber).

Approaches for Developing Vocational Education Schools Given the Challenges of Demographic Trend, *Zeitschrift für Berufs- und Wirtschaftspädagogik* (2014) (with Laura Bükler).

Implementation of Coaching as an Instrument of Human Resource Development in German Large Companies, *Frankfurt/M.* (2010).

Lecture Notes and Teacher Expertise: Conditions for Modification, *Zeitschrift für Pädagogik* (2002) (with Hans Fischler, Hans-Joachim Schröder, and Peter Zedler).

## Teaching

Educational Management  
Development Processes and Professionalization in Vocational Education

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2012–03/2017

Education Manager, KMG Bildungsakademie gGmbH, Bad Wilsnack, 2010–2011

Research Associate, University of Erfurt, 2000–2002

### Education

Doctorate in Educational Science, University of Erfurt, 2009

Diploma in Educational Science, University of Erfurt, 2000

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# Marketing and Channel Management Group

The Marketing and Channel Management Group's research focuses on the management of products and services that provide long-term value for customers and all stakeholders involved. The Group combines the following chairs:

Application Software and E-Business  
Marketing and Consumer Behavior  
Marketing and Innovation Management  
Retailing

The following researchers work in the Marketing and Channel Management Group:

## Full Professors

Yasemin Boztuğ  
Maik Hammerschmidt  
Matthias Schumann  
Waldemar Toporowski

## Assistant Professors

Ossama Elshiewy  
Steffen Jahn  
Welf Weiger  
Hauke Wetzel

## Honorary Professor

Rainer Lademann

Value chains must span the boundaries of single firms and integrate all exchange partners, from initial suppliers to end customers. Therefore the Group's research areas encompass organizational and individual buying and use behavior, with a special focus on sustainable consumption, technology and innovation strategies, multi-channel management approaches, and performance management. Research efforts also consider firms' increasing demand for information and communication technologies, as they optimize the interfaces between value-adding activities.

In order to assist with managerial decision making processes, the Group's research employs state-of-the-art experimental, econometric, and modeling techniques. Leading international journals consistently acknowledge the importance of the Group's research, as their results are

regularly published in the Journal of Marketing, Journal of the Association for Consumer Research, Journal of the Academy of Marketing Science, Journal of Service Research, Annals of Tourism Research, European Journal of Operational Research, Journal of Applied Econometrics, Marketing Letters, Journal of Business Research, Proceedings of the International Conference on Information Systems, Business & Information Systems Engineering, and Journal of Cleaner Production.

In addition, organizations such as the German Research Foundation (DFG), the European Commission, and the Federal Ministry of Education and Research frequently fund research projects of Group members. The Group's research contributions have received numerous awards, including recognition from the American Marketing Association and the Emerald Literati Network. Additionally, most Group members serve as editorial or review board members of international journals.

Furthermore, members of the Group intensively cooperate with leading universities worldwide such as the Wharton School of the University of Pennsylvania (USA), Northwestern University (USA), the University of Queensland (Australia), Massey University (New Zealand), and Ghent University (Belgium). Most researchers engage in partnerships with companies from diverse industries in order to ensure the managerial relevance of their research. Each year, the Group hosts a theory-meets-practice lecture series. This allows top managers from national and international companies to exchange ideas with the Group and outline the most influential marketing topics.



*From left to right:  
First row: Till Dannewald (in Göttingen until September 2016), Maik Hammerschmidt, Matthias Schumann, Yasemin Boztuğ,  
Waldemar Toporowski  
Second row: Hauke Wetzel, Steffen Jahn, Ossama Elshiewy*

# Yasemin Boztuğ

Full Professor

Chair of Marketing and Consumer Behavior



## Research Areas

Discrete Choice Modeling  
Food Marketing  
Nonparametric and Semi-Parametric Models in Marketing  
Pricing Strategy  
Market Basket Analysis

## Selected Publications

Differences Between Classical and Bayesian Estimates for Mixed Logit Models: A Replication Study, *Journal of Applied Econometrics* (2017) (with Ossama Elshiewy and German Zenetti).

Seduced by the Label: How the Recommended Serving Size on Nutrition Labels Affects Food Sales, *Journal of the Association for Consumer Research* (2016) (with Ossama Elshiewy and Steffen Jahn).

The Hybrid Tourist, *Annals of Tourism Research* (2015) (with Nazila Babakhani, Christian Laesser, and Sara Dolnicar).

Consumer Response to Monochrome Guideline Daily Amount Nutrition Labels, *Food Policy* (2015) (with Hans-Jørn Juhl, Ossama Elshiewy, and Morten Berg Jensen).

Detecting Price Thresholds in Choice Models Using a Semi-Parametric Approach, *OR Spectrum* (2014) (with Lutz Hildebrandt and Kalyan Raman).

## Teaching

Consumer Behavior  
Pricing Strategy  
Marketing Research  
Introduction to Marketing Research

## Awards and Honors

Peter Keller Price, International Association of Scientific Experts in Tourism, 2015

James Whyte Visiting Research Fellowship, University of Queensland, Brisbane, Australia, 2014

## External Activities

Editorial Board Member, *Journal of Research and Management*

Associate Editor, *Computational Statistics*

Ad hoc Reviewer, *Marketing Science*, *European Journal of Operational Research*, *Review of Managerial Science*, *Journal of Business Economics*

## Third-Party Projects and Funding

Transformation of Global Agri-Food Systems, DFG Research Training Group 1666, Co-Speaker and Principal Investigator, 2015–2019

Literature in the Digital Age, DFG Research Training Group 1787, Co-Investigator, 2013–2017

Food Labelling to Advance Better Education for Life, European Commission, Principal Investigator, 2008–2012

## Short Biography

### Positions

Full Professor of Marketing and Consumer Behavior, University of Göttingen, 2009–present

Associate Professor, Aarhus University, Denmark, 2008–2009

Visiting Associate Professor, Aarhus University, Denmark, 2007–2008

Assistant Professor, Humboldt-University of Berlin, 2002–2007

Research Associate, Humboldt-University of Berlin, 1997–2002

### Education

Habilitation in Business Administration, Humboldt-University of Berlin, 2008

Doctorate in Marketing, Humboldt-University of Berlin, 2002

Diploma in Business Mathematics, Technical University of Berlin, 1997

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# Ossama Elshiewy

Assistant Professor  
Chair of Marketing and Consumer Behavior



## Research Areas

Discrete Choice Modeling  
Marketing-Mix Models for FMCG  
Hierarchical Bayes and Consumer Heterogeneity  
Food Marketing

## Selected Publications

Differences Between Classical and Bayesian Estimates for Mixed Logit Models: A Replication Study, *Journal of Applied Econometrics* (2017) (with German Zenetti and Yasemin Boztuğ).

'Low Fat' but High in Sugar: Consumer Response to Misleading Nutrition Claims, *Advances in Consumer Research* (2016) (with Steffen Jahn, Tim Döring, and Yasemin Boztuğ).

Seduced by the Label: How the Recommended Serving Size on Nutrition Labels Affects Food Sales, *Journal of the Association for Consumer Research* (2016) (with Steffen Jahn and Yasemin Boztuğ).

Consumer Response to Monochrome Guideline Daily Amount Nutrition Labels, *Food Policy* (2015) (with Yasemin Boztuğ, Hans-Jørn Juhl, and Morten Berg Jensen).

## Teaching

Panel Data Analysis in Marketing  
Discrete Choice Modeling

## Awards and Honors

Florenz Sartorius-Prize for the Best Doctoral Thesis in the Business Administration Department, University of Göttingen, 2016

Finalist for Best Paper Award Based on a Doctoral Dissertation, European Marketing Academy, 2013

## External Activities

Member of the Center for Statistics at the University of Göttingen

Program Committee Member and Session Chair, Conference of the SAS Users in Research and Development

Ad hoc Reviewer, Computational Statistics, Empirical Economics, European Marketing Academy, American Marketing Association

## Third-Party Projects and Funding

Food Labelling to Advance Better Education for Life, European Commission, Researcher, 2010–2011

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2015–present

Research Associate, University of Göttingen, 2010–2015

Research Assistant, fu:stat – Statistics consulting unit, Berlin, 2008–2010

Teaching Assistant for Statistics, Free University of Berlin, 2006–2008

### Education

Doctorate in Marketing, University of Göttingen, 2015

Diploma in Business Administration, Free University of Berlin, 2009

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# Maik Hammerschmidt

Full Professor  
Chair of Marketing and Innovation Management



## Research Areas

Marketing Performance  
Service Innovations  
E-Business and Social Media  
Corporate Social Responsibility

## Selected Publications

Can Doing Good Lead to Doing Poorly? Firm Value Implications of CSR in the Face of CSI, *Journal of the Academy of Marketing Science* (2017) (with Isabell Lenz and Hauke Wetzel).

Channels in the Mirror: An Alignable Model for Assessing Customer Satisfaction in Concurrent Channel Systems, *Journal of Service Research* (2016) (with Tomas Falk and Bert Weijters).

Gratitude Versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization, *Journal of Marketing* (2014) (with Hauke Wetzel and Alex Zablah).

Principles and Principals: Do Customer Stewardship and Agency Control Compete or Complement when Shaping Frontline Employee Behavior?, *Journal of Marketing* (2012) (with Jeroen Schepers, Tomas Falk, Ko De Ruyter, and Ad De Jong).

## Teaching

Innovation Management  
Strategic Marketing  
Marketing Performance Management

## Awards and Honors

Best Paper Award, Metrics for Making Marketing Matter Track, American Marketing Association, 2017

Overall Best Paper Award, American Marketing Association, 2010

Best Paper Award, The Sheth Foundation, 2007

## External Activities

Associate Editor, Information Systems Conference

Track Chair, Academy of Marketing Science World Marketing Congress

Member of the SAP Business Transformation Academy

Blue-Ribbon Panel Member for the Innovation Award of Lower Saxony

## Third-Party Projects and Funding

How Firms Should React to Social Misconduct, German Research Foundation (DFG), Principal Investigator, 2014–2017

Sales Forecasting in the Automotive Industry, Industry Grant, Co-Investigator, 2013–2014

Strategies of SMEs on Electronic Markets, Industrial Research Foundation, Co-Investigator, 2001–2003

## Short Biography

### Positions

Full Professor of Marketing and Innovation Management, University of Göttingen, 2010–present

Visiting Researcher, The Pennsylvania State University, State College, USA, 2009

Visiting Researcher, Eindhoven University of Technology, The Netherlands, 2009

Assistant Professor, University of Mannheim, 2005–2010

Research Associate, University of Mannheim, 1999–2005

### Education

Habilitation in Business Administration, University of Mannheim, 2011

Doctorate in Marketing, University of Mannheim, 2005

Diploma in Business Administration, University of Mannheim, 1999

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# Steffen Jahn

Assistant Professor  
Chair of Marketing and Consumer Behavior



## Research Areas

Hedonic and Collective Consumption Experiences  
Motivation and Self-Regulation  
Brand Attachment

## Selected Publications

Flagship Stores for FMCG National Brands: Do They Improve Brand Cognitions and Create Favorable Consumer Reactions?, *Journal of Retailing and Consumer Services* (2017) (with Tim Nierobisch, Waldemar Toporowski, and Till Dannewald).

Seduced by the Label: How the Recommended Serving Size on Nutrition Labels Affects Food Sales, *Journal of the Association for Consumer Research* (2016) (with Ossama Elshiewy and Yasemin Boztuğ).

Towards a Design Model for the Interdisciplinary Curriculum Development, as Exemplified by Big Data Analytics Education, *Proceedings of the European Conference on Information Systems* (2014) (with Frieder Jacobi, Robert Krawatzek, Barbara Dinter, and Anja Lorenz).

Trust, Commitment, and Older Women: Exploring Brand Attachment Differences in the Elderly Segment, *Psychology & Marketing* (2012) (with Hansjörg Gaus and Tina Kiessling).

Creating Loyalty in Collective Hedonic Services: The Role of Satisfaction and Psychological Sense of Community, *Schmalenbach Business Review* (2012) (with Jan Drengner and Hansjörg Gaus).

## Teaching

International Marketing  
Consumer Science & Public Policy  
Consumer Behavior

## Awards and Honors

Best Conceptual Paper Award, Entrepreneurship Division, Academy of Management, 2016

Overall Best Paper Award, American Marketing Association, 2013

Jose Maria Veciana Best Paper Award, Research in Entrepreneurship and Small Business, 2010

## External Activities

Ad hoc Reviewer, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Advertising*, *Psychology and Aging*, *Review of Managerial Science*, *Journal of Sport Management*, *Journal for East European Management Studies*, *International Journal of Entrepreneurship and Innovation Management*, *Marketing Review St. Gallen*

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2013–present

Research Associate, Chemnitz University of Technology, 2006–2013

### Education

Doctorate in Marketing,  
Chemnitz University of Technology, 2012

Diploma in Business Administration,  
Chemnitz University of Technology, 2005

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# Matthias Schumann

Full Professor  
Chair of Application Systems and E-Business



## Research Areas

Resource Conservation Through Information Technology Usage  
Smart Factory  
Information Systems for Financial Service Providers  
Workplace Digitization  
Knowledge and Education Management  
Business Decisions and Social Network Services Content

## Selected Publications

Traceability System for Capturing, Processing and Providing Consumer-Relevant Information About Wood Products: System Solution and Its Economic Feasibility, *Journal of Cleaner Production* (2016) (with Shanna Appelhanz, Victoria-Sophie Osburg, and Waldemar Toporowski).

Learning Procedural Knowledge Using Augmented Reality Applications on Smart Glasses: Requirements and Conceptual Design, *International Conference of Education, Research and Innovation Proceedings* (2016) (with Sebastian Hobert).

Leveraging Green IS in Logistics: Developing an Artifact for Greenhouse Gas Emission Tracking, *Business & Information Systems Engineering* (2013) (with Hendrik Hilpert and Johann Kranz).

## Teaching

Information Systems in Manufacturing Industry  
Information Systems for Service Providers  
Modeling and System Development  
Integrated Application Systems  
Application of Internet Technologies in Businesses

## Awards and Honors

Member of the Senate, University of Göttingen, 2011–present

Vice President, University of Göttingen, 2001–2005

## External Activities

Chairman of the Advisory Council, German Credit Management Association

Advisory Board Member, *Wirtschaftsinformatik & Management*

Editorial Board Member, *Göttingen University Press*

Board of Management Member, Promotion of Economic Development Area Göttingen

Reviewer for *Information Systems Journals*

## Third-Party Projects and Funding

Simulation-Based Measurement and Validation of a Competence Model for Sustainability Management, Federal Ministry of Education and Research, Principal Investigator, 2016–2018

Resource Efficiency in Interorganizational Networks, DFG Research Training Group 1703, Principal Investigator, since 2012

Internet Economy, Federal Ministry of Education and Research, Principal Investigator and Coordinator of *Mediaconomy*, 2003–2006

## Short Biography

### Positions

Full Professor of Application Systems and E-Business, University of Göttingen, 1991–present

Assistant Professor, University of Erlangen-Nuremberg, 1988–1990

Visiting Scholar, IBM Scientific Center, Los Angeles, USA, 1987

Research Associate, University of Erlangen-Nuremberg, 1983–1986

### Education

Habilitation in Business Administration, University of Erlangen-Nuremberg, 1990

Doctorate in Business Administration, University of Erlangen-Nuremberg, 1986

Diploma in Business Administration, University of Göttingen, 1983

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# Waldemar Toporowski

Full Professor  
Chair of Retailing



## Research Areas

Marketing Channels  
Retail Brands  
Multi-Channel Retailing  
Self-Service Information Technologies  
Sustainability

## Selected Publications

Flagship Stores for FMCG National Brands: Do They Improve Brand Cognitions and Create Favorable Consumer Reactions?, *Journal of Retailing and Consumer Services* (2017) (with Tim Nierobisch, Till Dannewald, and Steffen Jahn).

Consumer Acceptance of Wood-Polymer Composites: A Conjoint Analytical Approach with a Focus on Innovative and Environmentally Concerned Consumers, *Journal of Cleaner Production* (2016) (with Victoria-Sophie Osburg and Micha Strack).

Why Do Customers Use Self-Service Information Technologies in Retail? The Mediating Effect of Perceived Service Quality, *Journal of Retailing and Consumer Services* (2014) (with Katrin Kallweit and Philipp Spreer).

Transport-Related CO<sub>2</sub> Effects of Online and Brick-and-Mortar Shopping: A Comparison and Sensitivity Analysis of Clothing Retailing, *Transportation Research Part D: Transport and Environment* (2012) (with Anne Wiese and Stephan Zielke).

## Teaching

Marketing  
Retail Management  
Supply Chain Management  
Distribution  
Marketing Research

## Awards and Honors

Highly Commended Paper Award, Colloquium on European Research in Retailing, 2016

Best Paper Award, Institute for Sustainable Leadership, 2015

Highly Commended Paper Award, Emerald Literati Network, 2013

## External Activities

Advisory Board Member, European Retail Research

Editor, Scientific Journal Series Göttinger Handelswissenschaftliche Schriften

Ad hoc Reviewer, *Journal of Business Economics*, *Journal of Cleaner Production*, *European Journal of Operational Research*

## Third-Party Projects and Funding

Resource Efficiency in Interorganizational Networks, DFG Research Training Group 1703, Principal Investigator, since 2012

## Short Biography

### Positions

Full Professor of Retailing, University of Göttingen, 2004–present

Stand-in Professor of Business Economics and International Management, University of Bayreuth, 2002–2003

Assistant Professor, University of Cologne, 1996–2001

Research Associate, University of Cologne, 1991–1995

Research Associate, University of Trier, 1989–1991

### Education

Habilitation in Business Administration, University of Cologne, 2002

Doctorate in Business Administration, University of Cologne, 1995

Diploma in Business Mathematics, University of Trier, 1989

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# Hauke Wetzel

Assistant Professor  
Chair of Marketing and Innovation Management



## Research Areas

Brand Management  
Business-to-Business Marketing  
Corporate Social Responsibility  
Customer Relationship Management  
Marketing Performance Management

## Selected Publications

Can Doing Good Lead to Doing Poorly? Firm Value Implications of CSR in the Face of CSI, *Journal of the Academy of Marketing Science* (2017) (with Isabell Lenz and Maik Hammerschmidt).

Leveraging Marketer-generated Appeals in Online Brand Communities: An Individual User-level Analysis, *Journal of Service Management* (2017) (with Welf Weiger and Maik Hammerschmidt).

Customer Status in Sales Management: Dos and Don'ts, *Marketing Review St. Gallen* (2015) (with Sebastian Klein and Maik Hammerschmidt).

Gratitude Versus Entitlement: A Dual Process Model of the Profitability Implications of Customer Prioritization, *Journal of Marketing* (2014) (with Maik Hammerschmidt and Alex R. Zablah).

## Teaching

Innovation Management  
Marketing Performance Management  
Project Seminar

## Awards and Honors

Dissertation Award, Marketing Foundation, 2012  
Finalist for German Market Research Award, Professional Association of German Market and Social Researchers, 2012  
American Marketing Association Sheth Doctoral Consortium Fellowship, 2011

Best Paper Award, Inter-Organizational Issues in Marketing Track, American Marketing Association, 2010

## External Activities

Ad hoc Reviewer, *Journal of the Academy of Marketing Science*, *European Journal of Marketing*, Academy of Marketing Science Conferences, American Marketing Association Conferences, Schmalenbach Business Review

Track Chair, Academy of Marketing Science World Marketing Congress

## Third-Party Projects and Funding

The Effect of Self-Determination on User Engagement, German Academic Exchange Service, Co-Investigator, 2015

How Firms Should React to Social Misconduct, German Research Foundation (DFG), Co-Investigator, 2014–2017

Sales Forecasting in the Automotive Industry, Industry Grant, Researcher, 2013–2014

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2012–present

Visiting Researcher, Massey University, Auckland, New Zealand, 2015

Visiting Researcher, Oklahoma State University, Stillwater, USA, 2010

Research Associate, University of Mannheim, 2008–2011

### Education

Doctorate in Marketing,  
University of Mannheim, 2011

Diploma in Business Administration,  
University of Mannheim, 2008

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