



Annual Review 2019/2020

JG|U GUTENBERG SCHOOL OF
MANAGEMENT
& ECONOMICS

Welcome!

We are happy to present the annual review of the Gutenberg School of Management and Economics covering the past academic year 2019/2020.

Due to the Covid-19 pandemic, we saw each other mostly digitally during the last summer term. We thank all students for their feedback that helped us to improve our digital teaching. While digital teaching will probably continue in many classes during the upcoming winter term, we hope to see all of you in person soon.

One positive piece of news. The CHE (Centrum für Hochschulentwicklung) published its highly regarded ranking of Bachelor programs. We are happy to report that our Bachelor program in Management and Economics ("Wirtschaftswissenschaften") has an outstanding national reputation, with top ratings in the student survey and factual indicators. This result supports our belief that our study programs are of high quality and that it prepares our students well for the job market. We will do our best to ensure the high quality of our program in the future.

In this annual review, you will find a detailed report about the CHE ranking. Other topics of this newsletter include the graduation ceremonies, new top publications and new research projects by our faculty including research on the Covid-19 pandemic.

We hope that you enjoy reading our annual review. We thank everyone who submitted an article to this issue. We thank Johannes Kreim and Bianca Luley for editing assistance.

We wish you a successful and productive new academic year!



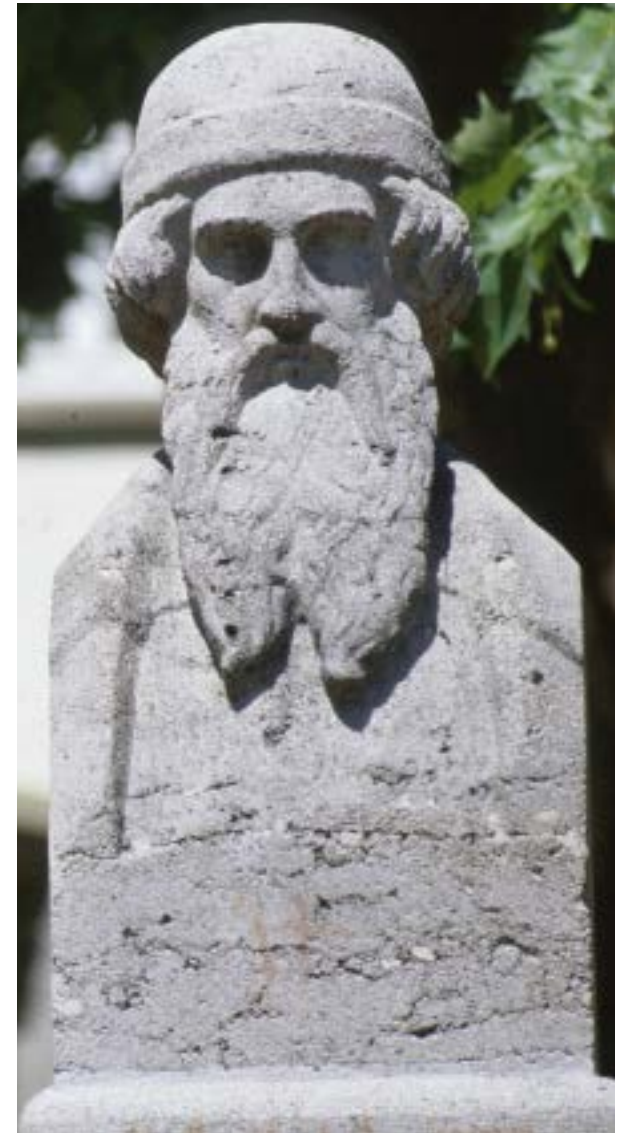
Roland Euler

*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

Juniorprof. Sandra Kronenberger joins JGU Mainz as a new Juniorprofessor of Accounting. Her research focuses on strategic interactions between managers, shareholders, and board of directors, with an emphasis on board of directors' independence, accounting conservatism, fair value measurement, and debt contracting. She graduated from the University of Zagreb and received her doctorate from the University of Graz. Before joining JGU Mainz, she held a Post-Doc position at Leibniz University Hannover. She was a visiting researcher at New York University and at the University of Toronto. Furthermore, she received research grants from Leibniz University Hannover and the University of Graz.



Dr. Timo Gschwind (Chair of Logistics Management) started as full professor of logistics at the faculty of business studies and economics at the Technical University of Kaiserslautern on 1 April 2020, where he already worked as deputy professor in the winter term 2019/20. He spent his doctorate and postdoc phase at the Chair of Logistics Management (**Prof. Stefan Irnich**) at GSME/JGU Mainz. During his time in Mainz, Timo Gschwind published 16 articles in A-ranked journals (VHB jourqual) and raised third-party funds (DFG; together with Prof. Stefan Irnich) summing up to more than 700 000 euros. Dr. Timo Gschwind was ranked at place 96 among more than 2300 German-speaking researchers in the Handelsblatt BWL-Ranking 2018 (also ranked 70th among researchers younger than 40 years). The Gutenberg School wishes Dr. Timo Gschwind all the best for his future career.



Prof. Oliver Heil retired from his position as holder of the chair of Marketing. He has served from 1995 to 2020 in this position. Before joining the JGU Mainz, he held positions at the UCLA (Anderson Graduate School of Business) and the University of Pennsylvania (Wharton School). We are grateful that Prof. Oliver Heil has served at our school for over 25 years and we wish him all the best for his future.

Prof. Erk Piening left JGU Mainz to join the Leibniz University Hannover. He has been a professor of Organization, Human Resources, and Management at JGU Mainz since 2014. We are happy to pass on his farewell greetings to you: “I spent almost six fantastic years at the JGU Mainz – for me a tremendous learning experience and clearly fun time. Mainz and the JGU will always have a special place in my heart. Many thanks to my team, my colleagues, the academic and administrative staff, and of course our likeable students.” The Gutenberg School wishes Prof. Erk Piening all the best for his future career.



Excellent results at CHE Ranking 2020/21

Johannes Gutenberg University Mainz (JGU) is excellently placed in the current CHE University Ranking, published in the new ZEIT Studienführer 2020/2021. This year the ranking focused, among others, on the field of Economic Sciences (“Wirtschaftswissenschaften”).

The student survey places the Bachelor program in Management and Economics (“Wirtschaftswissenschaften”) at JGU Mainz in the top group for four ranked indicators. In national comparison, JGU is rated above average in the “Supervision”, “Overall study situation”, “Exams”, and “Study organization” indicators. JGU Mainz also achieves very good results in other indicators including the “Academic studies and teaching” module. In terms of the indicators “Support for study entry phase” and “Graduates in appropriate time, undergraduate degrees”, Economics at JGU Mainz ranks among the top national group.

Furthermore, Business Administration at JGU Mainz scores above average on the research indicator “Publications per professor” in national comparison.



Study news

Graduation ceremonies of the Gutenberg School of Management and Economics

The graduation ceremony took place on 29. November 2019. Unfortunately, the graduation ceremony on 19 June 2020 had to be cancelled due to the Covid-19 pandemic. We congratulate our students who successfully finished their bachelor and master studies at JGU Mainz.

In the winter term, Prof. Achim Wambach (President of the Mannheim Centre for European Economic Research (ZEW), Chairmen of the Monopolies Commission) held the commencement speech on „From donor kidneys to high frequency trading - Economists redesign markets”.

The graduation ceremony was kindly sponsored by Deloitte and KION.

	Graduating students
B.Shc. Management and Economics	300
B.Sc. Business Education	34
M.Sc. Management	168
M.Sc. International Economics and Public Policy	73
M.Sc. Business Education	31



Prof. Achim Wambach



We congratulate the winners of the Gutenberg Teaching Council (GTC/GLK) award for an excellent thesis:

Malte Prahst

B.Sc. in Management and Economics

Johannes Carow

M.Sc. in International Economics and Public Policy

Alexander Engelhart

M.Sc. in International Economics and Public Policy





The KION price for an excellent thesis was jointly awarded to:

Charlotte Rauschenberger

B.Sc. in Management and Economics

Ann-Kristin Guth

M.Sc. in Management





The GOR price for an excellent thesis in the field of operation research was awarded to:

Johannes Splietorp

M.Sc. in Management





Graduating Bachelor Students 2019



Graduating Master Students 2019



Graduation ceremonies of the MIEPP program

The graduation ceremony for the Master of Science in International Economics and Public Policy (MIEPP) took place on 14 October 2019. Alexander Engelhart was honored for achieving the best average grade of his cohort.

Prof. Philipp Harms (Chair of International Economics) delivered the keynote speech. The graduation ceremony 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.

Graduation ceremonies of the EMBA program

The first Friday in September marks one of the most important days in the EMBA calendar. This is always the date on which the graduating year is bid farewell. Accordingly, the 28 graduates of the 18th year of EMBA Mainz gathered this September in Caps and Gowns together with the officials of EMBA Mainz and Susanne Veltins.

After the joyful moment of the caps flying through the air was captured, the Vice Dean of the Faculty of Law and Economics, **Prof. Roland Euler** (Chair of Corporate Taxation), welcomed the graduates and congratulated them on their successfully completed EMBA studies. **Prof. Franz Rothlauf** (Chair of Business Informatics), used the opportunity of the farewell ceremony to remind the participants of their responsibility they have, in particular, as managers for companies, colleagues and employees, the society and the environment.

As the patron of the 18th year of study, Susanne Veltins gladly took on the task of giving the ceremonial address. In her speech, Veltins, who is now in her 25th year as owner of the Veltins Brewery, emphasized the importance of employees for a company. Veltins highlighted that corporate success always depends on having first class employees. By attending the graduation ceremony at the JGU Mainz, Veltins returned to her alma mater, where she studied law for a few semesters before taking over the management of the brewery.

Together with Prof. Franz Rothlauf and Prof. Roland Euler, Veltins presented the certificates to the participants of “her” year of study after her ceremonial speech. The official ceremony was concluded by the review of the year’s speaker, Khaled Alajlani, of the past two intensive years of EMBA studies at JGU Mainz.



Research news

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

Bonadio, Barthélémy; Fischer, Andreas M.; **Sauré, Philip**. (2020). The speed of the exchange rate pass-through. *Journal of the European Economic Association*, 18(1), 506-538.

Desaulniers, Guy; **Gschwind, Timo; Irnich, Stefan**. (2020). Variable fixing for two-arc sequences in branch-price-and-cut algorithms on path-based models. *Transportation Science*, doi: 10.1287/trsc.2020.0988.

Downar, Benedikt; Ernstberger, Jürgen; **Koch, Christopher**. (2020). Determinants and consequences of auditor dyad formation at the top level of audit teams. *Accounting, Organizations and Society*, forthcoming.

Gschwind, Timo; Irnich, Stefan; Furini, Fabian; Wolfler Calvo, Roberto. (2020). A branch-and-price framework for decomposing graphs into relaxed cliques. *INFORMS Journal on Computing*, doi: 10.1287/ijoc.2020.0984.

Gschwind, Timo; Irnich, Stefan; Tilk, Christian; Emde, Simon. (2020). Branch-cut-and-price for scheduling deliveries with time windows in a direct shipping network. *Journal of Scheduling*, 23, 363–377, doi: 10.1007/s10951-019-00620-y.

Guthier, Christina; Dormann, Christian; Voelkle, Manuel C. (2020). Reciprocal effects between job stressors and burnout: A continuous time meta-analysis of longitudinal studies. *Psychological Bulletin*, forthcoming.

Herhausen, Dennis; **Emrich, Oliver**; Grewal Dhruv; Kipfelsberger, Petra; Schoegel Marcus. (2020). Face forward: How employees' digital presence on service websites affects customer perceptions of website and employee quality service. *Journal of Marketing Research*, doi: 10.1177/0022243720934863.

Hett, Florian; Mechtel, Mario; Kröll, Markus. (2020). The structure and behavioral effects of revealed social identity preferences. *The Economic Journal*, forthcoming.

Hintsch, Timo; Irnich, Stefan. (2020). Exact solution of the soft-clustered vehicle-routing problem. *European Journal of Operational Research*, 280(1), 164–178, doi: 10.1016/j.ejor.2019.07.019.

Hoffmann, Mathias; **Stewen, Iryna**. (2020). Holes in the dikes: The global savings glut, U.S. house prices and the long shadow of banking deregulation. *Journal of the European Economic Association*, forthcoming.

Kohl, Miriam. (2020). Redistribution, selection, and trade. *Journal of International Economics*, 122, 103-255.

Steiner, Konrad; Irnich, Stefan. (2020). Strategic planning for integrated mobility-on-demand and urban public bus networks. *Transportation Science*, doi: 10.1287/trsc.2020.0987.

Tilk, Christian; Goel, Asvin. (2020). Bidirectional labeling for solving vehicle routing and truck driver scheduling problems. *European Journal of Operational Research*, 283(1), 108-124, doi: 10.1016/j.ejor.2019.10.038.

Further top publications (Q1 according to SCImago)

Auer, Raphael A.; Levchenko, Andrei A.; **Sauré, Philip.** (2019). International inflation spillovers through input linkages. *The Review of Economics and Statistics*, 101 (3), 507-521, doi: https://doi.org/10.1162/rest_a_00781.

Bayer, Christian; **Rendall, Alan D.; Wälde, Klaus.** (2019). The invariant distribution of wealth and employment status in a small open economy with precautionary savings. *Journal of Mathematical Economics*, 85, 17-37.

Harms, Philipp; Landwehr, Claudia. (2020). Is money where the fun ends? Material interests and individuals' preference for direct democracy. *European Journal of Political Economy*, 61, 101818.

Harms, Philipp; Schwab, Jakob. (2020). Depression of the deprived or eroding enthusiasm of the elites: What has shifted the support for international trade? *European Journal of Political Economy*, 64, 101901.

Höllig, Christoph E.; **Tumasjan, Andranik;** Welp, Isabell M. (2020). Individualizing gamified systems: The role of trait competitiveness and leaderboard design. *Journal of Business Research*, 106, 288-303.

Klein, Pascal; Küchemann, Stefan; **Brückner, Sebastian; Zlatkin-Troitschanskaia, Olga;** Kuhn, Jochen. (2019). Student understanding of graph slope and area under a curve: A replication study comparing first-year physics and economics students. *Physical Review Physics Education Research*, 15(2), 1-17.

Landwehr, Claudia; **Harms, Philipp.** (2019). Preferences for referenda: intrinsic or instrumental? Evidence from a survey experiment. *Political Studies*, forthcoming doi: <https://doi.org/10.1177/0032321719879619>.

Löffler, Maximilian; Desaulniers, Guy; **Irnich, Stefan;** Schneider, Michael. (2020). Routing electric vehicles with a single recharge per route. *Networks*, forthcoming, doi: 10.1002/net.21964.

Savitri Ary I.; Painter, Rebecca C; Lindeboom, Maarten; Roseboom, Tessa J.; **Van Ewijk, Reyn.** (2019). Ramadan exposure and birth outcomes: a population-based study from the Netherlands. *Journal of Developmental Origins of Health and Disease*, forthcoming.

Covid-19 research

Prof. Klaus Wälde (Chair in Macroeconomics) and co-authors (including **Dr. Jean R. Donsimoni** and **Dr. Constantin Weiser**) conducted various research projects on the Covid-19 pandemic. The projects include measuring the impact of spread containment policies (e.g. shutdowns, mask-wearing) and the determinants of the spread of the pandemic in Germany under different policy regimes (e.g. extended vs limited shutdowns). This line of research has yielded five publications in Covid Economics, the German Economic Review, Perspektiven der Wirtschaftspolitik, Wirtschaftsdienst, and CESifo Economic Studies (forthcoming). This research project involved 11 researchers working across 8 universities and research centers internationally.

In support of this research project, a virtual workshop was held on 6 April 2020, entitled “COVID19 in Germany – method-based forecasts”. Its aim was to promote multidisciplinary research on the early stages of the pandemic in Germany and how best to forecast its spread among the population. Presenters and attendees came from all over Europe’s leading universities and research institutes.

Prof. Klaus Wälde maintains a blog (Der Corona-Blog), which aims to provide updated information and data on the research of the group as well as the spread of the virus and the efficacy of policies in curbing the diffusion of the pandemic. He was partly delegated to IZA Bonn (Institute of Labor Economics) from May to October 2020, within the scope of his COVID-19 research.

Donsimoni, Jean R.; Glawion, René; Hartl, Tobias; **Plachter, Bodo**; Timmer, Jens; **Wälde, Klaus**; Weber, Enzo; **Weiser, Constantin**. (2020). Covid-19 in Deutschland – Erklärung, Prognose und Einfluss gesundheitspolitischer Maßnahmen. Perspektiven der Wirtschaftspolitik, doi: <https://doi.org/10.1515/pwp-2020-0019>.

Donsimoni, Jean R.; Glawion, René; **Plachter, Bodo**; **Wälde, Klaus**. (2020). Projecting the Spread of COVID19 for Germany. German Economic Review, 21, 181–216.

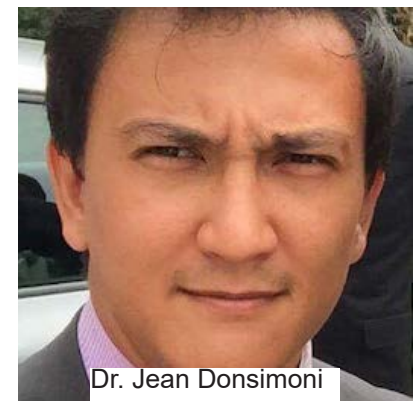
Donsimoni, Jean R.; Glawion, René; **Plachter, Bodo**; **Wälde, Klaus**; **Weiser, Constantin**. (2020). Should contact bans be lifted in Germany? A quantitative prediction of its effects. CESifo Economic Studies, forthcoming.

Donsimoni, Jean R.; Glawion, René; **Wälde, Klaus**; **Plachter, Bodo**. (2020). Projektion der COVID-19-Epidemie in Deutschland. Wirtschaftsdienst, 4, 272–276.

Hartl, Tobias; **Wälde, Klaus**; Weber, Enzo. (2020). Measuring the impact of the German public shutdown on the spread of Covid-19. Covid Economics: Vetted and Real-Time Papers, 1, 25-32.



Prof. Klaus Wälde



Dr. Jean Donsimoni

New research funding

New research college “DI-GEST: Digitalisierung gestalten”

Within the framework of the new funding line “Research Colleges Rhineland-Palatinate”, the Rhineland-Palatinate Ministry of Science is funding the research college “DI-GEST: Digitalisierung gestalten” awarded to three professors at JGU Mainz und three professors at Hochschule Mainz (HS Mainz) for three years.

Since the end of 2019, three research teams, consisting of two professors and two doctoral students each, have been investigating how organizations identify opportunities in the digital transformation and use digital technologies to transform business models, processes, and values chains. The three research tandems and their overarching topics are:

(1) Theories of digital opportunity identification and exploration: **Prof. Andranik Tumasjan** (Chair of Management and Digital Transformation) and Prof. Oliver Mauroner (HS Mainz) with their doctoral students **Sebastian Woelke** and Eva Kratz.

(2) Technology-driven transformation of decision-making processes: **Prof. Franz Rothlauf** (Chair of Business Informatics) and Prof. Gunther Piller (HS Mainz) with their doctoral students **Marc de Zoeten** and Matthias Brunnbauer.

(3) Storytelling in digital environments and consumer preference development: **Prof. Oliver Emrich** (Chair of Management and Social Media) and Prof. Sven Pagel (HS Mainz) with their doctoral students **Susan Glaser** and Elena Höfer.

Dr. Damir Stijepic (Chair in Macroeconomics) received a DFG funding in the amount of 314.400 euros for his research project “Human Capital in the 21st Century: A Macroeconomic Perspective with a Special Reference to the Multidimensionality of Skills”.



The Chair of Corporate Finance (**Prof. Andrej Gill**) and the Chair of Digital Economics (**Prof. Florian Hett**) jointly received a funding of about approximately 100.000 euros from the Leibniz Institute for Financial Research SAFE Research Group “Household Cash Management”.



Scientific Meta-Project on Research for the Internationalization of Vocational Training (MP-INVET)

The new BMBF-funded scientific meta-project headed by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Economics Education) is responsible for the systematic development of an international research community and network within and outside the new BMBF funding initiative on research for the internationalization of vocational education and training. The project runs for three years and contributes to the research outcomes within and outside the funding initiative. For more information: www.mp-invete.de

Meta Study: Mapping Competency Acquisition in Higher Education and its Influences

The aim of this new BMBF-funded project headed by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Economics Education) is to map higher education students' competencies and learning outcomes in higher education and to identify their central institutional, domain-specific and student-related influencing factors. Contact: info@kompetenzen-im-hochschulsektor.de

Chair of Business and Economics Education receives funding to develop digital teaching-learning tools

The proposal for "Technology and Business: Integrated Education (TWIND)" submitted by **Prof. Christian Dormann, Prof. Olga Zlatkin-**

Troitschanskaia and **Dr. Christiane Kuhn** (Chair of Business and Economic Education) and their partners was positively evaluated in the Teacher Training Quality Campaign, jointly funded by the German federal and state governments. Over the next four years (2020-2023), JGU Mainz will receive 1.2 million euros to develop and sustainably establish digital teaching-learning approaches and tools for vocational teacher training.

New BMBF-funded project BRIDGE: Performance Assessment of Domain-specific and Generic Use of Online Media by Young Professionals

The aim of the new BRIDGE research project, conducted by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Education) and their partners, headed, and funded by the BMBF from 2020 to 2023, is to assess the influence of online media used in job-specific educational processes. In a longitudinal design, the general critical online reasoning (GEN-GOR) and domain-specific critical online reasoning (DOM-COR) of young professionals from three different domains – medicine, law, and teacher training – are measured using computer-based innovative performance assessments. The core of the project is an online training program that teaches participants how to critically deal with online information by fostering self-learning strategies.

ELMaWi-Transfer: Fostering subject-specific competencies of prospective teachers using video-based ELMaWi tools

The research proposal for the project ELMaWi-Transfer, submitted by **Prof. Olga Zlatkin-Troitschanskaia**, **Dr. Christiane Kuhn** and **Hannes Saas** (all Chair of Business and Economics Education) in collaboration with the Leibniz Institute for Science and Mathematics Education in Kiel (IPN, Department of Mathematics Education), has been accepted, and the project will receive funding for two years, starting in July 2020.

The ELMaWi-Transfer project aims (1) to provide a concept for an online teaching-learning environment to foster and assess practical competencies of prospective teachers and (2) to implement this newly developed concept in the area of economics and mathematics teacher education in practice and to evaluate the success of the transfer process



Appointments

Prof. Reyn van Ewijk (Chair of Statistics and Econometrics) became a member of the steering committee of the Kompetenznetz Public Health COVID-19, as a representative of the German Society of Health Economics (DGGÖ). In this network, over 25 scientific societies work together to provide interdisciplinary expertise for the current discussion and decision-making related to COVID-19 in a flexible and fast way.

Prof. Andrej Gill (Chair of Corporate Finance) will join the EMBA's management team and, together with **Prof. Franz Rothlauf** (Chair of Business Informatics), he will assume the function of academic director of the program. In this function, the two are responsible for the content, personnel and thematic orientation of the program. In addition, they represent the program externally. **Dr. Stefanie Best-Klossok**, who is responsible for the administrative and organizational aspects of the program, will continue to serve as the program's executive director.

Dr. Roland Happ (Chair of Business and Economics Education) completed his habilitation with his habilitation lecture on 30 June 2020 at the Department of Law and Economics at JGU Mainz. The habilitation colloquium awarded him the *venia legendi* for his subject "Educational science with a focus on vocational and business and economics education". We congratulate PD. Dr. habil. Roland Happ on his achievement.

Juniorprof. Paul Kaufmann (Chair of Computational Intelligence) served as an editor for the special issue "Bio-Inspired Computing and Automation" of *EvoStar* 2019, one of the leading conferences for evolutionary computation.

Prof. Christopher Koch (Chair of Corporate Governance and Auditing) was appointed associate editor at the "European Accounting Review", the premier outlet of the European Accounting Association.

Marie-Theres Nagel (Chair of Business and Economics Education) was accepted as a junior member of the Gutenberg-Academy, which funds and fosters up to 25 of the most outstanding PhD candidates from all departments of JGU Mainz.

Fabienne Pradella (Chair of Statistics and Econometrics) has joined the JGU's Gutenberg Academy as a junior member in April 2020. Founded in 2006, the Gutenberg Academy brings up to 25 of the university's best doctoral students and artists (junior members) together and provides them with the possibility to participate in a regular intensive interdisciplinary exchange with excellent researchers at JGU Mainz and external mentors. The Academy's central focus is on the interdisciplinary exchange of ideas, individual development and networking.

Manuel Denzer (Chair of Applied Statistics and Econometrics) has been selected to participate in the 7th Lindau Meeting on Economic Sciences as one of 373 young economists from 60 different countries. The Lindau Meeting on Economic Sciences is held every three years and convenes 30-40 Nobel Laureates in Lindau (Bodensee) where they meet the next generation of leading scientists to discuss current economic matters as well as recent discoveries in the field of Economics. The 7th Lindau Meeting for which Manuel Denzer has been nominated by the Wirtschafts- und Sozialwissenschaftlichen Fakultätentag and passed a multistep selection process was postponed due to the current Covid19 crisis and is rescheduled for August 2021.

Awards

Prof. Oliver Emrich (Chair of Management and Social Media) has been awarded the prestigious William R. Davidson Award for a publication in the field of retail research. The article was written together with Professor Dennis Herhausen, Dr. Kristina Kleinlercher, Professor Peter Verhoef, and Professor Thomas Rudolph. Entitled „Loyalty Formation for Different Customer Journey Segments“, it has been acknowledged as the best contribution to the Journal of Retailing, a leading



periodical in the field, in 2019.

The authors investigated the impact of technological change on consumer behavior and identified five customer segments, which differ from one another in terms of how individuals search and purchase products.

The William R. Davidson Award is awarded every year to the best article in the Journal of Retailing, a leading international journal for the

retail trade that, in its own words, „is devoted to advancing the state of knowledge and its application with respect to all aspects of retailing, its management, evolution, and current theory.“ The award winners are selected following a vote among the members of the magazine’s panel of experts and the associated publishers. The award ceremony took place from 21 to 23 August 2020 during the Summer Academic Conference hosted by the American Marketing Association (AMA) in San Francisco.

PD Dr. Roland Happ (Chair of Business and Economics Education) has been honored with an award by the Käthe and Ulrich Pleiß Foundation (see <https://kaethe-und-ulrich-pleiss-stiftung.de/preis/>) for his habilitation thesis “The influence of the migration background on different facets of economic knowledge - implications for economic didactics”.

Dr. Miriam Kohl (Chair of International Economics) has been awarded the JGU Teaching Award for her excellent performance in teaching. In the past, Dr. Kohl has taught the course “European Integration”, and she has organized several seminars on the distributional effects of globalization. Together with other laureates, Dr. Kohl will be honored by the university management board at the annual DIES LEGENDI organized by the Gutenberg Teaching Council.



Prof. Klaus Wälde (Chair in Macroeconomics) received the Best Teaching Award of GSEFM (Graduate School of Economics, Finance, and Management) for his lecture “Advanced Macroeconomic Theory 1” in the academic year 2018/19.

Dr. Eva Appelmann, Dr. Anita Eisele and Dr. Cecile Kornmann (all former research assistants at the Chair of Marketing I) have won the “Alfred Teves-Stiftungspreis 2019” for their Dissertations. The topic of Dr. Eva Appelmann’s dissertation was: “Pay What You Want - Empirical Investigations and Implications of Customer Participation in Pricing”. Dr. Anita Eisele PhD thesis’ subject were: “The Different Facets of Self-Congruence and Consumer (Anti-) Choice” and Dr. Cecile Kornmann doctoral thesis issued the “Understanding and Managing (Abusive) Product Returns in Online Retailing”.

Dr. Eva Erhardt (former PhD student at the Chair of Applied Statistics and Econometrics) has won “the Alfred Teves-Stiftungspreis 2020” for her dissertation entitled ““Employment growth of firms: Three empirical investigations into microfinance, high-growth, and institutions based on evidence from Bulgaria”.

Past events

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

Following the move of **Juniorprof. Konstantin Wacker** to the University of Groningen, the former “Mainz Workshop on FDI and MNCs” – organized by **Philipp Harms** (Chair of International Economics), **Nils Steiner** (Political Science) and Konstantin Wacker – was relabelled, and on 4-5 November 2019, the fifth “Mainz-Groningen” workshop took place in the Netherlands. Joined by a wider audience of Ph.D. and MA students, thirteen scholars from various universities and policy institutions held presentations and discussions on the measurement, determinants and effects of FDI. The workshop was supported by De Nederlandsche Bank and the SOM Research Institute. The keynote lecture by Prof. Kalina Manova (University College London) focused on multinational firms, global value chains, and financial frictions.

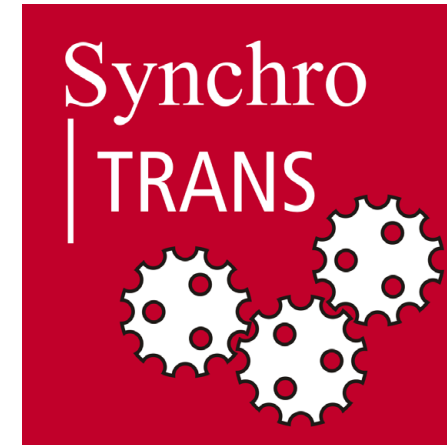


Special event in column-generation research: Experiments and Theory – SECRET 2019

On 11-12 December 2019, the Gutenberg School of Management and Economics hosted the two-day “Special Event in Column-generation Research: Experiments and Theory” (SECRET), jointly organized by **Dr. Jean Bertrand Gauthier**, **Dr. Timo Gschwind**, and **Dr. Christian Tilk** (all from the Chair of Logistics Management). The workshop attracted leading researches of the Operations Research community from Austria, Canada, France, Spain, and Germany to Mainz to share their latest research on column-generation applications, models, and algorithmic enhancements in a single stream of presentations.



Dr. Christian Tilk (Chair of Logistics Management), **Prof. Stefan Irnich** (Chair of Logistics Management), Prof. Fabien Lehu     (IMT Atlantique), and Prof. Olivier Peton organized the two-day meeting SynchroTrans II in Nantes, France on 10-11 September 2019. The conference is intended to share the latest research on synchronization applications, models, and algorithmic approaches within the vehicle routing community. SynchroTrans is a small, focused, single-stream workshop on synchronization in vehicle routing and transport. There are many applications of vehicle routing problems (VRPs) having additional synchronization requirements with regard to spatial, temporal, and load aspects. Examples are load transfers between vehicles, trucks pulling detachable trailers, combined routing of vehicles and crews, synchronized operations of service technicians or home health care staff, synchronized routing of snowplows etc. Such types of VRPs have recently attracted more and more interest from the Operations Research community.



Against the backdrop of travel restrictions and cancelled research seminars and workshops, the Chair of International Economics organized a weekly online platform, called the Open International Brown Bag (OIBB). With the participation of **Prof. Andrea Lassmann** (Chair of International Economic Policy), **Prof. Philipp Harms** (Chair of International Economics) and **Prof. Philip Saur  ** (Chair of International Finance) as the backbone, the IOBB provided an opportunity for advanced doctoral students in the field of International Economics to present and discuss their current work. Presenters were, among others, from JGU Mainz, University of Mannheim, University of Nottingham and University of Oslo. The IOBB attracted an international audience at junior and senior level, who engaged in an exchange that helped to forge the research community.

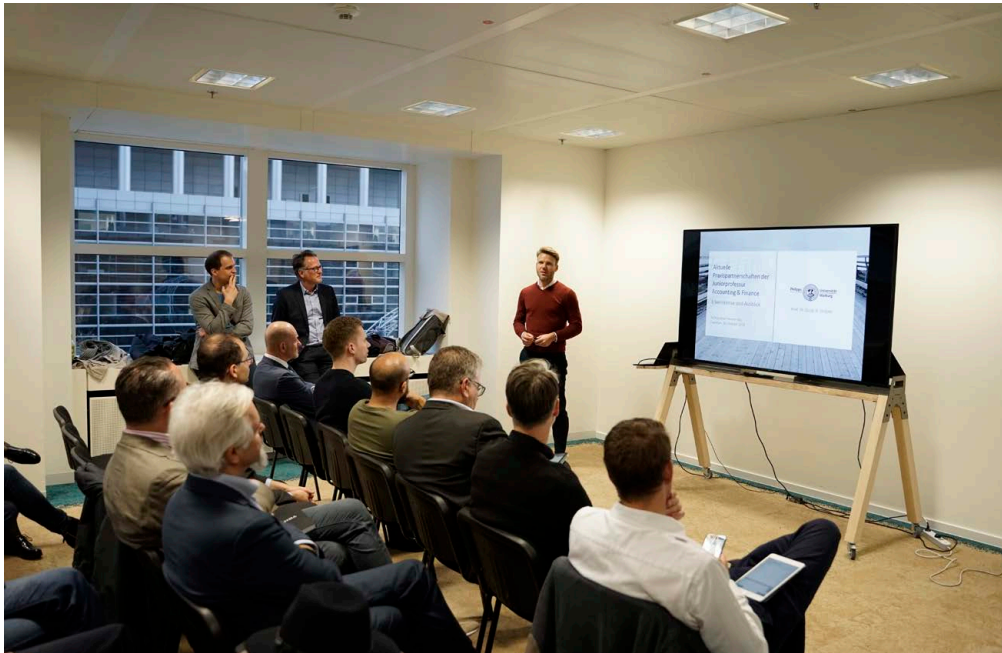
Startup Nights

The Startup Night, initiated by **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 in 2018, continued successfully in the last academic year. Three Startup Nights were organized and as a highlight, one Startup Night took place in cooperation with the Gutenberg Digital Hub. With an increasing number of diverse entrepreneurial speakers, the Startup Night has established itself as a meeting point for entrepreneurially minded people. The presentations and the get together afterwards help to create a network of people interested in startups and in founding their own businesses.

Student get-together with the chairs of Corporate Finance, Digital Economics and Solactive:

Last October the chairs of Corporate Finance (**Prof. Andrej Gill**) and Digital Economics (**Prof. Florian Hett**) organized the next installment of the student get-together – this year in collaboration with Solactive AG. Selected students who excelled in previous semesters got the opportunity to connect among each other, the teams of the chairs, and representatives from Solactive, a German index provider from Frankfurt. After a short introduction by Prof. Andrej Gill and the CEO of Solactive Steffen Scheuble the participants had a lively and pleasant exchange and gained valuable insights regarding careers in the academic as well as the private sector, while members from the chair and Solactive got a fresh students' perspective on related matters.





Business Practice meets Science

In October the event series “Business Practice meets Science” organized by **Prof. Florian Hett** (Chair of Digital Economics) and Prof. Michael Kosfeld (Goethe University) entered the next round. Together with Prof. Oscar Stolper (Marburg University), they met at the TechQuartier in Frankfurt to discuss with practitioners from the financial industry about fruitful collaborations among researchers and practitioners. Prof. Michael Kosfeld explained the general perspective of researchers and their need for data and practical insights to address relevant scientific questions and how practitioners can also benefit from academic research. Prof. Florian Hett and Prof. Oscar Stolper presented some of their recent work that builds on such collaborations and illustrated how mutual benefits can be realized.

Dr. Sebastian Schäfer, the managing director of TechQuartier, emphasized the relevancy of the format and invited the organizers and participants to continue with the event series.

Women in ETF Breakfast Event

In February the Women in ETF initiative organized a Breakfast Event at Solactive in Frankfurt. **Prof. Florian Hett** (Chair of Digital Economics) gave an introduction into the field of Digital Economics to illustrate the academic perspective on the economic effects of digitization, while Anneke Jara Tietje from the DWS Group and Dr. Axel Haus from Solactive AG gave insights into current trends in Digital Analytics and Financial Markets.



News from the German-Polish cooperation with SGH Warsaw

Strengthening successful partnerships and reacting to current developments while likewise securing future growth – those were the main tasks that defined the cooperation with SGH Warsaw during the academic year 2019/20 under the direction of JGU Mainz's Program Representative **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics).

After the prolongation of the Double Degree Agreement in 2018, another milestone for the cooperation on Master's level was hit in 2020: The funding application submitted to the German Academic Exchange Service (DAAD) got approved, raising more than a hundred thousand euros for the period between September 2020 and August 2022.

While the cooperation on Bachelor's level has been funded by DAAD since 1993, the Master's program, allowing students from both universities to obtain two degrees within two years, had not received third party funding. This has changed now: Not only does the recent acquisition of the new funding line ensure immediate financial support in the form of mobility and residence grants for JGU Mainz students. Thanks to the additional funds for public relations, for example, it also allows to take the cooperation to another level by enhancing the visibility and attractiveness of the Double Degree Program in the long term.

The resilience of the cooperation with SGH - at both Bachelor's and Master's level - proved successful when the effects of the corona crisis forced the project coordinators to adapt the measures planned for 2020 to the new conditions: For example, in close cooperation with the partner university and thanks to the flexibility of the chairs involved at JGU, the range of German guest lectures at

SGH could be converted to a digital format at short notice.

While the pandemic is requiring a rapid and demanding adjustment of the project, it has clearly reminded us once more of the growing importance of international exchange not only for research and teaching, but also for social networking and intercultural understanding.

If you are interested in learning more about the Double Degree Program please visit <https://www.master.economics.uni-mainz.de/double-degree-program/>

Upcoming events

In the Faculty Seminar, external national and international researchers present their current research projects. The seminar usually takes place on Mondays from 6 p.m. until 7.30 p.m. The talks are in English. All researchers and students are welcome to attend. The schedule of our Faculty Seminar series can be found here: <http://wiwi.uni-mainz.de/seminar.html>.

The Brown Bag Seminar is an informal research seminar for students and faculty. It takes place on Tuesdays from 12 p.m. until 1 p.m. The seminar serves the purpose of giving doctoral students and the faculty a platform for presenting their current research. Talks about unfinished projects or even project ideas are particularly welcome. All talks are held in English. All researchers and students are welcome to attend. The schedule of the Brown Bag Seminar can be found here: <https://wiwi.uni-mainz.de/brownbag/>

News from student organizations

News from PROF

In the last months the PROF Project moved on with their different workshops, guidance offers and evening events. The Startup Night, which is hosted by **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) already took place for the seventh time in January 2020. Unfortunately, the Covid-19 Situation stopped the newest episodes in the summer term 2020.

The 'Let's talk about...' series, which always presents representatives from one specific business area, continued with different events in the law and business sector.

All the guidance offers have been made available, as best as possible, online in the summer term 2020. We will see how the situation develops and adjust all offers for the winter term 2020.



Arbeitskreis Börse

Despite the current situation we are very pleased with the past academic year. It is always a great pleasure to help students get a grip with the financial industry. Our thanks go to all the people and companies helping us to achieve it.

Trips like visiting Deutsche Bundesbank were part of the ongoing program. Apart from an insight into the professional environment we received lots of first-hand information. Besides, several events were hosted on campus. We were honoured to welcome speakers such as Urban Jaekle, Ralph Holler and Jan Altmann. Broadly varied workshops and lectures served for educational as well as networking purposes. We are proud to cooperate with industry-leading companies like zeb, Union Investment and justetf in that regard. The interdisciplinary exchange within the organisation was supported by frequent meetups in the infamous Baron.

Furthermore, the managing-committee joined by plenty of members attended the annual BVH conference. This was also a great opportunity to connect with other associations and introduce oneself to multiple companies.

Although Corona restrictions are still in place, we do not want to stop providing knowledge during the summer. Hence, we changed towards digital education, as our head organisation did. In addition to the well-known Börsenführerschein and How-to-Pitch we will offer various courses and complementing seminars.

We look forward to see new and familiar faces in the upcoming term.

If you are interested in sharing ideas, learning more about us or joining the team, please visit our website at www.akb-mainz.de or contact us via info@akb-mainz.de. It is also worthy to check out our social media pages to stay informed about upcoming events.



Further News

Recent findings from the international collaborative project between Stanford University and JGU Mainz, headed by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Economics Education), on “Critical Online Reasoning” in higher education (CORA), show that students prefer to learn using online information rather than traditional university teaching material. However, they struggle to critically evaluate online information and distinguish between warranted and biased information. These findings, which indicate a need to foster critical online reasoning skills in higher education, are presented in a press release by JGU Mainz (available at https://www.uni-mainz.de/presse/aktuell/11197_DEU_HTML.php) and have been outlined in several publications.

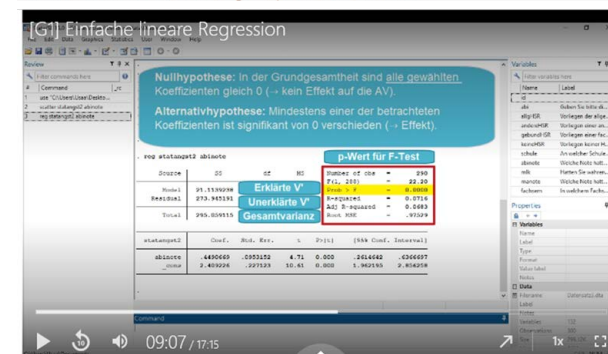
In a collaborative research project at JGU Mainz with HU Berlin headed by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Economics Education), a new short entrance test with which the academic performance and study success of first-year students in Business and Economics can be validly predicted was developed and tested nationwide. The potential for practical application was discussed in a press release by JGU Mainz in 2020 (available at https://www.uni-mainz.de/presse/aktuell/11073_ENG_HTML.php) and has been illustrated in several publications.

Under the direction of Prof. Manuel Förster (TUM) and **Andreas Maur** (Chair of Business and Economics Education), the digital learning platform “StatCom” (funded by the Gutenberg Teaching Council) has been launched at the end of 2019. The publicly available platform (<https://statcom.uni-mainz.de>) features video tutorials and exercises for the statistical software STATA and SPSS to guide students through each important step of research data management (from data input, curation, transformation, through to analysis, and validation) using real data. Students and lecturers can freely pick out particular videos or whole content segments based on their individual wishes. If you have any questions on the implementation of the videos in your lecture or on the use of the platform, feel free to get in touch under statcom@uni-mainz.de

[G1] Einfache lineare Regression

Aus dem zuvor kennengelernten Streudiagramm zweier Variablen lässt sich eine Regressionsgleichung ableiten, mit der Werte einer Zielvariablen aus einer erklärenden Variablen vorhergesagt werden können.

Erklärte STATA-Befehle: *Scatter, regress, predict, sum, lfit, robust*



Lernmaterial

Frage

Lösung

Weiter



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