



GUTENBERG SCHOOL OF  
MANAGEMENT  
& ECONOMICS

Annual Review  
2018/2019



## Welcome!

**We are happy to present the annual review of the Gutenberg School of Management and Economics covering the past academic year 2018/2019.**

One important event was the opening of the new learning center in the library of our department. The learning center provides a modern learning environment with space for collaborative learning.

In this annual review, you will find more information on the learning center. In addition, it covers the graduation ceremonies, news from student organizations, new top publications by our faculty and much more.

As the new academic year is about to start, we look forward to welcoming the new students. One main topic of the new academic year will be the survey of the CHE ranking. Our school performed very well in the last ranking (<https://wiwi.uni-mainz.de/1573.php>). We are confident to repeat the very good results and encourage all students contacted by CHE to participate in the survey.

We hope that you enjoy reading our annual review. We thank everyone who submitted an article to this issue. We thank Dr. Victor Reinhardt for editing assistance. Comments and suggestions are very welcome.

**We wish you a successful and productive new academic year!**



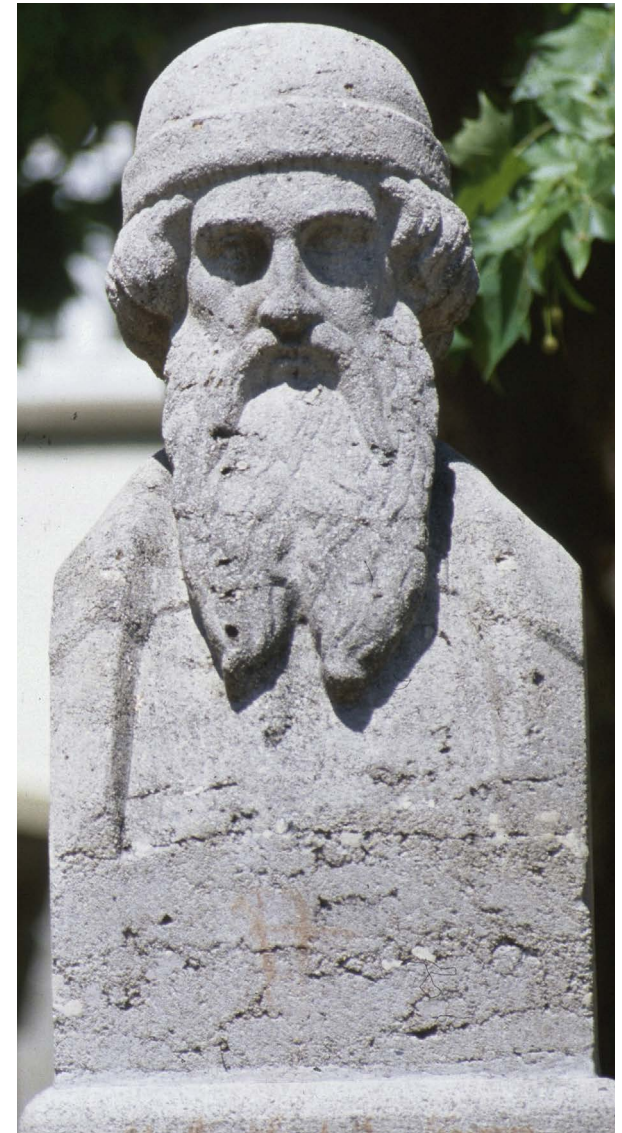
Roland Euler

*Dean of the Faculty of Law, Management and Economics,  
Chair of Corporate Taxation*



Christopher Koch

*Chair of Corporate Governance and Auditing*



## News from the Gutenberg School of Management and Economics

**We are happy to welcome new faculty members**

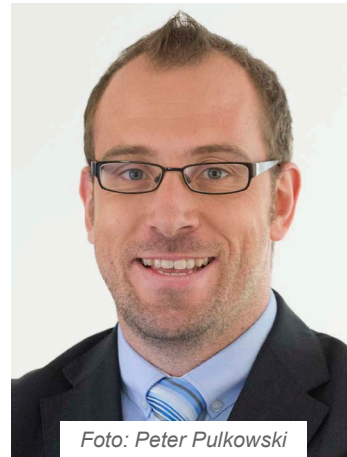
**Prof. Katja Kaufmann** joins JGU Mainz as a new Professor of Applied Microeconomics. In her research, she investigates the determinants of inequality and intergenerational mobility, analyzes economic, social and political implications of welfare programs in developing and developed countries and addresses questions of network formation and social learning. She graduated from Cologne University and received her doctorate from Stanford University. Before moving to Mainz, she was assistant professor at Bocconi University and Mannheim University. Her work has received international awards, including the CESifo affiliate award, and she acquired third-party funding from the German Research Foundation and from the Baden-Wuerttemberg Foundation. Her research was published in internationally renowned scientific journals such as the American Economic Review, the Journal of the European Economic Association, the Journal of Development Economics and Quantitative Economics and has recently been discussed in The Economist.



**Prof. Andrea Lassmann** will be new Professor of International Economic Policy at JGU Mainz. Her research focuses on applied international and public economics, overlapping with regional and cultural economics. She has published in internationally renowned scientific journals such as The Economic Journal and the European Economic Review and has received several awards and grants, including the IIPF Peggy and Richard Musgrave Prize. She holds a doctorate degree from ETH Zurich. Before joining the Gutenberg School of Management and Economics at JGU Mainz, she was a Trade Policy Analyst in the Trade and Agriculture Directorate at the OECD.



**Juniorprofessor Dr. Manuel Förster** will start as a professor of Business and Economics Education at the School of Education at the Technical University of Munich (TUM) at the beginning of October 2019. One of his new duties is to help shape the new degree program in Business and Economics Education at the TUM. He graduated, did his doctorate and was a Juniorprofessor at the Gutenberg School of Management and Economics at JGU Mainz. In the last two and a half years, he worked as an interim professor at the University of Bamberg. The Gutenberg School wishes him all the best for his future career



*Foto: Peter Pulkowski*

## Opening of the Learning Center

Over the past 14 months, JGU Mainz has realized an ambitious building project: a modern, contemporary learning center in the library of our department. Financed by Rhineland-Palatinate with around 2 million EUR, 150 additional working spots will be available at this new learning location. The learning center provides a modern learning environment with space for collaborative learning.

*“With the new learning center, we are creating additional student learning rooms and group workstations in the center of the campus,”* emphasizes the president of JGU Mainz, **Prof. Georg Krausch**. *“With financial support from the state, the university has once again succeeded in implementing an important building measure that contributes to the attractiveness of the study location.”*

Designed as a feel-good location with lounge character, the new learning location aims to promote creative work and contemporary forms of learning in an inviting, open atmosphere. The building project implements the concept of the library as an easily accessible place that promotes exchange and dialogue and supports learning as well as scientific work in a team with modern technical equipment.



Foto: Peter Pulkowski

## Study news

### Graduation ceremonies of the Gutenberg School of Management and Economics

In November 2018 and June 2019, the graduation ceremonies took place.

**Prof. Louis Velthuis** (Chair of Management Accounting) delivered the keynote speeches. We congratulate our students who successfully finished their bachelor and master studies at JGU Mainz.

The graduation ceremonies were kindly sponsored by Deloitte, KION, and MAZARS.

	Graduating students
B.Sc. Management and Economics	285
B.Sc. Business Education	37
M.Sc. Management	188
M.Sc. International Economics and Public Policy	47
M.Sc. Business Education	29





We congratulate the winners of the Gutenberg  
Teaching Council award for an excellent thesis:

**Marius Orthey**

*B.Sc. in Management and Economics*

**Felix Palmqvist**

*B.Sc. in Management and Economics*

**Jonathan Fleckner**

*M.Sc. in Management*

**Vanessa Hartmann**

*M.Sc. in International Economics and Public Policy*





The KION price for an excellent thesis in the field of corporate governance and auditing was awarded to:

**Lucie Lehner**

*B.Sc. in Management and Economics*

**Markus Schmitt**

*M.Sc. in Management*







The 4C GROUP price for an excellent thesis in the field of management was awarded to:

**Ricarda Rothe**

*M.Sc. in Management*





The MAZARS price for an excellent thesis in the field of auditing was jointly awarded to:

**Euy Hyun Moon**

*B. Sc. in Management and Economics*

**Julia Scherner**

*B. Sc. in Management and Economics*

**Melanie Großastroth**

*M. Sc. in Management*

**Iva Mincheva**

*M. Sc. in Management*







Graduating Students 2018





Graduating Bachelor Students 2019



Graduating Master Students 2019





### **Graduation ceremonies of the MIEPP program**

The graduation ceremonies for the Master of Science in International Economics and Public Policy (MIEPP) took place on 15 October 2018 and on 15 April 2019. The honors for the best MIEPP degrees received Kristina Müller (2018) and Vanessa Hartmann (2019). Bernd Kaltenhäuser (President of the Regional Office of Deutsche Bundesbank in Rhineland-Palatinate and Saarland) and Malte Vieth (Deutsche Bundesbank) delivered the keynote speeches. Each graduation event was followed by a welcome event for the incoming MIEPP students in the Kasematten. The events were kindly sponsored by the Regional Office of Deutsche Bundesbank in Mainz.



MIEP 2019



### **Graduation ceremonies of the EMBA program**

The certificate handover to the 22 graduates of the 17th class of EMBA Mainz was solemnized on 29 March 2019. Felicitators were the patron of the class Michael Ebling (Mayor of Mainz), Prof. Roland Euler (Dean of the Faculty of Law, Management and Economics, Chair of Corporate Taxation) and Prof. Franz Rothlauf (Chair of Information Systems and Business Administration, Academic Director of EMBA at JGU Mainz)



## Research news

**International top publications in business and economics (VHB-Jourqual3 A+/A, Handelsblatt 2017 A+/A/B)**

**Bianchessi, Nicola; Drexl, Michael; Irnich, Stefan.** (2019). The split delivery vehicle routing problem with time windows and customer inconvenience constraints. *Transportation Science*, forthcoming.

Daysal, Meltem; Trandafir, Mircea; **Van Ewijk, Reyn.** (2019). Low-risk isn't no-risk: Perinatal treatments and the health of low-income newborns. *Journal of Health Economics*, 64, 55–67.

**Dormann, Christian; Guthier, Christina;** Cortina, Jose M. (2019). Introducing continuous time meta-analysis (CoTiMA). *Organizational Research Methods*, forthcoming.

Ernstberger, Jürgen; **Koch, Christopher;** Schreiber, Eva M.; Trompeter, Gregory. (2019). Are audit firms' compensation policies associated with audit quality? *Contemporary Accounting Research*, forthcoming.

Goeke, Dominik; **Gschwind, Timo;** Schneider, Michael. (2018). Upper and lower bounds for the vehicle-routing problem with private fleet and common carrier. *Discrete Applied Mathematics*, 264, 43–61.

**Gschwind, Timo.** (2019). Route feasibility testing and forward time slack for the synchronized pickup and delivery problem. *OR Spectrum*, 41 (2), 491–512.

**Gschwind, Timo; Bianchessi, Nicola; Irnich, Stefan.** (2019). Stabilized branch-price-and-cut for the commodity-constrained split delivery vehicle routing problem. *European Journal of Operational Research*, 278(1), 2019, 91–104.

He, Qie; **Irnich, Stefan;** Song, Yongjia. (2018). Branch-cut-and-price for the vehicle routing problem with time windows and convex node costs. *Transportation Science*, forthcoming.

Herhausen, Dennis; Kleinlercher, Kristina; Verhoef, Peter C.; **Emrich, Oliver;** Rudolph, Thomas. (2019). Loyalty formation for different customer journey segments. *Journal of Retailing*, forthcoming.

Hermes, Henning; **Hett, Florian;** Mechtel, Mario; **Schmidt, Felix; Schunk, Daniel; Wagner, Valentin.** (2019). Do children cooperate conditionally? Adapting the strategy method for first-graders. *Journal of Economic Behavior & Organization*, forthcoming.

**Piening, Erk P.;** Salge, Torsten O.; Antons, David; Kreiner, Glen E. (2018). Standing together or falling apart? Understanding employees' responses to organizational identity threats. *Academy of Management Review*, forthcoming.

**Stewen, Iryna**; Hoffmann, Mathias. (2015). Holes in the dike: the global savings glut, U.S. house prices and the long shadow of banking deregulation. The Journal of European Economic Association, forthcoming.

**Tilk, Christian; Drexl, Michael; Irnich, Stefan**. (2019). Nested branch-and-price-and-cut for vehicle routing problems with multiple resource interdependencies. European Journal of Operational Research, 276 (2), 2019, 549–565.

#### **International top publications in other fields (SJR > 2.5 according to SCImago)**

Linnér, Richard; ... ; **Schunk, Daniel** and members of the Social Science Genetic Association Consortium. (2019). Genome-wide association study of risk tolerance and risky behaviors in over one million individuals identify hundreds of loci and reveal shared genetic influences. Nature Genetics, 51, 245–257.

**Pradella, Fabienne; Van Ewijk, Reyn**. (2018). As long as the breath lasts. In utero exposure to Ramadan and the occurrence of wheezing in adulthood. American Journal of Epidemiology, 187 (10), 2100–2108.

Schoeps, Anja; **Van Ewijk, Reyn**; Kynast-Wolf, Gisela; Nebié, Eric; Zabré, Pascal; Sié, Ali; Gabrysch, Sabine. (2018). Ramadan exposure in utero and child mortality in Burkina Faso: Analysis of a population-based cohort including 41,025 children. American Journal of Epidemiology, 187 (10), 2085–2092.



#### Further top publications (Q1 according to SCImago)

Afsharian, Ali; Dollard, Maureen F.; Zadow, Amy; **Dormann, Christian**; Ziaian, Tahereh. (2018). Should psychosocial safety climate theory be extended to include climate strength? *Journal of Occupational Health Psychology*, 23, 496–507.

Bossler, Mario; **Mosthaf, Alexander**; **Schank, Thorsten**. (2018). More female manager hires through more female managers? Evidence from Germany. *Industrial Labor Relations Review*, forthcoming.

Broekhuizen, Thijs L.; **Emrich, Oliver**; Gijsenberg, Maarten J.; Broekhuis, Manda; Donkers, Bas; Sloot, Laurens M. (2019). Digital platform openness: Drivers, dimensions and outcomes. *Journal of Business Research*, forthcoming.

**Erhardt, Eva C.** (2019). Measuring the persistence of high firm growth: Choices and consequences. *Small Business Economics*, forthcoming.

Fischer, Andres M.; Groeger, Henrike; **Sauré, Philip**; Yeşin, Pinar. (2019). Current account adjustment and retained earnings. *Journal of International Money and Finance*, 94, 246–259.

**Happ, Roland**; **Zlatkin-Troitschanskaia, Olga**; **Förster, Manuel**. (2018). How prior economic education influences beginning university students' knowledge of economics. *Empirical Research in Vocational Education and Training*, 10 (5), 1–20.

**Happ, Roland**; **Nagel, Marie**; **Zlatkin-Troitschanskaia, Olga**; **Schmidt, Susanne**. (2019). How migration background affects master degree students' knowledge of business and economics. *Studies in Higher Education*, forthcoming.

**Harms, Philipp**; **Jakob Schwab**. (2019). Like it or not? How the economic and institutional environment shapes individual attitudes towards multinational enterprises. *The World Economy*, 42, 636–667.

Hoffmann, Mathias; Maslov, Egor; Sorensen, Bent; **Stewen, Iryna**. (2019). Channels of risk sharing in the eurozone: What can banking and capital market union achieve? *IMF Economic Review*, forthcoming.

Huetten, Antje S. J.; Antons, David; Breidbach, Christoph F.; **Piening, Erk P.**; Salge, Torsten-Oliver. (2019). The impact of occupational stereotypes in human-centered service systems. *Journal of Service Management*, 30 (1), 132-155.

Jeschke, Colin; **Kuhn, Christiane**; Lindmeier, Anke; **Zlatkin-Troitschanskaia, Olga**; **Saas, Hannes**; Heinze, Aiso. (2019). Performance assessment to investigate the domain-specificity of instructional skills among pre-service and in-service teachers of mathematics and economics. *British Journal of Educational Psychology*, forthcoming.

Loh, May Y.; **Dormann, Christian**; Muhamad, Haslina; Idris, Mohd A. (2019). Organisational climate and employee's health outcomes: A systematic review. *Safety Science*, forthcoming.

**Meyer, Frederik**; **Huber, Frank**; Huber, Stephanie. (2019). The suffering company: Consumer compassion towards companies exposed to negative events. *Psychology & Marketing*, 36 (4). 321–341.

Munz, Julia; **Dormann, Christian**; Kronenwett, Michael. (2019). Supervisors' relational transparency moderates effects among employees' illegitimate tasks and job dissatisfaction: A four-wave longitudinal study. *European Journal of Work and Organizational Psychology*, forthcoming.

**Probst, Malte**; **Rothlauf, Franz**. (2019). Harmless overfitting: Using denoising autoencoders in estimation of distribution algorithms. *Journal of Machine Learning Research*, forthcoming.

**Reinhardt, Franziska**; **Zlatkin-Troitschanskaia, Olga**; **Deribo, Tobias**; **Happ, Roland**; **Nell-Müller, Sarah**. (2018). Integrating refugees into higher education – the impact of a new online education program for policies and practices. *Policy Reviews in Higher Education*, 2 (2), 198–226.

**Sayah, David**; **Irnich, Stefan**. (2018). Optimal booking control in revenue management with two substitutable resources. *Mathematical Methods of Operations Research*, 89 (2), 2019, 189–222.

**Schmid, David A.**; **Huber, Frank**. (2019). Brand love: Emotionality and development of its elements across the relationship lifecycle. *Psychology & Marketing*, 36 (4). 305–320.

Schulte-Braucks, Julia; Baethge, Anja; **Dormann, Christian**; Vahle-Hinz, Tim. (2019). Get even and feel good? Moderating effects of justice sensitivity and counterproductive work behavior on the relationship between illegitimate tasks and self-esteem. *Journal of Occupational Health Psychology*, 24, 241–255.

Settele, Sonja; **Van Ewijk, Reyn**. (2018). Can cigarette taxes during pregnancy mitigate the intergenerational transmission of socioeconomic status? *Labour Economics*, 55, 130–148.

Shavelson, Richard J.; **Zlatkin-Troitschanskaia, Olga; Beck, Klaus; Schmidt, Susanne**; Marino, Julian. (2019). Assessment of university students' critical thinking: Next generation performance assessment. *International Journal of Testing*, forthcoming.

**Tumasjan, Andranik**; Kunze, Florian; Bruch, Heike; Welp, Isabell M. (2019). Linking employer branding orientation and firm performance: Testing a dual mediation route of recruitment efficiency and positive affective climate. *Human Resource Management*, forthcoming.

**Zlatkin-Troitschanskaia, Olga; Happ, Roland; Nell-Müller, Sarah; Deribo, Tobias; Reinhardt, Franziska; Toepper, Miriam**. (2018). Successful integration of refugee students in higher education: Insights from entry diagnostics in an online study program. *Global Education Review*, 5 (4), 158–181.

**Zlatkin-Troitschanskaia, Olga; Kuhn, Christiane; Brückner, Sebastian**; Leighton, Jacqueline P. (2019). Evaluating a technology-based assessment (TBA) to measure teachers' action-related and reflective skills. *International Journal of Testing*, forthcoming.

**Zlatkin-Troitschanskaia, Olga; Schlax, Jasmin**; Jitomirski, Judith; **Happ, Roland; Kühling-Thees, Carla; Brückner, Sebastian**; Pant, Hans A. (2019). Ethics and fairness in assessing learning outcomes in higher education. *Higher Education Policy*, forthcoming.

**Zlatkin-Troitschanskaia, Olga**; Shavelson, Richard J.; **Schmidt, Susanne; Beck, Klaus**. (2019). On the complementarity of holistic and analytic approaches to performance assessment scoring. *The British Journal of Educational Psychology*, forthcoming.

**Zlatkin-Troitschanskaia, Olga**; Shavelson, Richard J. (2019). Performance assessment of student learning in higher education. *British Journal of Educational Psychology* (special issue), forthcoming.



## New research funding

### Approval for 5 year prolongation of funding: Research Unit Interdisciplinary Public Policy

The research unit Interdisciplinary Public Policy (IPP), which is hosted by the Gutenberg School of Management and Economics at JGU Mainz and focuses on interdisciplinary evidence-based policy research, has again been approved for another five-year period of funding by the research initiative of the ministry of science of Rhineland-Palatinate, following a competitive selection process. The research unit was created in 2014 and is since then led by **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics). It includes researchers from economics, business, political science, sociology, computer science and medicine that are all based at JGU Mainz. The goal of the IPP during the next funding period is to expand and strengthen its activities in various directions, e.g. by further improving the research infrastructure such as the Mainz Behavioral and Experimental Laboratory (MABELLA). Additionally, the IPP seeks to strengthen interdisciplinary cooperation with researchers in political science, in digitalization and computer science, as well as with the medical sciences of the JGU Mainz and the newly opened German Centre for Resilience Research (DRZ). In the past five years of funding, the IPP has concentrated on initiating and conducting collaborative research projects, raising third-party funding, as well as organizing scientific workshops, summer schools and symposia with international researchers and decision-makers.

### Approval for 5 year funding: “Positive Learning in the Age of Information” (PLATO)

The interdisciplinary collaborative research program “Positive Learning in the Age of Information” (PLATO) has been granted funding by the German federal state Rhineland-Palatinate, starting in June 2019, and is receiving additional funding from the RMU Fund. The international research program focusing on the effects of the Internet on learning in higher education was established in 2016 and is since then led by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Economics Education). In PLATO research, the fundamentals of learning on the Internet, focusing on learning processes that lead to the acquisition of domain- and concept-specific knowledge, skills and expertise in given disciplines, for instance in medicine, computer sciences, physics or economics, over the course of studies are being investigated.

The Rhine-Main Universities (RMU) Initiative Funding for Research is currently supporting a collaborative project in the fields of economics education, computer science, linguistics, and neuroscience involving several partner universities. The researchers are investigating how learning at universities has changed in the Internet age and are exploring the potential and downsides of online **learning**.

For further information on PLATO, visit our website:

<https://www.plato.uni-mainz.de/>

**Prof. Oliver Emrich** (Chair of Management and Social Media) received a research funding of 228.540 EUR from the German Science Foundation (DFG). The goal of the research project is to investigate psychological mechanisms that explain effects of personalization in digital marketing.



**Dr. Timo Gschwind** and **Prof. Stefan Irnich** (both from the Chair of Logistics Management) received 330.900 EUR from the German Science Foundation (DFG) for the new project “Shortest Path Problems with Resource Constraints (SPPRCs)”. The grant will be used to fund two PhD positions for 30 months to work on the development and analysis of new methods for the solution of SPPRCs. The effective solution of SPPRCs is a crucial component in most of the leading methods for solving complex optimization problems in vehicle routing as well as staff and

machine scheduling.

**Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) and Prof. Michael Wand (JGU Mainz) received 123.800 EUR from the Volkswagen Foundation to finance the research project titled “Statistical Learning in Hybrid Systems”. This interdisciplinary project aims to combine statistical learning theory and experimental economic research in modelling and understanding the effects of different topologies of human communication networks.

**Prof. Erk Piening** (Chair of Organization, Human Resources and Management) received 14.981 EUR of internal university research funding for the project “Learning from failure in startups – Processes, influencing factors, consequences”. Using data from various sources such as crowdfunding campaigns, this project seeks to shed new light on how, when, and why entrepreneurs learn from their failures.

In order to carry out her field experiment in Uganda, **Carina Keller** (student in the MIEPP

program) received research funding from the Doppler Changemaker Challenge and the JMK Women in Business Scholarship in Mainz. She will run an educational program on marine litter for six months in Uganda, and test whether this treatment can increase the willingness to pay for an environmental public good. Her master thesis will be supervised by **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics).

**Steffi Hahn** (Chair of Macroeconomics) obtained a 2 year doctoral scholarship by the Friedrich Ebert Stiftung for her dissertation project “A theoretically based empirical analysis on poverty reduction in Germany”.

**Prof. Olga Zlatkin-Troitschanskaia**, **Prof. Christian Dormann**, and **Dr. Christiane Kuhn** (all from the Chair of Business Education) received 600.000 EUR to promote teacher training. The proposal for “Technology and Business: Integrated Education (TWIND)”, submitted by JGU Mainz and its partners – TU Darmstadt, the University of Kassel, and the University of Education

Schwäbisch Gmünd – was positively evaluated in the third round of the Teacher Training Quality Campaign jointly funded by the German federal and state governments. Over the next four years, JGU Mainz will receive 1.2 million EUR to develop and sustainably establish teaching-learning approaches and tools for vocational teacher training. In total, the collaborative of four universities receive 2.4 million EUR. *“We have laid the groundwork for this innovative collaborative project by conducting a series of projects in recent years. In TWIND, we draw on our experience with computer- and video-based tools that have already been successfully tested. These tools use actual teacher-student interactions to prepare prospective teachers to deal with the complex professional demands while they are still studying,”* said **Dr. Christiane Kuhn, Prof. Olga Zlatkin-Troitschanskaia, and Prof. Christian Dormann.**



## Appointments

**Prof. Erk Piening** (Chair of Organization, Human Resources and Management) was appointed as official representative for young talents (Nachwuchsbeauftragter) of the scientific commission Human Resources of the German Academic Association for Business Research (VHB).

**Prof. Klaus Wälde** (Chair of Macroeconomics) was appointed as Liaison Lecturer (Vertrauensdozent) of the Hans-Böckler-Stiftung in March 2019.

**Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) has been appointed as a member of the advisory board of the Bremen Initiative to Foster Early Childhood Development (BRISE). BRISE is a longitudinal study that will investigate the effects of a coordinated intervention program on children's cognitive and socio-emotional development. The research alliance responsible for conducting BRISE is composed of the Leibniz Institute for Science and Mathematics Education (IPN), the University of Bremen, the Max Planck Institute for Human Development, the German Institute for Economic Research (DIW), the German Institute for International Educational Research (DIPF), the German Socio-Economic Panel (SOEP), the University of Bamberg as well as the Leibniz Institute for Educational Trajectories (LIfBi), Heidelberg University, and the Freie Universität Berlin.

**Prof. Andranik Tumasjan** (Chair of Management and Digital Transformation) became founding vice president of the International Token Standardization Association (ITSA). Cryptographic tokens running on distributed ledger

technology (DLT) systems will soon form an integral part of various major economic sectors (e.g. financial markets, information and media, manufacturing and trade). As such DLT systems are going to provide utility and value in many different forms to business and society as a whole. Moreover, cryptographic tokens are also on the verge of representing a recognized institutional asset class. Yet, the current token markets still lack a tangible and holistic framework for the identification, classification and analysis of different token types, which leads to economic, technological as well as regulatory uncertainty and a lack of transparency for all players involved. With the objective of addressing these shortcomings, the ITSA aims at implementing comprehensive market standards for the global token economy. The ITSA is based in Berlin and has more than 100 associated founding members.

## Awards

**Dr. Ann-Kathrin Rothenbächer** (Chair of Logistics Management) received the dissertation award of the Gesellschaft für Operations Research (GOR). She was awarded the prize at the annual conference OR 2018 in Brussels.

**Prof. Stefan Irnich** and **Dr. Timo Gschwind** (both from the Chair of Logistics Management) as well as **Prof. Frank Huber** (Chair of Marketing), and **Prof. Franz Rothlauf** (Chair of Information Systems and Business Administration) were ranked among the most productive researchers in business administration over the last five years in the recently published ranking of the journal *WirtschaftsWoche*. The ranking measures the research performance of researchers in Germany, Austria and Switzerland based on the published articles in the most important journals of business administration. **Prof. Stefan Irnich** is at place 20 and **Dr. Timo Gschwind** at place 96 in this ranking of 2,315 researchers. **Dr. Timo Gschwind** also ranks 70 of the under 40-year-old researchers in business administration. In the category “Lifetime achievement” **Prof. Stefan Irnich** is ranked 58, **Prof. Frank Huber** is ranked 163 and **Prof. Franz Rothlauf** is ranked 200.

The Asia Pacific Academy for Psychosocial Factors at Work has elected **Prof. Christian Dormann** (Chair of Business Education) as Fellow in recognition of an outstanding career contribution to addressing psychosocial factors at work.

**Dr. Kerstin Barth-Strieder** (Chair of Marketing) has won the price of “Medienkonvergenz” for the best dissertation. The topic of her dissertation was “Gaining New Insights from Compelling Stories - An Investigation of the Mechanisms of the Narrative Persuasion Process”.

**Dr. Cecile Kornmann** (Chair of Marketing) has won the price of the Chamber of Industry and Commerce (IHK) for the third best dissertation. The topic of her dissertation was “Understanding and Managing (Abusive) Product Returns in Online Retailing”.

Dr. Benedikt Downar, Prof. Jürgen Ernstberger, and **Prof. Christopher Koch** (Chair of Corporate Governance and Auditing) received the best paper award at the tenth EARNet Symposium 2019 in Parma, Italy. Their paper has the title “Who Makes Partner in Big 4 Audit Firms”.

**Fabienne Pradella** (Chair of Statistics and Econometrics) won the award for the best poster at the 2018 conference of the German Society for Epidemiology (DGEpi) for her poster “Prenatal exposure to Ramadan and birth outcomes: results of the Mainz survey on Ramadan during pregnancy”). This research project involved an interdisciplinary cooperation between scientists from the Gutenberg School of Management and Economics (**Fabienne Pradella**, **Birgit Leimer** and **Prof. Reyn van Ewijk**, all from the Chair of Statistics and Econometrics) and scientists from the University Medical Center Mainz (Dr. Anja Fruth and Dr. Anette Queißer, both from the Center for Paediatrics and Youth Medicine).





## Past events

For the new Q+-Program, **Prof. Oliver Emrich** and **Jana Gerhart** (both from the Chair of Management and Social Media) cooperated with Daniel Geiß (Mainz School of Music) to develop a new master seminar that joins interdisciplinary theories regarding the creation and consumption of classical music. With the title “Game of Tones: Perspectives on the marketing of classical music”, the seminar enabled students to discuss about economic, cultural, and aesthetical perspectives on cultural products, the historical reception of artistic innovations in the music market, and offered them a unique opportunity to put themselves in the shoes of an orchestral conductor. Additional seminar presenters were Carole Friedman (former executive director of the Boston Baroque Orchestra), and Marsilius Graf von Ingelheim (managing director of the Rheingau Musik Festival).

**Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business Education) successfully adapted and tested an innovative computer-based assessment for measuring judgment of online sources in higher education. The Civic Online Reasoning Assessment (CORA) was developed by the Stanford History Education Group in the U.S. in 2016 and features real cases and open web search; the German version has passed preliminary validation at JGU Mainz. Moreover, CORA is intended for use in further large-scale studies at JGU Mainz and other institutions in Germany. For more information, please contact: [plato@uni-mainz.de](mailto:plato@uni-mainz.de).

The movement FridaysForFuture has an impact on the public and on politics. Relatedly, various scientists organized a call for #LecturesForFuture. At the JGU Mainz, **Tim Klausmann**, **Dr. Eva Berger** and **Prof. Daniel Schunk** (all from the Chair of Public and Behavioral Economics), **Prof. Klaus Wälde** (Chair of Macroeconomics), **Jennifer Fischer** (Chair of Business and Economics Education), and Prof. **Salvatore Barbaro** organized lectures and tutorials on this topic. These lectures received a lot of attention, the lecture rooms were crowded and discussions were very lively. It clearly shows that bringing topics related to the environmental problems the world is facing into our standard lectures is important. All participants hope to have provided some contribution towards keeping the climate crisis on the political agenda, towards grounding the discussion better in scientific analyses and thereby towards helping to eventually resolve it.

**Prof. Klaus Wälde** (Chair of Macroeconomics) was invited as a speaker to the “19. Bundeskongress für politische Bildung. Was uns bewegt. Emotionen in Politik und Gesellschaft” in Leipzig. He talked about Emotions and Society emphasizing the need, inter alia, of a ‘parental driver’s licence’ (Elternführerschein).

**Workshop on Foreign Direct Investment and Multinational Corporations**  
Following a by now established tradition, Prof. Konstantin Wacker (University of Groningen), **Prof. Philipp Harms** (Chair of International Economics), and Dr. Nils Steiner (JGU Mainz) organized the fourth Mainz Workshop on Foreign

Direct Investment (FDI) and Multinational Corporations, which took place on 15 and 16 November 2018. Joined by a wider audience of Ph.D. and MA students, fourteen scholars from various universities and policy institutions held presentations and discussions on the determinants, effects, and perceptions of FDI. The workshop was supported by the Research Unit Interdisciplinary Public Policy (IPP). The keynote lecture by Prof. Carolina Villegas-Sanchez (ESADE Business School Barcelona) focused on the various channels through which FDI affects domestic productivity.



### Workshop on Digital Economics

**Prof. Florian Hett** (Chair of Digital Economics) organized the first workshop on digital economics in close collaboration with the research unit Interdisciplinary Public Policy (IPP), the Frankfurt Laboratory for Experimental Economic Research (FLEX), and the TechQuartier in Frankfurt. Digitalization is widely considered to be one of today's most important megatrends, touching almost every aspect of modern society. But what are its economic implications? How can economics help in coping with the challenges it imposes? And how can research utilize digital environments and novel data sources to provide new answers to long-standing economic questions? To address these issues, around 50 participants from science, policy, and business practice created a forum to discuss the multi-dimensional economic impact of digitalization.

A particular goal of the workshop was fostering collaborations between researchers and practitioners for instance by initiating joint research projects, stimulating a regular exchange of ideas, and providing inspiring insights from a wide range of economic fields and industries affected by digitalization. Serving that purpose, the workshop included specific formats featuring explicit interactions between representatives from start-ups based at the TechQuartier, current researchers from the Universities in Mainz, Frankfurt, Stockholm, Copenhagen and others, as well as former researchers who recently made the transition to policy institutions or the private sector.





**Summer School on Advanced  
Econometrics with Jeffrey  
Wooldridge**

**Prof. Thorsten Schank** and **Manuel Denzer** (Chair of Applied Statistics and Econometrics) hosted an international summer school on topics in advanced econometrics. In total, 65 participants from the JGU Mainz, but also from other European as well as African institutions followed the courses given by Prof. Jeffrey Wooldridge (Michigan State University), one of the most distinguished microeconometricians worldwide and author of famous econometric textbooks. The workshop has been kindly co-sponsored by the research unit Interdisciplinary Public Policy (IPP). Further information on the event can be found at [statistics.economics.uni-mainz.de](http://statistics.economics.uni-mainz.de).



## Startup Nights

Four Startup Nights took place in the past year. The Startup Night at the Johannes Gutenberg University Mainz was initially realized at the initiative of **Prof. Erk Piening** (Chair of Organization, Human Resources and Management), **Prof. Andranik Tumasjan** (Chair of Management and Digital Transformation), and **Prof. Oliver Emrich** (Chair of Management and Social Media) in cooperation with the PROF project. The Startup Night always presents two entrepreneurs who give insights into their background and development and take questions from the audience. The Startup Night takes place twice every term. In the summer term 2019, the Startup Night focused on the female entrepreneurs with a Fempreneur edition at the Gutenberg Digital Hub. The first Startup Night took place in June 2018 and the event format has established itself ever since. With ten founders as speakers and more than 300 guests it has become an institution for those thinking about starting their own company, seeking to work in a startup or interested in the entrepreneurial spirit of success as well as failure.





## Annual Retreat of Research Unit “Interdisciplinary Public Policy”

In June 2019, the Research Unit Interdisciplinary Public Policy (IPP) conducted its sixth retreat. The retreat lasted for two days and took place in Sörgerloch. The main purpose of the retreat was to identify potential for research collaboration between the 23 present JGU Mainz-researchers and to develop the future research strategy of the IPP after its successful renewal for the next funding period (see also our report in this issue of the GSME Annual Review). Moreover, newly affiliated members of the IPP presented their current research projects.





## News from the German-Polish cooperation with SGH Warsaw

After the prolongation of the Double Degree Agreement in early 2018, JGU Mainz and SGH Warsaw further strengthened their cooperation ties during the academic year 2018/19. Currently, three JGU Mainz students are attending the program in Warsaw, while three SGH Warsaw students are spending their year abroad in Mainz. Initiated by JGU Mainz's Program Representative **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics), the binational study program allows students from both universities to obtain two Master's degrees within two years.

In October 2018, the German-Polish Academic Forum celebrated its 25th anniversary at SGH Warsaw. **Dr. Markus Häfner** (Director International Office JGU Mainz) also participated in the event on the topic of current trends and implications of the bilateral economic relation.

The "Double Degree Day" gave another opportunity for personal exchange with the SGH Warsaw staff in March 2019. Just as in the previous year, **Leska Sahl** and **Svenja Telgheder** (both from the International Program Coordinators at JGU Mainz) travelled to Warsaw, met representatives from SGH Warsaw and its international partners and had the chance to advertise the double degree program among Polish students.

The German Academic Exchange Service (DAAD) still generously supports the German-Polish cooperation. Most recently, the DAAD secured to fund the partnership for at least two more years until the end of 2020. This development permits to not only maintain but also expand the previous activities. For example, the amount of funds contracted allows increasing the number of scholarships for Polish students studying at JGU Mainz in winter term 2019/20 while attending an intensive language course.

In 2019, study managers of both parties were also able to acquire a new funding body: The Sanddorf-Stiftung confirmed to support the annual German-Polish Summer School at SGH Warsaw by providing scholarships for German and Polish students. Five Polish and six German students have been supported by this scholarship. If you are interested in learning more about the Double Degree Program please visit [wiwi.uni-mainz.de](http://wiwi.uni-mainz.de).



### Summer School Machine Learning

From 17 to 20 September 2019, JGU Mainz has welcomed Prof. Mathias Binswanger (University St. Gallen) who taught the Summer School in Machine Learning in Economics. About 20 PhD students and Postdocs from JGU Mainz and other German universities took part in this summer school as well as in social activities accompanying the course. The course aimed at gaining technical programming skills in R as well as an understanding in the functioning and practical applications of key algorithms used in machine learning. The summer school was organized by **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) as well as by the research unit Interdisciplinary Public Policy (IPP).

### International WiWiKom conference in December 2018

In the international collaborative research project “Valid Assessment of Students’ Development of Professional Business and Economic Competencies over the Course of their Studies - A Quasi-experimental Longitudinal Study (WiWiKom)”, an international conference took place at the JGU Mainz from 12 to 14 December 2018. The research project is being funded since 2011 and is led by Prof. Olga Troitschanskaia (Chair of Business and Economics Education). At the international conference, results were presented from a nationwide unique longitudinal dataset with four measurement points over the course of a bachelor’s degree. International world-renowned experts discussed further analytical methods to generate maximum output. Another key topic was the transfer of the results on students’ knowledge acquisition into the practice of higher education.

### International Health Economics Workshop

The JGU Mainz hosted the German Society for Health Economics’ International Health Economics Workshop, which is jointly organized by **Prof. Reyn van Ewijk** (Chair of Statistics and Econometrics) and Prof. Iris Kesternich (University of Leuven). The keynote speech was delivered by Prof. James Smith (RAND Corporation).

### VWL live

During the first two years, the JGU Mainz B.Sc. program in management and economics focuses on a mix of lectures and tutorials. While this endows students with the advanced concepts and methods that they will later use in their research, the absence of formats that allow for an open discussion of current economic topics is sometimes perceived as a shortcoming. To meet this request, **Prof. Philipp Harms** and **Mark Ruszel** (both from the Chair of International Economics) organized a sequence of round tables labelled “Economics live: Discussing current topics in economic policy” during the summer term 2019. In four meetings, a group of first-year students discussed topics as diverse as the ECB’s monetary policy, the future of globalization, the effects of digitalization and the consequences of migration for labor markets. The meetings were started with a short impulse presentation, followed by lively discussions. Since the participating students’ feedback was quite favorable, it is likely that there will be a second edition of “Economics live” in the summer term 2020.

## Upcoming events

### SUCCESS Conference and transfer workshop

In the project Study Success and Study Opportunities for Refugees (SUCCESS), the international conference Digital Approaches to Increasing Equity in Higher Education - Opening Universities for Refugees will be followed by a transfer workshop will take place from 4 to 6 December 2019. The collaborative research project is being funded since 2017 and is led by Prof. Olga Troitschanskaia (Chair of Business and Economics Education). Further information on the project and the events can be found at [success.uni-mainz.de](https://success.uni-mainz.de).

### Fifth Groningen-Mainz Workshop on Foreign Direct Investment and Multinational Corporations

On 4 and 5 November 2019, the University of Groningen will host the fifth Mainz-Groningen Workshop on Foreign Direct Investment and Multinational Corporations, jointly organized by **Prof. Philipp Harms** (Chair of International Economics), Prof. Konstantin Wacker (University of Groningen), and Dr. Nils Steiner (JGU Mainz). The keynote speaker will be Prof. Kalina Manova (University College London).

### Faculty seminar series

The faculty seminar series organized by **Prof. Stefan Irnich** (Chair of Logistics Management), **Prof. Franz Rothlauf** (Chair of Information Systems and Business Administration) and **Prof. Klaus Wälde** (Chair of Macroeconomics) provides external national and international researchers a platform to present their current research projects. The seminar takes place on Mondays from 4.15 p.m. until 5.45 p.m. in room "Dekanatssaal" (ReWi I building, 03-150). The talks are held in English. All researchers and students are welcome to attend. The schedule of the faculty seminar series can be found on [wiwi.uni-mainz.de/seminar.html](https://wiwi.uni-mainz.de/seminar.html).

### Brown bag seminar

The brown bag seminar is an informal research seminar for students and faculty members organized by **Prof. Reyn van Ewijk** (Chair of Statistics and Econometrics). It takes place on Tuesdays from 12 a.m. until 1 p.m. in room HS VIII (-1 341 Old ReWi building). The seminar serves the purpose of giving doctoral students and faculty members an opportunity to present current research projects. The talks are held in English. All researchers and students are welcome to attend. The schedule of the brown bag seminar can be found on [wiwi.uni-mainz.de/brownbag.html](https://wiwi.uni-mainz.de/brownbag.html).



## News from student organizations

### News from PROF

The PROF project launched another workshop which started in the winter term 2018 named presentation skills. In this workshop participants learned the basic steps to a successful presentation and got immediate feedback about their presentation style. Moreover, in the winter term the lecture series “Let’s talk about” continued with an evening focused on the topic “Human Resources”. Representatives from Deutsche Bahn and R&V talked about their daily work life and what is needed to get into HR.

The PROF Team also welcomes a new member: Dr. Christoph Schallert. He will support the rest of the team with his expertise and expand the activities in the law department. If you have any questions or suggestions regarding the project „PROF | Studierende professionell beraten“ please do not hesitate to contact us.



## AKB

The Arbeitskreis Börse (AKB) looks back on an exciting year. We are humbled to see the growing interest in our association. It is a great pleasure to help students get to grips with the financial industry. Our thanks go to all the people and companies who helped achieve that during the past term.

Trips to Deutsche Bundesbank and Fraport AG (in charge of Frankfurt International Airport) were just part of the ongoing program. Apart from an insight into the professional environment we received lots of first-hand information. This was complimented by several events hosted on campus. Broadly varied workshops and lectures served educational as well as networking purposes. We are proud to cooperate with industry-leading companies like zeb and Hogan Lovells in that respect. The interdisciplinary exchange within the organization was supported by frequent meetups in the infamous Baron. Traditions were kept as well, for example with the welcoming reception at the beginning and a get-together at the end of both semesters.

Speaking about traditions we offered the so called “BVH-Börsenführerschein” (BöFü). This course plays a major role in every semester. Educating people in finance is a necessity often ignored. Hence why we want to provide basic knowledge about capital markets and financial products. It was an honor to hand out over 100 well-deserved certificates in the last period.

Furthermore, the managing-committee attended events hosted by the head organization BVH and local communities. The opportunity to interact with other associations is very important. Besides the information surplus it helps to develop ourselves and create new opportunities.

We look forward to seeing many new and familiar faces in the upcoming term. If you are interested in sharing ideas, learning more about events or joining the team, please visit our website at [www.akb-mainz.de](http://www.akb-mainz.de) or contact us via [info@akb-mainz.de](mailto:info@akb-mainz.de).







**Another successful year ends for the student council “Fachschaft Wirtschaft”.** Besides organizing events like the “Bücherbasar”, the “Grillstand”, parties and a football tournament for our fellow students to raise funds to support the graduation ceremony, we do also represent the opinions of the students in different committees.

Being part of the committee for studies and teaching (FASL), faculty council (FBR), and central council (ZEFAR) enables us to influence important decisions on topics like the recruitment of new professors, changes in the field of teaching and learning, involvement in projects like the renovation of the library and discussions on new exam regulations. Providing information about the university and the field of business and economics at JGU Mainz for our fellow students is our privilege and we are always pleased to help.





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