




GEORG-AUGUST-UNIVERSITÄT  
GÖTTINGEN

THE FACULTY OF  
ECONOMIC SCIENCES



Department of  
Business Administration

**RESEARCH REPORT 2016**









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*Lutz Kolbe,  
Vice Dean Research*



*Susan Seeber,  
Head of Department*



*Jörg-Markus Hitz,  
Head of Department  
(as of April 2016)*

## Research at Göttingen's Department of Business Administration

### **Dear colleagues and friends,**

This 2016 research report provides a reader-friendly overview of the recent research activities at the Georg-August-Universität Göttingen Department of Business Administration. This report also documents an exciting period of change and expansion at our department. Many of the department's chairs have changed in leadership, with new chair-holders appointed. The department has successfully secured funding for three entirely 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, three new positions for Assistant Professors have been created within the Management and the Marketing and Channel Management Groups.

The colleagues in these new positions share our dedication to high-quality research and provide a valuable stimulus to the department's research and teaching activities, creating exciting opportunities on the department's trajectory to internationalization. The department now enjoys more extensive research resources, in many instances owing to faculty members' success in attracting third-party funding from institutions such as the German Research Foundation (DFG). These resources include a growing set of databases available for empirical research; the department's participation in the Göttingen Laboratory of Behavioral Economics (GLOBE), which provides state-of-the-art facilities for

conducting experimental studies; and the increased number of specialized Ph.D. courses as part of a structured doctoral program. These new resources greatly enhance the research environment for senior researchers, junior faculty, and Ph.D. students alike, as the department continues its journey to becoming one of Europe's top research institutions.

This research report provides insight into the department's ongoing internationalization and research orientation by presenting the structure and research profile of the department, its four Groups, and the faculty members. These insights result in an overview of the department's core research activities such as high-level research co-operations and network activities, external funding of research projects and researcher groups, major publications, and development of Ph.D. programs. Individual research profiles of research faculty describe publications, areas of interest, and research-related activities.

We invite you to get in touch with our faculty members and engage in a fruitful exchange of ideas, and to explore new research networks and opportunities. We would appreciate your feedback.

Enjoy the read!

Lutz Kolbe, Susan Seeber, Jörg-Markus Hitz

# WELCOME

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

Founded in 1737, the Georg-August-Universität Göttingen is an internationally renowned research university with a strong focus on research-led 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 its research tradition and diversity of research subjects. Almost all academic disciplines (including medicine) are represented in the 13 faculties, the exception being engineering sciences. The Georg-August-Universität is also distinguished by being closely integrated into a network of first-class non-university research institutions including, most prominently, the Göttingen Academy of Sciences, the German Primate Center, the German Aerospace Center and five Max Planck Institutes. Together, these local partners join the university in an alliance for collaboration in research and teaching which is unique in Germany in terms of its depth and breadth. Since its foundation, the university has been a key influencer of the city's development and strongly contributes to the “Göttingen spirit”.

## **Studying with Excellence**

Göttingen has many advantages as a location for academic studies. The Georg-August-Universität has developed innovative and well-tailored bachelor's and master's degree programs with an international focus and rigorous quality-assurance mechanisms. More than 31,000 young people currently study here, centrally located in the middle of 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**

In the course of its more than 275-year history as an internationally renowned research university, the Georg-August-Universität has built a tradition of attracting the “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 international reputation of the university, and who continue to shape the university's reputation to the present day. The name of the university, therefore, is closely associated with the 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. For example, as recent as 2014, Göttingen's Stefan Hell won the Nobel Prize in Chemistry.

## **The University in Rankings**

Times Higher Education (THE) World University Rankings (2015/16):

No. 9 in Germany \* No. 42 in Europe \* No. 99 worldwide  
Quacquarelli Symonds (QS) World University Rankings (2015/16):

No. 9 in Germany \* No. 74 in Europe \* No. 168 worldwide  
Shanghai Ranking of World Universities (2015):  
No. 101–150 worldwide

## Celebrating Diversity and International Exchange

The international focus of the Georg-August-Universität is shaped by the diversity of its worldwide cooperations (currently 784 cooperations with 879 institutions in 116 countries). The university regards itself as a cosmopolitan institution which values cultural diversity as an important resource for 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 in Europe. The network was founded in 1987 to promote the exchange of students and faculty members. It incorporates not only the latest developments in the European education system, but also participates in global research projects along with 40 other 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.

In addition, in 2008, the Georg-August-Universität Göttingen founded a liaison office in China in order to strengthen ties between Chinese universities, research institutions, and the Georg-August-Universität. The so-called 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 for researchers and students from Göttingen who are interested in China.





# One of Germany's Major Faculties in Economic Sciences

At the Georg-August-Universität Göttingen, economic science has been a core discipline of research and teaching since its founding in 1737. Today, the Faculty of Economic Sciences is one of the largest in Germany, and is a vibrant intellectual community of more than 4,500 enrolled students, 26 professors and 7 honorary professors. In addition, international researchers and scholars are regularly hosted by the Faculty. The Faculty also boasts a large research staff of 239 research associates and 42 assistant professors as well as around 50 people who provide administrative support. Furthermore, it belongs to one of the “EXCELLENT business schools with reinforcing international influence” in Germany according to the Eduniversal Worldwide Business Schools Ranking 2015.

## Excellent Research with Impact

The diverse research fields of the Faculty overlap in the three key areas “Governance”, “Marketing and Channel Management” and “Integration and Development”. These research areas transcend traditional disciplinary boundaries. In doing so, these research areas 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 contribution, which are regularly published in international top journals. Moreover, researchers and academics from different subject areas collaborate in interdisciplinary centers across the university 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 resource education. At the master's level, programs range from key areas such as business administration and economics to more specialized offerings in information systems, business and human resource education, taxation, and applied statistics, as well as economic and social history. In total, the Faculty offers five bachelor's degree programs (with one being a so-called two-subject program), and ten master's degree programs. In the M.A. in International Economics and the English-language M.A. in Development Economics, students can join a double-degree program at the University of Groningen (The Netherlands) or Stellenbosch University (South Africa). This portfolio of academic programs delivers outstanding educational experiences and arms students with the critical knowledge and capabilities that the marketplace demands.

Furthermore, the Faculty of Economic Sciences offers a structured doctoral program which is captured under the umbrella of the Göttingen Graduate School of Social Sciences (GGG). The objective of the doctoral program is to bring doctoral students and faculty members together in order to strengthen students' research capabilities and to prepare them for an impactful career in research and teaching as well as for careers outside of academia.

## 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 65 universities. There are also additional exchange programs with Australia, China, Japan, South Korea, Indonesia, the West Indies, South Africa, Latin America, the United States, Russia and Ukraine. On the whole, the Faculty currently offers 75 exchange programs in 33 countries worldwide providing students with the global mindset needed in today's market environments.



## A Faculty with Long-Standing Tradition

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 from 1954–1955, as well as a full degree program in Business Administration (*Diplom-Kaufmann*). In 1961, a full-time program of Business Education leading to the degree of *Diplom-Handelslehrer* was launched. One year later, the Faculty of Economics and Social Sciences was established, which was dissolved in 1981. Since then, Economic Sciences has been run independently of other faculties, and in 1997, formally became 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. Andre Maurer)  
Chair of Production and Logistics (Prof. Jutta Geldermann)  
Junior Professorship in Management Information Systems and Methods (Ass. Prof. Johann Kranz)

## **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)  
Junior Professorship in Quantitative Marketing (Ass. Prof. Till Dannewald)







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

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

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

*Third row: Johann Kranz, Jana Oehmichen, Ossama Elshiewy, Olaf Korn, Till Dannewald, Michael Wolff, Stefan Dierkes, Waldemar Toporowski, Jörg-Markus Hitz, Nico Lehmann*

# Finance, Accounting, and Taxation Group

The Finance, Accounting, and Taxation Group 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 their research 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*. Also, several members and teams of the Finance, Accounting, and Taxation 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, many of them from renowned international faculties, present and discuss their work.

Since 2014, members of the Group have 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 choice of courses for doctoral students, to familiarize them with 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 (forthcoming) (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 Conference, 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

Valuation, PricewaterhouseCoopers AG, Project Leader, 2014–2017

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

Sustainability Management, Federal Ministry of Education and Research, Project Leader, 2015–2016

Göttingen Entrepreneurship Network: Coaching, European Regional Development Fund, Project Leader, 2011–2014

## 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

Phone: +49 551 39-4466

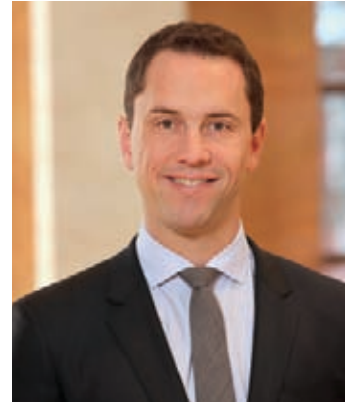
Email: stefan.dierkes@wiwi.uni-goettingen.de

Website: [www.wiwi.uni-goettingen.de/finanzenundcontrolling](http://www.wiwi.uni-goettingen.de/finanzenundcontrolling)



# 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, 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

# CONTACT

Phone: +49 551 39-7313  
Email: [hitz@wiwi.uni-goettingen.de](mailto:hitz@wiwi.uni-goettingen.de)  
Website: [www.accounting.uni-goettingen.de](http://www.accounting.uni-goettingen.de)

# 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 of the 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, EU Project, Principal Investigator, 2012–2015

Portfolio Selection Using Information from Option Markets, German Research Foundation (DFG), Principal Investigator, 2010–2013

## Short Biography

### Positions

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

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

Assistant Professor, University of Mannheim, 1999–2005

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

Research Associate, University of Basel, 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

Phone: +49 551 39-7265

Email: [olaf.korn@wiwi.uni-goettingen.de](mailto:olaf.korn@wiwi.uni-goettingen.de)

Website: [www.finance.uni-goettingen.de](http://www.finance.uni-goettingen.de)



# Nico Lehmann

*Assistant Professor  
Chair of Accounting and Auditing*



## Research Areas

Corporate Governance  
Earnings Management  
Information Intermediation

## Selected Publications

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, Managerial Auditing Journal, American Accounting Association, Financial Accounting and Reporting Section, and International Accounting Section Mid-Year Meetings

## 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

# CONTACT

Phone: +49 551 39-7427

Email: [nico.lehmann@wiwi.uni-goettingen.de](mailto:nico.lehmann@wiwi.uni-goettingen.de)

Website: [www.accounting.uni-goettingen.de](http://www.accounting.uni-goettingen.de)

# 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 Economics, 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  
Semester Abroad, Saint Mary's University, Halifax, Canada, 2006

# CONTACT

Phone: +49 551 39-7266  
Email: [Alexander.Merz@wiwi.uni-goettingen.de](mailto:Alexander.Merz@wiwi.uni-goettingen.de)  
Website: [www.finance.uni-goettingen.de](http://www.finance.uni-goettingen.de)



# Jan Muntermann

Full Professor

Chair of Electronic Finance and Digital Markets



## Research Areas

Electronic Finance  
Financial Information Systems  
Business Intelligence and Analytics

## Selected Publications

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).

Towards Ubiquitous Information Supply for Individual Investors: A Decision Support System Design, *Decision Support Systems* (2009).

## Teaching

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

## Awards and Honors

Best Completed Research Paper Award, Pacific Asia Conference on Information Systems, 2015

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

## Third-Party Projects and Funding

FIRST: Large Scale Information Extraction and Integration Infrastructure for Supporting Financial Decision Making, EU Project, Work Package Leader, 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

# CONTACT

Phone: +49 551 39-20043

Email: [muntermann@wiwi.uni-goettingen.de](mailto:muntermann@wiwi.uni-goettingen.de)

Website: [www.efinance.uni-goettingen.de](http://www.efinance.uni-goettingen.de)

# 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), Project Leader, 2014–2016

Options for Improving the Administrative Framework Concerning Transfer Pricing Adjustment and Coordination, Foundation of the German Family Businesses, Co-Project Leader, 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, 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

# CONTACT

Phone: +49 551 39-7308  
Email: andreas.oestreicher@wiwi.uni-goettingen.de  
Website: www.idib.de





## Management Group

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

Human Resources Management and Asian Business  
Information Management  
Management and Control  
Management Information Systems and Methods  
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  
Johann Kranz  
Lars-Peter Lauen  
Jana Oehmichen

### Honorary Professor

Wolfhard Gottschalk

The Group's research interests are diverse and include e-mobility, sustainable energy economy, corporate governance, social networks, and international human resource management. Research projects are funded by both 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, also maintaining a foreign visiting scholar program.

Prior research has been published in leading international journals, including Administrative Science Quarterly, Strategic Management Journal, 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 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

Nicole Naeve-Stoß  
Cornelia Tonhäuser

Research activities of the Business Education Group focus on the quality and effectiveness of vocational and further education training, in particular in the domain of commerce and business administration. Key research topics are the assessment of learning outcomes in vocational education and higher education, including competence measurement, proficiency scaling, and the evaluation of teaching and learning conditions.

Another research area is related to career decisions, 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 respective teachers and educators. Research efforts of the Group also deal with issues in the area of educational management, coaching and consulting. In these areas, researchers of the Group investigate the efficacy of formalized further vocational training, professionalization and 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, Lutz Kolbe, Anna Katharina Bader, Susan Seeber, Cornelia Tonhäuser, Indre Maurer, Lars-Peter Lauen  
 Second row: Jana Oehmichen, Johann Kranz, 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

Paradox and Power: A Structurationist Perspective on Managers' Hesitation Toward People Management, German Journal of Research in Human Resource Management (forthcoming).

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

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

Employee Responses to a Cross-Border Acquisition in South Korea: The Role of Social Support from Different Hierarchical Levels, Asian Business and Management (2015) (with Fabian J. Froese and Yong Suhk Pak).

The Strategic Integration of Personnel Departments: A Structurationist Perspective, Wiesbaden (2012).

## Teaching

International Human Resource Management  
Strategic Human Resource Development  
Human Resource Project

## Awards and Honors

Outstanding Reviewer Award, Journal of Asia Business Studies, 2015

Best Paper Award, International Management Strategic Interest Group / Expatriate Management Track, European Academy of Management, 2015

Best Paper Award, Association of Japanese Business Studies, 2015

## External Activities

Editorial Review Boards, Cross-Cultural Management: An International Journal, Journal of Asia Business Studies

Ad hoc Reviewer, Journal of World Business, 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, Postdoctoral Fellowship, Japan Society for the Promotion of Science, 2014

## Short Biography

### Positions

Assistant Professor,  
University of Göttingen, 2012–present

Leadership Development Manager,  
Vodafone D2 GmbH, 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

# CONTACT

Phone: +49 551 39-20493

Email: [katharina.bader@wiwi.uni-goettingen.de](mailto:katharina.bader@wiwi.uni-goettingen.de)

Website: [www.hrm.uni-goettingen.de](http://www.hrm.uni-goettingen.de)



# 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

Lessening the Divide in Foreign Subsidiaries: The Influence of Localization on the Organizational Commitment and Turnover Intention of Host Country Nationals, *International Business Review* (2015) (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).

A Global Classroom? Evaluating the Effectiveness of Global Virtual Collaboration as a Teaching Tool in Management Education, *Academy of Management Learning & Education* (2013) (with Vas Taras et al.).

## 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

Best Paper Award, Euro-Asia Management Studies Association, 2015

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

Global Leadership, Volkswagen Grant, Co-Principal 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

# CONTACT

Phone: +49 551 39-20491

Email: [ffroese@uni-goettingen.de](mailto:ffroese@uni-goettingen.de)

Website: [www.hrm.uni-goettingen.de](http://www.hrm.uni-goettingen.de)

# 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 and Uncertainty Management

## Selected Publications

Integration of Prospect Theory into PROMETHEE: A Case Study Concerning Sustainable Bioenergy Concepts, International Journal of Multicriteria Decision Making (2015) (with Nils Lerche).

Anlagen- und Energiewirtschaft (Industrial Plant and Energy Management), Munich (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  
Enterprise 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

## 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

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

Corporate CO<sub>2</sub>e Footprint of Stadtwerke Göttingen AG, Project Leader, 2013–2015

Resource Efficiency in Interorganizational Networks, DFG Research Training Group 1703, Speaker, 2012–2016

## 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

# CONTACT

Phone: +49 551 39-7257

Email: [geldermann@wiwi.uni-goettingen.de](mailto:geldermann@wiwi.uni-goettingen.de)

Website: [www.produktion.uni-goettingen.de](http://www.produktion.uni-goettingen.de)



# Lutz M. Kolbe

Full Professor  
Chair of Information Management



## Research Areas

Sustainable and Electric Mobility  
Information Management in Renewable Resources  
Digital Transformation  
Information Technology Innovation Management

## Selected Publications

Understanding the Influence of Absorptive Capacity and Ambidexterity on the Process of Business Model Change, *Information Systems Journal* (forthcoming) (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).

Drivers of Network Governance: A Multitheoretic Perspective with Insights from Case Studies in the German Wood Industry, *Journal of Cleaner Production* (2015) (with Simon Trang and Sebastian Zander).

Assessing the Potential of Different Charging Strategies for Electric Vehicle Fleets in Closed Transport Systems, *Energy Policy* (2014) (with Johannes Schmidt and Matthias Eisel).

Can Information Systems Reduce Stress? The Impact of Information Systems on Perceived Stress and Attitude, *Proceedings of the International Conference on Information Systems* (2014) (with Matthias Eisel, Johannes Schmidt, Ilja Nastjuk, and Carolin Ebermann).

## 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, 2012–2016

## 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's Degree in Information Systems, Technical University of Braunschweig, 1993

# CONTACT

Phone: +49 551 39-4441  
Email: [lkolbe@uni-goettingen.de](mailto:lkolbe@uni-goettingen.de)  
Website: [www.im.wiwi.uni-goettingen.de](http://www.im.wiwi.uni-goettingen.de)

# Johann Kranz

Assistant Professor  
Junior Professorship in Management Information Systems and Methods



## Research Areas

Digital Transformation  
Internet Business and Services  
Digitization of Business Models and Strategies  
(Big) Data Analytics  
Sustainability

## Selected Publications

Understanding the Influence of Absorptive Capacity and Ambidexterity on the Process of Business Model Change: The Case of On-Premise and Cloud Computing Software, *Information Systems Journal* (forthcoming) (with André Hanelt and Lutz Kolbe).

Smart Energy: Where Do We Stand and Where Should We Go?, *Electronic Markets* (2015) (with Lutz Kolbe, Chulmo Koo, and Marie-Claude Boudreau).

Why Deterrence is not Enough: The Role of Endogenous Motivations on Employees Information Security Behavior, *Proceedings of the International Conference on Information Systems* (2014) (with Felix Haeussinger).

The Impact of Endogenous Motivations on Adoption of IT-Enabled Services: The Case of Transformative Services in the Energy Sector, *Journal of Service Research* (2013) (with Philipp Wunderlich, Dirk Totzek, Daniel Veit, and Arnold Picot).

The Role of Smart Metering and Decentralized Electricity Storage for Smart Grids: The Importance of Positive Externalities, *Energy Policy* (2012) (with Benedikt Römer, Philipp Reichhart, and Arnold Picot).

## Teaching

Information Management  
Digital Markets  
Data Analytics

## Awards and Honors

Dissertation Award, Alcatel-Lucent Foundation, 2011  
Dissertation Award, LMU Management Alumni, 2011

## External Activities

Associate Editor, *Journal of the Association for Information Systems*, *Proceedings of the International Conference on Information Systems*, *Proceedings of the European Conference on Information Systems*

Guest Editor, *Electronic Markets*, Special Issue "Smart Energy: Building Business Models, Best Practices, and Theories"

Guest Editor, CESifo Seminar Series, Special Issue "The Economics of Infrastructure Provisioning"

Ad hoc Reviewer, *Journal of the Association for Information Systems*, *Information Systems Journal*

## Third-Party Projects and Funding

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

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2012–present  
Research Associate, University of Munich, 2007–2011

### Education

Doctorate in Business Information Systems, University of Munich, 2011  
Master's Degree in Business Research, Postgraduate Studies, University of Munich, 2009  
Master's Degree in Business Information Systems, Leipzig University, 2007

# CONTACT

Phone: +49 551 39-8059  
Email: [jkrantz@uni-goettingen.de](mailto:jkrantz@uni-goettingen.de)  
Website: [www.mis.uni-goettingen.de](http://www.mis.uni-goettingen.de)

# Lars-Peter Lauven

Assistant Professor  
Chair of Production and Logistics



## Research Areas

Bioeconomy  
Operations Research  
Energy Economics  
Investment Planning

## Selected Publications

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).

Investigation of the Influence of Plant Capacity on the Economic and Ecological Performance of Cassava-Based Bioethanol, Chemical Engineering Transactions (2013) (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), EU Project, Work Package Leader, 2013–2016

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2012–present

Project Developer for Energy Economics, Energy Research Center of Lower Saxony, 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

# CONTACT

Phone: +49 551 39-7783

Email: [lars.lauven@wiwi.uni-goettingen.de](mailto:lars.lauven@wiwi.uni-goettingen.de)

Website: [www.produktion.uni-goettingen.de](http://www.produktion.uni-goettingen.de)



# Indre Maurer

Full Professor

Chair of Organization and Corporate Development



## Research Areas

Social Network Relationships  
Firm Capabilities  
Innovation

## Selected Publications

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).

Space and Inter-Organizational Relations, *Industry and Innovation* (2012) (with Udo Staber and Mark Lorenzen).

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 Courses Award, University of Cologne, 2009

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

Best Paper Award, European Group for Organizational Studies Colloquium, 2007

## External Activities

Subtheme Convenor, European Group for Organizational Studies Colloquium

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, Project Leader, 2015–2018

Network Relationships of Sustainability-Oriented Organizations, Jackstädt Foundation, Project Leader, 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

# CONTACT

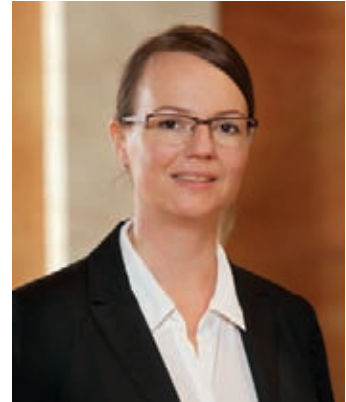
Phone: +49 551 39-10266

Email: [indre.maurer@wiwi.uni-goettingen.de](mailto:indre.maurer@wiwi.uni-goettingen.de)

Website: [www.organisation.uni-goettingen.de](http://www.organisation.uni-goettingen.de)

# Jana Oehmichen

Assistant Professor  
Chair of Management and Control



## Research Areas

Corporate Governance  
Comparative Corporate Governance  
Incentive Systems  
Corporate Strategy  
Sustainability

## Selected Publications

Who Needs Experts Most? Board Industry Expertise and Strategic Change: A Contingency Perspective, *Strategic Management Journal* (2016) (with Sebastian Schrapp 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).

Pay-for-Performance: Does One Size Fit All? A Multi-Country Study of Europe and the United States, *International Business Review* (2014) (with Alexander Hüttenbrink, Marc Steffen Rapp, and Michael Wolff).

## Teaching

International Management  
Business Strategy  
Corporate Governance

## Awards and Honors

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*

## Third-Party Projects and Funding

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

Board Diversity, German Academic Exchange Service, 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

# CONTACT

Phone: +49 551 39-7495

Email: [jana.oehmichen@wiwi.uni-goettingen.de](mailto:jana.oehmichen@wiwi.uni-goettingen.de)

Website: [www.management.uni-goettingen.de](http://www.management.uni-goettingen.de)

# Michael Wolff

Full Professor  
Chair of Management and Control



## Research Areas

Corporate Governance  
Comparative Corporate Governance  
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* (2016) (with Jana Oehmichen and Sebastian Schrapp).

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).

Pay-for-Performance: Does One Size Fit All? A Multi-Country Study of Europe and the United States, *International Business Review* (2014) (with Alexander Hüttenbrink, Marc Steffen Rapp, and Jana Oehmichen).

Former Executives Serving as Non-Executive Directors: Resource Channels or Ineffective Monitors?, *Schmalenbach Business Review* (2014) (with Jana Oehmichen and Alexander Schult).

## Teaching

Corporate Governance  
Corporate Strategy  
Cost Accounting  
Management Accounting

## Awards and Honors

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, Project Leader, 2015–2018

Ownership Culture, Siemens AG, Project Leader, 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

# CONTACT

Phone: +49 551 39-7273

Email: michael.wolff@wiwi.uni-goettingen.de

Website: www.management.uni-goettingen.de



# Nicole Naeve-Stoß

Assistant Professor  
Chair of Business Education and Human Resource Development



## Research Areas

Teacher Competence and Teacher Action  
Curriculum Development  
Teaching-Learning Processes in Vocational Education and Training  
Teacher Education

## Selected Publications

Development of Competencies Across Fields of Learning as a Perspective for the Planning of Curricula in the Context of Cooperative Curriculum-Development in Vocational Education (2015) (with Tade Tramm).

Practical Phases in the Study Program of the Teaching Degree for Vocational Schools: Design and Experiences at the University of Hamburg, Haushalt in Bildung und Forschung (2015) (with Julia Kastrup and Gabriele Herold).

To Become a Committed Teacher or To Study Successfully: A Contradiction?, Vielfalt an Übergängen in der Beruflichen Bildung, Baltmannsweiler (2013) (with Tade Tramm).

The Student's Perspective of the Reform of Higher Education: Case Studies for the Reconstructions of Students' Perceptions, Assessments and Study Strategies in the Context of the Teaching Degree for Vocational Schools, Paderborn (2013).

## Teaching

Teaching and Learning in Vocational Education and Training

## External Activities

Reviewer, Die Hochschullehre

## Third-Party Projects and Funding

Curriculum Development for the Apprenticeship to Become an Office Clerk, Senate Chancellery of the Federal State of Berlin, Project Leader, 2013–2016

## Short Biography

### Positions

Assistant Professor, University of Göttingen, 2015–present

Assistant Professor, University of Hamburg, 2013–2015

Research Associate, University of Hamburg, 2006–2013

### Education

Doctorate in Philosophy, University of Hamburg, 2013

Diploma in Business Education, University of Hamburg, 2006

## CONTACT

Phone: +49 551 39-4412

Email: nicole.naeve-stoss@wiwi.uni-goettingen.de

Website: [www.wirtschaftspaedagogik.uni-goettingen.de](http://www.wirtschaftspaedagogik.uni-goettingen.de)

# 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 and Administration, and in 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).

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).

Basic Competencies as Determinants of Success in Commercial Apprenticeships, From Diagnostics to Learning Success, Rotterdam (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, Project Coordinator, 2016–2018

Sustainability Management in Vocational Education and Training, Federal Institute for Vocational Education and Training, Project Coordinator, 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, 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

# CONTACT

Phone: +49 551 39-4421

Email: [susan.seeber@wiwi.uni-goettingen.de](mailto:susan.seeber@wiwi.uni-goettingen.de)

Website: [www.wirtschaftspaedagogik.uni-goettingen.de](http://www.wirtschaftspaedagogik.uni-goettingen.de)

# 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

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–present

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

## CONTACT

Phone: +49 551 39-4418

Email: [cornelia.tonhaeuser@wiwi.uni-goettingen.de](mailto:cornelia.tonhaeuser@wiwi.uni-goettingen.de)

Website: [www.bildungsmanagement.uni-goettingen.de](http://www.bildungsmanagement.uni-goettingen.de)



# Marketing and Channel Management Group

The Marketing and Channel Management Group's research is dedicated to the creation of knowledge on how to design and manage products and services that provide long-term value not only for customers but for all stakeholders.

The Group combines the following chairs:

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

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

## Full Professors

Yasemin Boztuğ  
Maik Hammerschmidt  
Matthias Schumann  
Waldemar Toporowski

## Assistant Professors

Till Dannewald  
Ossama Elshiewy  
Steffen Jahn  
Hauke Wetzel

## Honorary Professor

Rainer Lademann

Research activities recognize that value chains must span the boundaries of single firms and integrate all exchange partners, from initial suppliers to end customers. Areas of investigation, therefore, encompass organizational and individual buying and use behavior, including a special focus on sustainable consumption, technology and innovation strategies, multi-channel management approaches to coordinate various procurement and sales channels, and marketing performance measurement. Research efforts take into account firms' increasing demand for information and communication technologies that help them optimize the interfaces between value-adding activities, particularly those embedded in inter-organizational networks.

To support managerial decision-making, the Group's research employs state-of-the-art experimental, econometric, and modeling techniques. Top international journals consistently acknowledge the importance of the Group's work, as 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. Most Group members serve as editorial or review board members of international journals.

Members of the Group intensively cooperate with leading universities worldwide such as the Wharton School of the University of Pennsylvania in the US, Northwestern University in the US, the University of Queensland in Australia, Massey University in New Zealand, and Ghent University in Belgium. All researchers closely partner with companies from diverse industries in order to assure high managerial relevance of their research. Each year, the Group hosts a theory-meets-practice lecture series to offer a forum for the exchange of ideas with top managers from national and international companies and to identify marketing topics that move the needle.



*From left to right:  
First row: Till Dannewald, 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* (forthcoming) (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  
Introduction to Consumer Behavior  
Pricing Strategy  
Marketing Research  
Introduction to Marketing Research

## Awards and Honors

Peter Keller Price, International Association of Scientific Experts in Tourism Conference, 2015  
James Whyte Visiting Research Fellowship, University of Queensland, Brisbane, Australia, 2014

## External Activities

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

Global Food, DFG Research Training Group 1666, Principal Investigator, 2015–2019

Literature in the Digital Age, DFG Research Training Group 1787, Associated Principal Investigator, 2013–2017

Food Labelling to Advance Better Education for Life, EU Project, 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

# CONTACT

Phone: +49 551 39-7328  
Email: [boztug@wiwi.uni-goettingen.de](mailto:boztug@wiwi.uni-goettingen.de)  
Website: [www.marketing.uni-goettingen.de](http://www.marketing.uni-goettingen.de)



# Till Dannewald

Assistant Professor  
Junior Professorship in Quantitative Marketing



## Research Areas

Quantitative Models of Consumer Choice Behavior  
Sustainable Behavior

## Selected Publications

How We Decide to Decide: Measuring Compensatory Decision Processing Strategies, American Marketing Association Winter Marketing Academic Conference Proceedings (2016) (with Jan Schikofsky and Sören Köcher).

The Freedom Bias: Empirical Evidence for a Neglected Tariff-Choice Anomaly, Advances in Consumer Research (2013) (with Sören Köcher).

Incorporating Latent Variables into Discrete Choice Models: A Simultaneous Estimation Approach Using SEM Software, Business Research (2008) (with Dirk Temme and Marcel Paulssen).

The Hybrid Choice Model and Its Application in Marketing, Marketing – Journal of Research and Management (2008) (with Henning Kreis and Nadja Silberhorn).

## Teaching

Topics in Quantitative Marketing and Economics  
Project Seminar

## External Activities

Ad hoc Reviewer, Computational Statistics, European Review of Agricultural Economics, European Sport Management Quarterly, Marketing – Journal of Research and Management, OR Spectrum, Review of Managerial Science

## Third-Party Projects and Funding

Global Food, DFG Research Training Group 1666, Associated Researcher, 2015–2019

Economic Risk, DFG Collaborative Research Center 649, Associated Researcher, 2004–2007

## Short Biography

### Positions

Assistant Professor,  
University of Göttingen, 2011–present

Director Business Intelligence,  
SchnellConsult, 2010–2011

Senior Consultant, 2hm & Associates, 2009–2010

Research Consultant, Infas TTR, 2007–2009

Research Associate,  
Humboldt-University of Berlin, 2002–2007

### Education

Doctorate in Marketing,  
Humboldt-University of Berlin, 2007

Diploma in Economics,  
University of Regensburg, 2001

# CONTACT

Phone: +49 551 39-10871  
Email: [till.dannewald@wiwi.uni-goettingen.de](mailto:till.dannewald@wiwi.uni-goettingen.de)  
Website: [www.qm.uni-goettingen.de](http://www.qm.uni-goettingen.de)

# Ossama Elshiewy

Assistant Professor  
Chair of Marketing and Consumer Behavior



## Research Areas

Food Marketing  
Marketing-Mix Modeling  
Discrete Choice Analysis  
Hierarchical Bayes Models

## Selected Publications

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

Marketing Research  
Marketing Engineering  
Panel Data Analysis in Marketing

## Awards and Honors

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

## External Activities

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, EU Project, Associated 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, 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

# CONTACT

Phone: +49 551 39-7269  
Email: [elshiewy@wiwi.uni-goettingen.de](mailto:elshiewy@wiwi.uni-goettingen.de)  
Website: [www.marketing.uni-goettingen.de](http://www.marketing.uni-goettingen.de)

# 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

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).

Measuring and Improving the Performance of Health Service Networks, *Journal of Service Research* (2012) (with Tomas Falk and Matthias Staat).

## Teaching

Innovation Management  
Strategic Marketing  
Marketing Performance Management

## Awards and Honors

Best Paper Award, Sales, CRM, and Business to Business Track, American Marketing Association, 2011

Overall Best Paper Award, American Marketing Association, 2010

Best Paper Award, The Sheth Foundation, 2007

## External Activities

Review Board Member, Management Decision

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, 2014–2016

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

Strategies of SMEs on Electronic Markets, Industrial Research Foundation, Associated Principal 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

# CONTACT

Phone: +49 551 39-20061

Email: [maik.hammerschmidt@wiwi.uni-goettingen.de](mailto:maik.hammerschmidt@wiwi.uni-goettingen.de)

Website: [www.innovationsmanagement.uni-goettingen.de](http://www.innovationsmanagement.uni-goettingen.de)



# Steffen Jahn

Assistant Professor  
Chair of Marketing and Consumer Behavior



## Research Areas

Hedonic and Collective Consumption Experiences  
Nutrition and Eating Behavior  
Consumption Goals and Preferences  
Branding

## Selected Publications

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).

Abstract Goal and External Reference-Point Interaction in Food Decision Making, *Advances in Consumer Research* (2016) (with Jutta Schuch 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 Empirical Paper-Runner Up Award, United States Association for Small Business and Entrepreneurship Conference, 2016

Overall Best Paper Award, American Marketing Association, 2013

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

# CONTACT

Phone: +49 551 39-7407

Email: [steffen.jahn@wiwi.uni-goettingen.de](mailto:steffen.jahn@wiwi.uni-goettingen.de)

Website: [www.marketing.uni-goettingen.de](http://www.marketing.uni-goettingen.de)

# 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  
Convergent Markets of the Internet Economy  
Knowledge and Education Management

## 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).

Mobile and Wearable Learning in Enterprises: Application Scenarios and Technology Selection, *International Conference of Education, Research and Innovation Proceedings* (2015) (with Jasmin Decker and 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, 2012–2016

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

# CONTACT

Phone: +49 551 39-4442

Email: mschuma1@uni-goettingen.de

Website: [www.as.wiwi.uni-goettingen.de](http://www.as.wiwi.uni-goettingen.de)

# Waldemar Toporowski

Full Professor  
Chair of Retailing



## Research Areas

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

## Selected Publications

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).

Self-Service and Traditional Check-Outs in a Retail Setting: An Analysis of Perceptual Differences and Satisfaction Drivers, *Marketing – Journal of Research and Management* (2008) (with Stephan Zielke, Britta Lietke, and Madlen Boslau).

## Teaching

Procurement and Sales  
Retail Management  
Supply Chain Management  
Distribution  
Marketing Research

## Awards and Honors

Institute for Sustainable Leadership Best Paper Award, International Symposium on Sustainable Leadership, 2015

Emerald Literati Networks Highly Commended Paper Award, 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, 2012–2016

## 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

# CONTACT

Phone: +49 551 39-4447

Email: wtoporo@uni-goettingen.de

Website: www.handel.uni-goettingen.de



# 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

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).

Goodwill Hunting: How Companies Should React on Social Misconduct, American Marketing Association Winter Educators' Conference Proceedings (2013) (with Maik Hammerschmidt and Isabell Lenz).

Self-Determination in Social Media Channels: Antecedents and Impact on Content Generation, American Marketing Association Winter Educators' Conference Proceedings (2013) (with Maik Hammerschmidt and Welf Weiger).

## 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, 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-Project Leader, 2015

How Firms Should React to Social Misconduct, German Research Foundation (DFG), Associated Principal Investigator, 2014–2016

Sales Forecasting in the Automotive Industry, Industry Grant, Associated 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

# CONTACT

Phone: +49 551 39-20069

Email: [hauke.wetzel@wiwi.uni-goettingen.de](mailto:hauke.wetzel@wiwi.uni-goettingen.de)

Website: [www.innovationsmanagement.uni-goettingen.de](http://www.innovationsmanagement.uni-goettingen.de)

Publisher: Prof. Kilian Bizer, Dean

Editors: Prof. Jörg-Markus Hitz,  
Professor of Accounting and Auditing and  
Head of the Department of Business Administration  
  
Prof. Maik Hammerschmidt,  
Professor of Marketing and Innovation Management  
and Executive Board Member of the Department  
of Business Administration  
  
Gesche Quent, Head of Communications  
and Marketing, Faculty of Economic Sciences

Layout: Rothe Grafik, Georgsmarienhütte, 2016

Print: Klartext GmbH, Göttingen

Photos: Frank Stefan Kimmel  
Frank Lemburg (Fotostudio Wilder, Göttingen)  
Kirsten Mrkwicka  
Stabsstelle Öffentlichkeitsarbeit

**Contact Details:**

Gesche Quent  
Communications and Marketing  
Georg-August-Universität Göttingen  
Faculty of Economic Sciences  
Department of Business Administration  
Phone: +49 551 39-5847  
Email: [gesche.quent@wiwi.uni-goettingen.de](mailto:gesche.quent@wiwi.uni-goettingen.de)

# IMPRINT





# CONTACT

Dr. Melanie Klett  
Coordinator and Program Manager  
Georg-August-Universität Göttingen

Faculty of Economic Sciences  
Department of Business Administration  
Phone: +49 551 39-7280  
Email: [melanie.klett@wiwi.uni-goettingen.de](mailto:melanie.klett@wiwi.uni-goettingen.de)



