



GUTENBERG SCHOOL OF
MANAGEMENT
& ECONOMICS

Annual Review 2021/2022

Welcome!

We are happy to present the annual review of the Gutenberg School of Management and Economics covering the past academic year 2021/2022.

It was great seeing you again in person after the long period of digital teaching due to the Covid-19 pandemic. Having discussions with each other at the campus is at the heart of each university. With the renovation of the cafeteria being recently completed, we look forward to an even livelier atmosphere in our main buildings in the upcoming winter term.

In this review, you will find information on new faculty members, research and publications of faculty members as well as past events.

We hope that you enjoy reading our annual review. We thank everyone who submitted an article to this issue. We thank Johannes Kreim, Jan-Luca Hahn and Linus Dietz for editing assistance.

We wish you a successful and productive new academic year!

Yours sincerely,



Roland Euler

*Acting Associate Dean of the Faculty of Law, Management
and Economics*



Christopher Koch

Chair of Corporate Governance and Auditing



News from the Gutenberg School of Management and Economics



The GSME says goodbye!

Prof. Katja Kaufmann (former member of the Chair of Applied Microeconomics) left JGU Mainz to join the University of Bayreuth. She has been a professor of Applied Microeconomics at JGU Mainz since 2019. The Gutenberg School wishes her all the best for her future career.



Prof. Roland Happ (former member of the Chair of Business Education) became a professor for vocational education with a focus on economics at the faculty of Economic Sciences at the University of Leipzig in the summer term 2022. He heads the Institute for Business Education at the Faculty of Business and Economics in Leipzig. The Gutenberg School wishes him all the best for his future career.



Juniorprof. Hannes Saas (former member of the Chair of Business Education) became a junior professor for vocational education at the Technical University of Kaiserslautern in October 2021. In his research, he will focus on the effects of the digital transformation on vocational education. The Gutenberg School wishes him all the best for his future career.

Study news

Graduation ceremonies of the Gutenberg School of Management and Economics

The graduation ceremony took place in June 2022. We are happy to announce that we were able to invite everyone to the ceremony who graduated between the winter term 2019/20 and the winter term 2021/22, allowing the Corona cohorts to have a belated graduation ceremony as well. Almost 800 people attended the celebrations. Afterwards, the student council offered drinks and a snack for all participants.

Prof. Philipp Goedeeking delivered the commencement speech on the opportunities of sustainable aviation. The graduation ceremony was kindly sponsored by Mazars.

We would like to congratulate all our graduates that finished their studies in the last academic year.

	Graduating students
B.Sc. Management and Economics	351
B.Sc. Business Education	37
M.Sc. Management	92
M.Sc. Accounting and Finance	82
M.Sc. International Economics and Public Policy	59
M.Sc./ M.Ed. Business Education	27/15



We congratulate the winners of the Alumni e.V. prize
for an excellent graduation:

Christiane Buschinger

B.Sc. in Management and Economics

Henriette Hillebrand

B.Sc. in Business Education

Rebecca Heigl

M.Sc. in Management

Nathalie Hänig

M.Sc. in Accounting and Finance

Anna Mader

M.Sc. in International Economics and Public Policy

Bianca Hitzelberger

M.Sc. in Business Education

Anika Kohmer

M.Ed. in Business Education

The prize was kindly presented by **Prof. Stefan
Irnich** (Chair of Logistics Management).





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

Kristina Kern (not in the picture)

M. Sc. in Accounting & Finance

Johannes Kreim

M. Sc. in Management

Alexander Ueckermann

B. Sc. in Management and Economics

Sophia Willenbacher

B. Sc. in Management and Economics

The Mazar's prize was kindly presented by Dr. Jonas van Elten.





Graduates winter term 2019/2020



Graduates summer term 2020



Graduates winter term 2020/2021



Graduates summer term 2021



Bachelor graduates winter term 2021/2022



Master graduates winter term 2021/2022

QDEM: Our new master program

In the upcoming winter term 2022/2023, the first cohort of students will start studying in our new master's program "Quantitative Decision Making in Economics and Management" (QDEM). This English-language program will train its students to acquire, analyze, and interpret data in the context of business and management, using a broad toolkit of up-to-date quantitative approaches, and to use the obtained results for decision making. Profound knowledge in the fields of data analysis and decision making will enable the QDEM graduates to gain new perspectives on complex economic interactions, meeting the rapidly growing demand for skilled professionals with comprehensive analytical skills and competencies in economics and management.

The new master program is structured in three phases. In the core modules in the first semester, participants will gain basic methodological skills in mathematics, statistics, economic decision making, operations research, and programming. Furthermore, there will be an introduction to econometrics, to management science and business intelligence as well as to economic behavior and strategy. In the second and third semesters, program participants can choose thematic specializations in econometrics, management science & business intelligence, or economic behavior & strategy. The curriculum also includes soft skill modules, two project seminars, and the master thesis. Graduates of the QDEM master's degree program will be able to apply the knowledge and skills they have acquired in various fields of business and

management at the intersection of data collection/analysis and decision making. The application period for the next possible admission in the 2023/2024 winter semester will run from 1 April to 15 May 2023. Selection is based on the previous study's average grade and on the entrance test results. For further information, see <https://wiwi.uni-mainz.de/qdem/>.



Research news

International top publications (VHB-Jourqual 3 A+/A, Handelsblatt 2017 A+/A/B, or SJR > 2.5)

Bossler, Mario; **Schank, Thorsten**. (2022). Wage inequality in Germany after the minimum wage introduction. *Journal of Labor Economics*, forthcoming.

Cortina, Jose M.; **Dormann, Christian**; Markell, Hannah M.; Keener, Seihla K. (2022). Endogenous moderator models: What they are, what they aren't, and why it matters. *Organizational Research Methods*, doi: <https://doi.org/10.1177/10944281211065111>.

Diederichs, Marc; Glawion, René; Kremsner, Peter G.; Mitze, Timo; Müller, Gernot J.; Papies, Dominik; **Schulz, Felix**; **Wälde, Klaus**. (2022). Is large-scale rapid CoV-2 testing a substitute for lockdowns?. *PLOS ONE*, doi: <https://doi.org/10.1371/journal.pone.0265207>.

Dignath, Charlotte; Rimm-Kaufman, Sara; **Van Ewijk, Reyn**; Kunter, Mareike. (2022). Teachers' beliefs about inclusive education and insights on what contributes to those beliefs: A meta-analytical study. *Educational Psychology Review*, forthcoming.

Dumez, Dorian; **Tilk, Christian**; **Irnich, Stefan**; **Olkis, Katharina**; Lehuédé, Fabien; Péton, Olivier. (2022). A matheuristic for a 2-echelon vehicle routing problem with capacitated satellites and reverse flows. *European Journal of Operational Research*, doi: <https://doi.org/10.1016/j.ejor.2022.05.022>.

Gill, Andrej; Schumacher, Heiner; Sutter, Matthias. (2022). Social preferences of young professionals and the financial industry. *Management Science*, forthcoming.

Guo, Qiang; **Koch, Christopher**; Zhu, Aiyong. (2022). The value of industry specialization: Evidence from a structural model. *The Accounting Review*, forthcoming, doi: <https://doi.org/10.2308/TAR-2020-0525>.

Hennig, Jan C.; Ahrens, Carolin; **Oehmichen, Jana**; Wolff, Michael. (2022). Employee stock ownership and firm exit decisions: A cross-country analysis of rank-and-file employees. *Accounting, Organizations and Society*, forthcoming, doi: <https://doi.org/10.1016/j.aos.2022.101390>.

Herkenhoff, Philipp; Krautheim, Sebastian. (2022). The international organization of production in the regulatory void. *Journal of International Economics*, 137, 103572, doi: <https://doi.org/10.1016/j.jinteco.2022.103572>.

Isphoring, Ingo; **Diederichs, Marc; Van Ewijk, Reyn**; Pestel, Nico. (2022). Schools under mandatory testing can mitigate the spread of SARS-CoV-2. *Proceedings of the National Academy of Sciences*, 119 (26) e2201724119, doi: <https://doi.org/10.1073/pnas.2201724119>.

Labenz, Christian; [...] **Van Ewijk, Reyn; Ortner, Julia; Velthuis, Louis**; Lammert, Frank; Galle, Peter R. (2022). Structured early detection of asymptomatic liver cirrhosis: Results of the population-based liver screening program SEAL. *Journal of Hepatology*, doi: <https://doi.org/10.1016/j.jhep.2022.04.009>.

Schunk, Daniel; Berger, Eva; Fehr, Ernst; Hermes, Henning; Winkel, Kirsten. (2022). Teaching self-regulation. *Nature Human Behaviour*, forthcoming.

Steinberg, Philip J.; Hennig, Jan C.; **Oehmichen, Jana**; Heigermoser, Judith. (2022). How the country context shapes firms' competitive repertoire complexity. *Global Strategy Journal*, forthcoming, doi: <https://doi.org/10.1002/GSJ.1458>.

Theurer, Christian; Schäpers, Philipp; **Tumasjan, Andranik**; Welp, Isabell; Lievens, Filip. (2021). What you see is what you get? Measuring companies' projected employer image attributes via companies' employment webpages. *Human Resource Management*, doi: <http://dx.doi.org/10.1002/hrm.22085>.

Other top publications (Q1 according to SCImago)

Banerjee, Mita; **Zlatkin-Troitschanskaia, Olga**. (2021). The gap between knowledge and belief: narrative, affect and students' deeper learning in higher education. *Studies in Higher Education*, doi: <https://doi.org/10.1080/03075079.2021.1953330>.

Berkes, Jan; Peter, Frauke; **Spieß, C. Katharina**; Weinhardt, Felix. (2022). Information provision and postgrade studies. *Economica*, 89 (355), 627–646, doi: <https://doi.org/10.1111/ecca.12416>.

Cubillo, Ana; Hermes, Henning; Berger, Eva; Winkel, Kirsten; **Schunk, Daniel**; Fehr, Ernst; Hare, Todd A. (2022). Intra-individual variability in task performance after cognitive training is associated with long-term outcomes in children. *Developmental Science*, doi: <https://doi.org/10.1111/desc.13252>.

Dumez, Dorian; **Tilk, Christian; Irnich, Stefan**; Lehuédé, Fabien; Péton, Oliver. (2021). Hybridizing large neighborhood search and exact methods for generalized vehicle routing problems with time windows. *EURO Journal on Transportation and Logistics*, 10, 100040, doi: <https://doi.org/10.1016/j.ejtl.2021.100040>.

Gambaro, Ludovica; Neidhöfer, Guido; **Spieß, C. Katharina**. (2021). The effect of early childhood education and care services on the integration of refugee families. *Labour Economics*, 72, 102053, doi: <https://doi.org/10.1016/j.labeco.2021.102053>.

Gruhle, Tobias; Harms, Philipp. (2022): Producer services and the current account. *Journal of International Money and Finance*, 121, 102514, doi: <https://doi.org/10.1016/j.jimonfin.2021.102514>.

Hennig, Jan C.; **Oehmichen, Jana**; Steinberg, Philip J.; Heigermoser, Judith. (2022). Determinants of common ownership: Exploring an information-based and a competition-based perspective in a global context. *Journal of Business Research*, 144, 690–702, doi: <https://doi.org/10.1016/j.jbusres.2022.02.019>.

Heßler, Katrin; Irnich, Stefan. (2022). A note on the linearity of Ratliff and Rosenthal's algorithm for optimal picker routing. *Operations Research Letters*, 50 (2), 155–159, doi: <https://doi.org/10.1016/j.orl.2022.01.014>.

Jessen, Jonas; **Spieß, C. Katharina**; Waights, Sevrin. (2022). Center-based care and parenting activities. *Oxford Bulletin of Economics and Statistics*, doi: [https://doi: 10.1111/obes.12505](https://doi.org/10.1111/obes.12505).

Klausmann, Tim; Wagner, Valentin; Zipperle, Isabell. (2021). Rank response functions in an online learning environment. *Economics Letters*, 209, 110096, doi: <https://doi.org/10.1016/j.econlet.2021.110096>.

Kosfeld, Reinhold; Mitze, Timo; Rode, Johannes; **Wälde, Klaus**. (2021). The Covid-19 containment effects of public health measures – A spatial difference-in-differences approach. *Journal of Regional Science*, doi: <https://doi.org/10.1111/jors.12536>.

Nagel, Maire-Theres; Reichert-Schlax, Jasmin; Zlatkin-Troitschanskaia, Olga; Klose, Verena; Weber, Maruschka; Roeper, Jochen. (2021). The Relationship between medical students' media use and learning progress. *Studies in Higher Education*, 46 (10), 2063–2073, doi: <https://doi.org/10.1080/03075079.2021.1953334>.

Oehmichen, Jana; Firk, Sebastian; Wolff, Michael; Haas, Veronika. (2022). Board experience and value creation in cross-border acquisitions: The role of acquirer and target country institutions. *International Business Review*, 31 (4), 101966, doi: <https://doi.org/10.1016/j.ibusrev.2021.101966>.

Peter, Frauke; **Spieß, C. Katharina**; Zambre, Vaishali. (2021). Informing students about college: Increasing enrollment using a behavioral intervention?. *Journal of Economic Behavior & Organization*, 190, 524–549, doi: <https://doi.org/10.1016/j.jebo.2021.07.032>.

Roeper, Jochen; **Reichert-Schlax, Jasmin**; **Zlatkin-Troitschanskaia, Olga**; Klose, Verena; Weber, Maruschka; **Nagel, Marie-Theres**. (2022). Patterns of domain-specific learning among medical undergraduate students in relation to confidence in their physiology knowledge: Insights from a pre-post study. *Frontiers in Psychology*, 12, 562211, 1–14, doi: <https://doi.org/10.3389/fpsyg.2021.562211>.

Schmidt, Jeannette; **Irnich, Stefan**. (2022). New neighborhoods and an iterated local search algorithm for the generalized traveling salesman problem. *EURO Journal on Computational Optimization*, 10, 100029, doi: <https://doi.org/10.1016/j.ejco.2022.100029>.

Schmitz, Sophia; **Spieß, C. Katharina**. (2021). The intergenerational transmission of gender norms – why and how adolescent males with working mothers matter for female labour market outcomes. *Socio-Economic Review*, 20 (1), 281–322, doi: <https://doi.org/10.1093/ser/mwab023>.

Steiner, Nils D.; **Harms, Philipp**. (2021). Trade shocks and the nationalist backlash in political attitudes: Panel data evidence from Great Britain. *Journal of European Public Policy*, doi: <https://doi.org/10.1080/13501763.2021.2002925>.

Tilk, Christian. (2022). Adapting the ng-path relaxation for bike balancing problems. *Operations Research Letters*, 50 (3), 241–245, 2022, doi: <https://doi.org/10.1016/j.orl.2022.02.005>.

Zadow, Amy J.; Dollard, Maureen F.; **Dormann, Christian**; Landsbergis, Paul. (2021). Predicting new major depression symptoms from long working hours, psychosocial safety climate and work engagement: A population-based cohort study. *BMJ Open*, 11:e044133, doi: <http://dx.doi.org/10.1136/bmjopen-2020-044133>.

Zlatkin-Troitschanskaia, Olga; Hartig, Johannes; Goldhammer, Frank. (2021). Progressions in learning in the age of (mis)information (PLATO) – Advances in higher education learning research. *Studies in Higher Education*, 46 (10), 1993–1995, doi: <https://doi.org/10.1080/03075079.2021.1953338>.

Zlatkin-Troitschanskaia, Olga; Hartig, Johannes; Goldhammer, Frank; **Krstev, Jan**. (2021). Students' online information use and learning progress in higher education – A critical literature review. *Studies in Higher Education*, 46 (10), 1996–2021, doi: <https://doi.org/10.1080/03075079.2021.1953336>.

Zlatkin-Troitschanskaia, Olga; **Kühling-Thees, Carla**; Gordon, Judith; **Reichert-Schlax, Jasmin**; Happ, Roland; Pant, Hans-Anand. (2022). Improving study admission through entry diagnostics using a validated subject-specific test. *Assessment & Evaluation in Higher Education*, doi: <https://doi.org/10.1080/02602938.2022.2040001>.

New research funding

The German Science Foundation (DFG) supports the research project "Combining Machine Learning and Branch-Price-and-Cut to solve Vehicle Routing Problems" proposed by **Dr. Christian Tilk** (Chair of Logistics Management). The grant will be used for funding a 2-year PhD position working on innovative models and solution approaches that integrate Machine Learning (ML) techniques into branch-price-and-cut algorithms. Branch-price-and-cut is the leading solution method for exactly solving many different types of vehicle and crew routing and scheduling problems.

The Jackstädt-Stiftung granted **Prof. Jana Oehmichen** (Chair of Organization, Human Resources and Management) 75 000 € for her research project: "Equipping German Supervisory Boards for the Future - An Analysis of Determinants and Consequences of the Digital and Environmental Experience of German Supervisory Boards."

Prof. Florian Hett (Chair of Digital Economics) and **Prof. Andrej Gill** (Chair of Corporate Finance) jointly received funding from the BMBF initiative "Climate Finance" for the project "Investment behavior in sustainable financial instruments: A Behavioral Experimental Analysis of ESG Preferences and Their Implications for Financial Institutions and Policy (ESGInvest)" (255.000 € own share)

Prof. Christopher Koch (Chair of Corporate Governance and Auditing) received funding from the German Science Foundation (DFG) to continue work on the project "Expanding Audit Research Using Demand Estimation Techniques" for a period of 30 months. This project will investigate factors that drive auditor choice. Based on these insights, it will be possible to investigate fundamental issues in auditing including auditor reputation, opinion shopping, and switching costs.

A research graduate college DIAPASON ("Digital Information Landscape and its Impact on Students' Online Learning") has been granted by the Gutenberg Council for Young Researchers (GYR). Three former research assistants of the Chair of Business Education are involved in this project: **Anika Kohmer**, **Alice Laufer** and **Dominik Braunheim**. The research is focused on the characteristics of the online media landscape and its effects on student learning: For more information see <https://www.plato.uni-mainz.de/diapason/>



Prof. Katharina Spieß (Chair of Population Economics) received funding for her project “Growing Up in Digital Europe – Preparatory Phase (GUIDE Prep), University College Dublin, National University of Ireland, Dublin and 18 other partners, including: LISER, INED, Universiteit Leuven, (European Commission Horizon 2020)”. She also obtained funding for her expertise on nationwide standards for needs-based services, especially all-day services, in day care for children up to school age from the Bundesministerium für Familie, Senioren, Frauen und Jugend. Furthermore, the Stiftung Ravensburger Verlag granted her funding for her project on “Mothers and (spousal) partners: Women with migration and refugee background - an often neglected group in family policy”.

Appointments

Marie-Theres Nagel (Chair of Business Education), alongside Mr. Malte Kneifel, is the new junior speaker of the Gutenberg Academy as of 1 October 2021.

Niklas Witzig (Chair of Public and Behavioral Economics) and **Jasmin Reichert-Schlax** (Chair of Business Education) were admitted to the Gutenberg Academy, which sponsors and supports up to 25 of the most outstanding PhD students from all departments at JGU Mainz.

Prof. Andranik Tumasjan (Chair of Management and Digital Transformation) has become a trusted advisor of the German National Academic Foundation, Mainz regional group.

Prof. Jana Oehmichen (Chair of Organization, Human Resources and Management) became a member of the curatorium of the Stiftung Kreuznacher Diakonie in 2022.

Prof. Oliver Emrich (Chair of Management and Social Media) has become a member of the editorial review board of Journal of Business Research. He serves as a reviewer for the section Technology, Interactive and Social Media.

Prof. Katharina Spieß (Chair of Population Economics) was appointed by the German Academy of Sciences Leopoldina as a member of the expert group "Corona - Children, Adolescents and Young Adults".

Prof. Katharina Spieß (Chair of Population Economics) was appointed as a review editor of the journal Frontiers in Behavioral Economics - Behavioural Economics of the household.

Prof. Stefan Irnich (Chair of Logistics Management) was appointed associate editor of the journal Transportation Science.

Awards

The Schmidt-Hunter Meta-Analysis Award from the Society of Industrial & Organizational Psychology (SIOP) for the best published meta-analysis in 2020 was awarded to **Prof. Christian Doorman** (Chair of Business Education), together with Christina Guthier and Manuel Voelkle. He also received the Innovationspreis of the Fachgruppe Arbeits- Organisations- & Wirtschaftspsychologie (AOW) from the Deutsche Gesellschaft für Psychologie (DGPs) for his research to continuous time meta-analysis (CoTiMA).

Prof. Reyn van Ewijk (Chair of Statistics and Econometrics) received an award for outstanding teaching in the Graduate School of Economics, Finance, and Management (GSEFM) for the second consecutive year. After a 2nd prize for the academic year 2019-20, in 2020-21 he was awarded the 3rd prize for his course "Applied Econometrics: Health & Education Economics". The GSEFM is the joint graduate school of the Universities of Frankfurt, Darmstadt and Mainz.

Under the supervision of **Prof. Frank Huber** (Chair of Marketing Analyticy), **Dr. Sebastian Schneider** has been awarded with the doctoral thesis prize of the Alfred-Teves-Foundation for his excellent dissertation: "Managing Price-Related Word-of-Mouth: Empirical Studies about Consumer Price Discussions". The foundation supports teaching and research activities in the Department of Law and Economics at the JGU Mainz.

Dr. Katrin Heßler (former member of the Chair of Logistics Management) was awarded the prestigious VeRoLog Doctoral Dissertation Prize 2022 for her dissertation on "Contributions to Exact Algorithms for Packing and Routing Problems". The award ceremony took place at this year's VeRoLog conference at KLU in Hamburg. VeRoLog is the working group on vehicle routing and logistics optimization of the EURO (Association of the European Operational Research Societies).



Prof. Jana Oehmichen (Chair of Organization, Human Resources and Management) and her co-authors were awarded the "Best Paper Prize 2022" for their article "Do green boards create green incentives?" at the annual meeting of the Academy of Management.

Prof. Katharina Spieß (Chair of Population Economics) received the Felix Büchel Award.

Dr. Miriam Kohl (Chair of International Economics) was awarded the JGU Teaching Award for excellent teaching in the Winter Term 2021/22, where the still ongoing Corona pandemic put an extra challenge to interaction in general and good teaching in particular. The teaching award is granted on the basis of course evaluations by current students.



Katharina Hartinger, who is about to submit her doctoral dissertation at the Catholic University of Eichstaett-Ingolstadt, joins the Chair of Public and Behavioral Economics (**Prof. Daniel Schunk**) on 1 October 2022. As an applied economist with a focus on education and innovation, she studies cultural and behavioral determinants of economic decision-making. Known within the economics community for her passion for teaching, she has just recently received the European Economic Association's inaugural Award for Exceptional Teaching in the early-career category. The award recognizes her talent for designing and teaching a wide range of economics courses – a talent that she is excited to develop further at JGU Mainz.



Research unit “Interdisciplinary Public Policy”

Annual Retreat

In November 2021, the Research Unit Interdisciplinary Public Policy (IPP) conducted its eight annual retreat. After two years of regular online retreats, IPP members were finally able to meet in person again in Osthofen, close to Mainz. The event started with a welcome and an update about IPP activities by **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) and spokesperson of the IPP) and a number of presentation and discussion formats followed. The main purpose of the retreat was to foster the exchange of research ideas and the incubation of collaborations, as well as an intensive discussion about the future of the IPP. In a now well-established tradition, IPP has also invited external researchers and practitioners to Osthofen. Moreover, Dr. Mario Scharfbillig from the Joint Research Centre at the European Commission gave a talk about how to effectively implement research findings in European public policy. The five scholarship holders of the Mini Graduate School “Resilient Institutions” also presented their work to the IPP members.



Research Visits

The IPP also supports foreign research visits at renowned universities. Examples include:

From April-June 2022, **Alexander Dzionara** visited Prof. M. Serra-Garcia at the Rady School of Management at the UC San-Diego, California.

From April-July 2022, **Marc Diederichs** visited Prof. J. Angrist at the MIT, Boston.

From April-June 2022, **David Wittenberg** visited Prof. C. Gagné at the Université Laval in Quebec City.

From August-October 2022, **Dominik Sobania** visited Prof. J. Petke at the CREST Centre at the University College London.

From August-December 2022, **Dr. Miriam Kohl** visits Prof. S. Yeaple at the Pennsylvania State University.

Past events

Symposium “Science Meets Policy”

On 2 June 2022, **Prof. Andrej Gill** (Chair of Corporate Finance), **Prof. Florian Hett** (Chair of Digital Economics), and **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) hosted the symposium “Science Meets Policy”, in collaboration with the research unit “Interdisciplinary Public Policy” (IPP) and the Mercator Science-Policy Fellowship Program within the Rhine-Main-Universities (RMU) alliance. The symposium addressed the question of how scientific insights can effectively be incorporated in policymaking.

Introductory words by Prof. Florian Hett and Prof. Stefan Müller-Stach were followed by impulse talks from Prof. Daniel Schunk, Prof. Hannah Schildberg-Hörisch (DICE Düsseldorf), Prof. Andreas Hackethal (Goethe University), and **Prof. Katharina Spieß** (Chair of Population Economics), providing some insights into recent policy-relevant research. After that Prof. Andrej Gill moderated a panel discussion featuring Johanna Neuhoﬀ (Oxford Economics), Prof. Andrea Lassmann, Dr. Mario Scharfbillig (EU Commission), Prof. Michael Kosfeld (Goethe University) and Fedor Ruhose (Ministerium für Arbeit, Soziales, Transformation und Digitalisierung).



Startup Night returns

Startup Night returned on 7 June 2022 after almost two and a half years. For the first time since January 2020, **Prof. Andranik Tumasjan** (Chair of Management and Digital Transformation), **Prof. Oliver Emrich** (Chair of Management and Social Media) and **Prof. Jana Oehmichen** (Chair of Organization, Human Resources and Management) invited startup enthusiasts to the Infobox on the JGU campus. Julia von Dreusche, founder of the legendary Mainz-based ice cream brand N'Eis, shared her experiences and insights from the startup's initial phase and subsequent expansion. In the presentation, she also talked about the joy but also the difficulties of starting her own business. Finally, Julia von Dreusche shared with the interested students what it takes to start your own business. As usual, after the Q&A session with the speaker, there was still the opportunity to get more information and make contacts during the subsequent networking.

Workshop “Shaping Globalization – Economic Consequences and Policy Responses”

Together with Dr. Philipp Richter (TU Dresden) and Dr. Florian Unger (University of Göttingen), **Dr. Miriam Kohl** (Chair of International Economics) organized – for the second time - the Workshop “Shaping Globalization – Economic Consequences and Policy Responses”, which took place on 9-10 June 2022. Fortunately, it was possible this year to run the workshop face-to-face on JGU campus allowing for fruitful scientific exchange. Joined by a wider audience of both faculty and Ph.D. students, twelve scholars from various universities and policy institutions held presentations and discussions on the drivers and consequences of international trade and foreign direct investment. The keynote lecture by Prof. Mathieu Parenti (Université Libre de Bruxelles) focused on tax policy and multinational activities of firms. The workshop was supported by the Dr. Hans Riegel-Stiftung.



Behavioral Measurement Conference

Precise measurement is a hallmark of empirical scientific practice. Going back to the intellectual tradition of the revealed preference paradigm, empirical economic research is classically characterized by its strong emphasis of choice-based, behavioral approaches and corresponding measurement protocols. In recent years, the spectrum of measured characteristics (different sorts of preferences, behavioral biases, as well as beliefs) and features of implementation have rapidly increased. However, the degree of standardization of actual measurement protocols is still in its infancy and systematic comparative evidence rather scarce, e.g., regarding the validation of those measures in the field. In addition, the rise of novel types of data (e.g., choice-process data) also call for revisiting and advancing the conceptual foundations of behavioral measurement.

On 23-24 June 2022 Prof. Michael Kosfeld (Goethe University) and **Prof. Florian Hett** (Chair of Digital Economics) jointly hosted the first bi-annual Behavioral Measurement Conference at Goethe University together with FLEX and the Leibniz Institute SAFE, aiming at laying the grounds for institutionalizing an active research community systematically taking up these issues and fostering and advancing the development and utilization of behavioral measurement tools in empirical social science research. In addition to researchers from Frankfurt and Mainz, the first installment of the conference featured speakers from Bonn, Michigan, CalTech, Maastricht, Copenhagen, Fribourg, and Heidelberg.



Second International Health Economics Workshop

Together with Dr. Bettina Siflinger (University of Tilburg, The Netherlands), **Prof. Reyn van Ewijk** (Chair of Statistics and Econometrics) organized the International Health Economics Workshop which took place on 24-25 June 2022 in Tilburg. Keynote speeches were given by Prof. Jan van Ours (University of Tilburg) and Prof. Maarten Lindeboom (VU University Amsterdam). The workshop covered health-related research topics ranging from health care & health insurance organization, to the health effects of education, retirement or job loss, assortative mating, and long-run effects of circumstances encountered during early-life. The International Health Economics Workshop is regularly organized by the Committee for International Cooperation of the German Society of Health Economics (DGGÖ), which is currently chaired by Dr. Bettina Siflinger and co-chaired by Prof. Reyn van Ewijk.

Faculty Insights

On 27 June 2022 we started our newly established round table format “Faculty Insights” together with the students’ council. The idea is to offer a forum where students can meet their professors in an informal setting. In the first round, **Prof. Jana Oehmichen** (Chair of Organization, Human Resources and Management), **Prof. Roland Euler** (Chair of Corporate Taxation) and **Prof. Andrej Gill** (Chair of Corporate Finance) shared insights about their teaching and research but also revealed some private insights. We look forward to the next edition in the winter term.



Student get-together with KPMG

This July 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 KPMG. Selected students who excelled in previous semesters got the opportunity to connect among each other, the teams of the chairs, and representatives from KPMG. 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 KPMG got a fresh students' perspective on related matters.



Project Seminar Dream Labs

The project seminar Dream Labs I: Setting Trends in Omni-Channel Marketing featured the method of design thinking. In small teams, students developed a concept for a campaign of a company. The task was to consult the company in its omni-channel strategy which was a realistic case provided by the social media agency HitchOn. CEO and founder Sarah Kübler introduced important impulses for the concepts. Using qualitative interviews, students learned to know the customer journey which was presented from the agency perspective by communication manager Julia Post. The different insights were integrated in scientific and management-oriented workshops about conceptual and methodological approaches of design thinking, conducted by **Prof. Oliver Emrich** (Chair of Management and Social Media). As a specific characteristic of design thinking, the students did not only develop their concepts theoretically but supported their assumptions with empirical studies. The student teams could try different methods from netnography to experimentation. The exam encompassed two hours of performing a visually appealing and choreographed presentation. For the preparation of the presentation, the student teams received a science-slam training. Sven-Daniel Gettys, CEO of Science & Stories GmbH taught presentation techniques which make science become an entertaining experience even in large audience halls. The winter semester seminar Dream Labs II: Developing New Business Models will be joined by Dr. Felix Brunner who will share his experience with venture capital investment and the guidance of young companies towards the development of new innovative business models.



SCRUM-method Workshop

Prof. Andranik Tumasjan (Chair of Management and Digital Transformation) offered in cooperation with Accenture on 20 May 2022 again a workshop on agile working methods. In the workshop, various methods with a focus on SCRUM were explained and then practically applied in groups. After successful completion of the workshop the participants received a certificate, which certifies that they have gained the knowledge. The event was conducted digitally via MS Teams and the interactive platform Mural.

Ctsem-Workshop

On behalf of the German Psychological Society (DGPs) - Subdivision of Work, Organizational and Economic Psychology (Fachgruppe AOW) - **Prof. Christian Dormann** (Chair of Business Education) conducted a workshop on continuous time structural equation modeling (ctsem) and continuous time meta-analysis (CoTiMA), which took place on 27-29 July 2022. The workshop was attended by 20 doctoral students, post docs, and professors from Germany and The Netherlands.

Annual Research Seminar

The research team of **Prof. Oliver Emrich** (Chair of Management and Social Media) joined the annual research seminar of Goethe University Frankfurt's marketing department, taking place from 5-8 September 2022 in Kleinwalsertal (Riezlern), Austria. Each year an external guest professor is invited to the research exchange of the six marketing chairs at Goethe University Frankfurt. The research team of Prof. Oliver Emrich gave two extensive research talks of ongoing research projects and discussed dissertation projects in short presentations and poster sessions. The four-day research stay also included social and cultural activities surrounding the historical region in Austria.



News from the German-Polish cooperation with SGH Warsaw

The Double Degree Program, administered by Svenja Telgheder, Leska Sahl, and **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics), allows students from both universities to obtain two Master's degrees within two years. The program received its first funding commitment from the DAAD in 2020. Now, it was possible to build on this success by securing DAAD funding for the academic years 2022/23 and 2023/24. In particular, the award of up to 6 scholarships per year was approved. Moreover, the cooperation with DAAD allows to finance intercultural trainings, alumni events and other extracurricular offers for students. Last but not least, the funding improves the visibility of the program, benefitting from promotional activities undertaken by DAAD.

News from the “Deutschsprachiger Studiengang (DSG)” at SGH Warsaw, supported by JGU

In December 2021, **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) took part in the “Virtual Conference for Project Leaders and Coordinators of DAAD-Funded Transnational Education and Related Projects Abroad”. The conference offered an opportunity to present the DSG project to an international audience consisting of higher education representatives from all over the world and to exchange views and experiences, especially with regard to the Covid-19 experience.



Digital examinations

In cooperation with the State Examination Office for Lawyers of Rhineland-Palatinate, digital examinations were successfully conducted for the first time in the BRIDGE project (“Practical Education processes in law and teacher training and medicine using digital media”, Chair of Business Education), thus taking the first steps towards digitizing examinations in law. For more information, see <https://eng.bridge.uni-mainz.de/>.

New mobility and marketing

In the future-oriented podcast “Die Zukunftsmobilisten”, **Prof. Frank Huber** (Chair of Marketing Analytics) presented and discussed the findings and key contributions of his newly published book “Mobilität für alle: ...auf Knopfdruck”.



News from PROF

Once again it's been a busy year for the PROF Team with a lot of ups and even some downs. After the Covid situation got better in the summer of 2021 we planned our workshops in presence again for the semester. The semester started, as usual, with our Tutorenschulung. The response of the students was overwhelmingly positive to finally participate in a face-to-face event again. After a successful Zeitmanagement-Workshop we unfortunately had to cancel our further events for this semester due to stricter Covid regulations.

2022 was a whole success so far: In April we welcomed our new team member Maria Krysin, who will replace Elena Helling for the next 18 months. Elena is on maternity leave and we wish her all the best. All workshops, except of the Tutorenschulung which was cancelled because of illness, took place in presence. In April 2022 the first Startup Night after two years took place. This time with Julia von Dreusche, one of the Co-Founders of N'Eis, an Ice Cream chain from Mainz. She discussed the development of the start-up from the first shop to the difficult situation during Covid times. In June our second lecture series event 'Let's talk about' took place, this time with two representatives, Alexander Smolareck from the UEFA – EURO2024 GmbH and Annette Schwarz from the German Football Association. Exciting insights were given about planning the UEFA European Championship in 2024 in Germany, especially from the Human Resources perspective.

The LOB team has already started planning and coordinating workshops and events for the winter semester 2022/23. We are looking forward to the upcoming events.



Study Office of the Department 03

Maria Krysin: 06131 39-29048

Thomas Rinke: 06131 39-24070

Email: prof-studierendenberatung@uni-mainz.de

Training in emotional and social skills

During the winter term 2022/23, the Chair of Macroeconomics will offer a training in emotional and social skills (“Training emotionaler und sozialer Kompetenzen“ TESK) open for students of all disciplines for the first time. TESK aims to support a holistic health management and comprehensive education of students, specifically promoting non-cognitive skills. Psycho-educational and theoretical content on topics like emotion regulation and communication as well as self-esteem and setting personal and professional goals will be deepened by a strong practical and self-experience orientation.

With a similar concept, a course for pupils of the 8th and 9th grades is offered at the Frauenlob-Gymnasium in Mainz. In “Feel Learn Grow”, the adolescents will be strengthened in their emotion skills and self-regulation to complement the education of cognitive skills. Further details and background can be found online <https://www.macro.economics.uni-mainz.de/esk/>.

Upcoming events

In the Faculty Seminar, external national and international researchers present their current research projects. The seminar usually takes place on Mondays from 4.15 p.m. until 5.45 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. mostly in room HS V 00-251. The seminar serves the purpose of giving doctoral students and 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/>.

The closing conference of the BMBF international research program "Research for the Internationalization of Vocational Education and Training (IBBF)" will take place in Mainz in October 2022. **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business Education) is head of the scientific meta-project of the IBBF program, which organizes this conference. For more information, see blogs.uni-mainz.de/fb03-mp-invet-en/-mp-invet-en/.



Annual review issued by

Dean of the Faculty of Law, Management and Economics
Gutenberg School of Management and Economics
Johannes Gutenberg University Mainz
Jakob-Welder-Weg 9
55128 Mainz
<http://www.rewi.uni-mainz.de>

Annual review edited by

Chair of Corporate Governance and Auditing
Gutenberg School of Management and Economics
Johannes Gutenberg University Mainz
Jakob-Welder-Weg 9
55128 Mainz
<http://www.cg.bwl.uni-mainz.de>
christopher.koch@uni-mainz.de