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1 Introduction

Research is an essential pillar for the academic work at SRH Berlin University of Applied Sciences, former SRH Hochschule Berlin. To make even better use of synergies between research projects, business networks, and higher education, five SRH schools merged into SRH Berlin University of Applied Sciences in October 2019. In addition to this important structural step towards unity and growth, cooperation and exchange in the field of research was also strengthened by everyday research activities at SRH. Because the merge took place in October, this research report summarizes the research activities of professors and research associates at the following three SRH schools in 2019: Berlin School of Management, Dresden School of Management, and Berlin School of Technology. Two separate research reports are published for the Berlin School of Design and Communication, and the Berlin School of Popular Arts. For 2020 a joint research report will be published.

Throughout the year 2019, SRH researchers were involved in many research workshops, conferences and expert talks, continuously promoting the exchange of ideas in the field of management, tourism and technology. For example, in March 2019, Prof. Dr. Christina Stecker gave an expert talk on "Age-appropriate prevention to maintain workability" at the final conference of the BMBF-funded project TErrA "Preventive organisation of employment trajectories - requirements for policymakers" of the Bundesverband Deutscher Berufsbeförderwerke e.V.". Bringing together various perspectives, the discussion focused on how career paths in occupations with a limited working life can be designed preventively to maintain employees' work ability. In May 2019, Prof. Dr. Dr. Alexander J. Wulf and Dr. Ognyan Seizov welcomed 22 legal experts and scholars from five EU countries to SRH Berlin University of Applied Sciences for a workshop on the transparency of online information obligations. In June 2019, at the kick-off conference of the EU-funded Interreg project "Make Creative Villages: Initiate Cooperation between CCI and Villages" with partners from Hungary, Slovenia, Italy, Austria and Germany, the SRH team led by Prof. Dr. Ines Carstensen presented its regional analysis. Altogether, events like these improved the research culture and visibility of SRH Berlin University of Applied Sciences. They created an inspiring space for researchers and practitioners from all over the world to analyse dynamic changes in business and society. SRH internal events such as the doctoral colloquium, which takes place every semester, contribute to a fruitful research culture by strengthening the exchange between young and experienced researchers and researchers from different disciplines.

With the foundation of two new research institutes in 2019, SRH Berlin has created further space for fruitful research activities. In June 2019, the Institute of Global Hospitality Research (IGHOR) was founded at the SRH Dresden School of Management, and it is led by Prof. Dr. Hartwig Bohne (SRH), Prof. Dr. Markus Schuckert (The Hong Kong Poly-technic University School of Hotel and Tourism Management), and Dr. Florian Aubke (FH Wien of the WKW, University of Applied Sciences for Management & Communication). The IGHOR stands for transnational excellence in hospitality research. It symbolizes the collective efforts of international hospitality researchers to combine their expertise and create a multidisciplinary community for innovative and sustainable hospitality research. Current research topics are challenges of artificial intelligence in Hospitality Human Relations Management, and tea as a cultural heritage with its impact on the hospitality industry. In 2019 another new research institute was founded at SRH, linked to the Berlin School of Technology: The Institute for Innovative Technologies (IIT). It is a cooperation between Prof. Dr. Klaus-Ulrich Neumann (SRH), Dr. Tilmann Hickel (Max Planck Institute for Iron Research; Max
Synergies between research projects, business networks and higher education were further strengthened by third-party projects in 2019. Whereas several SRH projects with national and international partners were initiated or prolonged, others were successfully completed. In 2019, the three SRH schools were involved in a total of 19 third-party funded projects in terms of project acquisition, implementation and completion. In January 2019, the third and final research workshop for the international research project “ENergize Ghana by Cocoa Husks“ (ENGHACO) was held at SRH Berlin to establish an international research consortium. This project was a BMBF-funded cooperation with universities in Ghana, which started in August 2018 and was led by Prof. Dr. Michael Hartmann from the SRH Berlin School of Technology. The project aimed at optimizing the technology of pyrolysis for combustion of so far unused cocoa pod husks to sustainably produce energy in the Asaman region of Ghana. Furthermore, since February 2019, the European Union supports the transnational cooperation “Make Creative Villages – Initiate Cooperation between CCI and Villages“, which is directed by Prof. Dr. Ines Carstensen. It is part of the program Interreg B – Central Europe. By adapting existing methods to the specific requirements in rural areas, the project wants to go new ways, raising the innovation potential of cultural resources in villages and rural towns. It aims at giving new impulses through a tailor-made cooperation between the creative industries and local players. In spring 2019, a project on the future of coaching had been granted by the German Coaching Association (Deutscher Coaching Verband e. V.), and it is led by Prof. Dr. Carsten C. Schermuly. In August 2019, the project entitled “Additive Process Technology Integration with Management and Entrepreneurship (APTIME)” has been granted and will be promoted for three years. It is a cooperation with the University of Wolverhampton, the University of Ljubljana, Fontsys University, and Universidad Rey Juan Carlos. Prof. Dr. Ian Towers lead this project. In December 2019, the DAAD project “East-West Dialogue: Post-phase of the Mega-Event Fifa World Cup 2018 in Kaliningrad (Russia)“, led by Prof. Dr. Dirk Hagen, has been approved and will start in September/October 2020. The project aims to analyze the mega-event from a variety of different perspectives, drawing first conclusions for the pre-event phase of the “Kant-Year 2024“ in Kaliningrad. Prof. Goran Rafajlovski, who was newly appointed Professor of Energy Technology in July 2019, has successfully acquired further project funding for the East-West dialogue: In November 2019, he received funding from the DAAD for the project “East-West-Dialog: Dialog of Institutions of Higher Education in Western Balkan Countries and Germany“. This project supports professional exchange of ideas, manpower, and higher education strategies between Germany, Albania, and North Macedonia, putting an emphasis on sustainable development. Prof. Dr. Gesa Beck, who was newly appointed Professor of Environmental Process Engineering in 2019, further contributed to research at SRH by adding several third-party funded projects. One of her projects, which started in 2019, is the BMWi-ZIM project “Technical development and built-up of a pilot plant for an economic and ecological reasonable recycling of metal/plastic composites – ReComp“. This project is carried out in cooperation with Krall Kunststoff-Recycling.

Besides Prof. Dr. Gesa Beck and Prof. Dr. Goran Rafajlovski, SRH Berlin appointed four more renowned researchers as professors in 2019. Two professors were appointed to strengthen research and education at the Berlin School of Technology: Prof. Dr. Knut Haufe was selected for Business Informatics, and Prof. Dr. Alexander Iliev for Computer Science with focus on Big Data. The
Dresden School of Management expanded as well in 2019 by appointing Prof. Dr. Vanessa Borkmann for Tourism with a focus on Hotel Management, and Prof. Dr. Farzaneh Soleimani Zoghi for Business Administration with a focus on Leadership. A total of 36 professors were employed at the three SRH schools in 2019.

As every year, professors from the three SRH schools were involved in the publication of several books, book chapters and articles in renowned publishing houses and high-ranking journals. Prof. Dr. Anabel Ternèes published a total of five books and book chapters on topics such as digitization and sustainable management at Springer Gabler and De Gruyter Oldenburg. Prof. Dr. Vanessa Borkmann published two books and four book chapters on topics such as smart hotel rooms and the strategic management in hospitality at Fraunhofer-Verlag and De Gruyter Oldenburg. In a joint project, a book edited by Prof. Dr. Ralph Schuhmann and Prof. Dr. Bert Eichhorn (SRH) entitled “Contractual Management: Managing Through Contracts” was written in 2019 in cooperation with three other SRH research associates: Dr. Ognyan Seizov, Sarfaraz Ghulam Muhammad, and Frank Wittig. This book was published in 2020 at Springer Vieweg.

With regard to the publication of peer-reviewed research articles, Prof. Dr. Carsten C. Schermuly co-published five peer-reviewed articles in high-ranking journals such as Human Resource Development Quarterly. Prof. Dr. Osvaldo R. Romero was involved in the publication of seven articles in Journals such as the Journal of Chemical Technology & Biotechnology, and the International Journal of Exergy. He also won the National Prize of the Cuban Science Academy for his scientific work “Anaerobic fermentation of biodegradable waste as an energy and environmental resource in the Cuban agro-industry”. Prof. Dr. Ian Towers received the Emerald Literati Award for his paper “Learning how to manage by watching TV”, on the role of television drama series in the transfer of management knowledge. In 2019, SRH professors from the three schools published a total of 17 book chapters, eight books, 19 peer-reviewed articles, and 20 conference proceedings.

The SRH research associates also contributed to the positive academic reputation of the university. Dr. Antonschmidt published the peer-reviewed article “A Review of Definitions of Sustainable Food and Their Implications for All-Inclusive Holidays” in the Journal of Gastronomy and Tourism. Dr. Carolin Graßmann co-published three peer-reviewed articles such as “The relationship between working alliance and client outcomes in coaching: A meta-analysis”, which was published in Human Relations. Laura Creon published together with Prof. Dr. Carsten C. Schermuly, an article entitled “Training Group Diversity and Training Transfer: A psychological security perspective” in Human Resource Development Quarterly. Jan Koch published a book chapter on the interplay between New Work and employee health at Springer together with Prof. Dr. Carsten C. Schermuly. Dr. Ognyan Seizov co-published three books/book chapters on topics such as contractual management. Furthermore, SRH research associates actively participated in several national and international research conferences to present their latest results and get feedback from fellow researchers.

As synergies between research projects, business networks, and higher education are essential at SRH Berlin, students were involved in research projects too. For example, Prof. Dr. Henning Kreis, together with students of his Master program “Business Psychology with a focus on Marketing Psychology”, conducted a market research project with an internationally renowned e-commerce company. In this project, the students empirically examined various theoretical marketing models and presented their results to the company in February 2020. It is a prime example of how research, education and practice can inspire and benefit from each other.
In summary, 2019 has been a very successful year for SRH Berlin, in which significant structural steps towards unity and growth have been made. The fusion of five diverse schools into SRH Berlin University of Applied Sciences has paved the way to even more collaboration and exchange in the field of research, education, and businesses. In the course of this fusion, the President of SRH Berlin University of Applied Sciences, Prof. Dr. Victoria Büsch, passed on her position as Vice President of Research to Prof. Dr. Carsten C. Schermuly. He is now Vice President of Research and Transfer, which reflects the university’s endeavour to attach even more importance to the successful transfer of research into education and practice, and vice versa.
2 Research Profile

The mission of SRH Berlin University of Applied Sciences is: “To qualify young, talented people in future-oriented degree programs”. Research helps us to systematically accomplish this mission, and it is an important aspect of our teaching concept CORE ( Competence Oriented Research and Education).

Important aspects of the research conducted at SRH Berlin University of Applied Sciences are:

1) Method
2) Content
3) Structure

2.1 Method

It is safe to assume that fundamental and applied knowledge are interdependent. Therefore, SRH Berlin University of Applied Sciences focuses its research equally on fundamental and applied knowledge. The guidelines below were developed at the 2012 Strategy Meeting of SRH Berlin University of Applied Sciences. They are an integral component of our research approach.

Guidelines

1) **Research should be conducted freely, autonomously, independently and critically.** Our research is not oriented towards specific approaches, schools of thought, methods or the like; it is therefore ideology-free, interdisciplinarily and undogmatic. Scientific scepticism is viewed as a thought principle and constructive criticism as a necessary corrective.

2) **Research should be conducted creatively and make a contribution.** Our research activities aim to solve explanatory problems in science as well as specific organizational problems in the field. The problem-solving potential of the solution design constitutes the significant quality criteria for research at SRH Berlin University of Applied Sciences.

3) **Research should be conducted intelligibly.** Our research should be comprehensible for interested persons. Communicative principles of our research are, therefore, plausibility, interdisciplinarity, and compatibility with new knowledge. The collected primary data will be archived.

4) **Research should be conducted honourably.** Our research follows an academic honour code. As researchers, we see ourselves as ethically obliged thus scientific misconduct (i.e. plagiarism, falsification of data, and partisanship of assessments) will be omitted and known violations immediately reported.

The four research guidelines listed above follow the academic honour code of SRH Berlin University of Applied Sciences. Research at our university is free of ideology, it is interdisciplinarily and undogmatic. For example, our research does not ascribe to specific approaches, schools of thought, or methods. We believe that quality of research is important, and we focus on problem-solving and solutions. We view plausibility, interdisciplinarity and compatibility with new knowledge as three communicative principles.
2.2 Content

The university aims to conduct research on dynamic changes of processes and structures in order to create new knowledge for business and society. This is part of our added value. The research areas vary between healthcare management, service management, information technology and “Public & General Management” subtopics.

The university receives support from public funding, inter alia, from the German Research Foundation (DFG), the German Academic Exchange Service (DAAD), the Federal Ministry of Economic Affairs and Energy (BMWi), the European Social Fund (ESF), the Federal Ministry of Education and Research (BMBF), or the European Union (EU) as well as from foundations such as Deutsche Bundesstiftung Umwelt (DBU), and from private funding such as Sea Consult GmbH / IG River Cruise. The next section describes SRH projects completed in 2019 as well as ongoing and newly acquired or initiated projects.

Projects completed in 2019

BMBF: ENergize Ghana by Cocoa Husks (ENGHACO)

The project ENGHACOH’s (ENergize GHAna by Cocoa Husks) aimed to optimize the technology of pyrolysis for combustion of so far unused cocoa pod husks in order to sustainably produce energy in the Asaman region of Ghana and served as a pilot for the research consortium, to be established.

Start: 01/08/2018 – 31/01/2019

Project Volume: 59,989,00 €

Funded by: BMBF – Client II Internationale Partnerschaften für nachhaltige Innovationen – Definitionsprojekte

Participants: Prof. Dr. Michael Hartmann

In Cooperation with: University of Ghana Legon, Kwame Nkrumah University of Science and Technology (KNUST) – Energy Centre, Fraunhofer Institut für Umwelt-, Sicherheits- und Energie-technik UMSICHT, BOTA, Asaman Cocoa Farmers Association, Municipal Assembly Asaman (MAA), Landwirtschaftsministerium Ghana, Kikam Technical Institute, HU Berlin, Berliner Landesstelle für gewerbliche Berufsförderung in Entwicklungsländern
EU: European educational concept in environmental- nature- and climate protection to safeguard a cross-border sustainable development. (EUBILD-UNAKLIM)

The cooperation of five organizations from four countries (Germany, Hungary, Poland and Romania) aimed to design a European educational concept for the sustainable development of cross border areas.

**Duration**: 01/09/2016 – 28/02/2019  
**Project volume**: 227.850,00 €  
**SRH Project volume**: 51.100,00 €  
**Funded by**: ERASMUS+ KA2; Strategic Partnerships  
**Participants**: Prof. Dr. Michael Hartmann  
**In Cooperation with**: Umweltbüro für Berlin-Brandenburg e.V. (Germany), Polip Youth Associations (Hungary), Instytut Gospodarki Surowcami Mineralnymi i Energią Polskiej Akademii Nauk (Poland), The University of Oradea (Romania)

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DBU: Climate Scepticism - Argumentation Patterns and Psycho-Social Background

This project was funded by the German Federal Environmental Foundation (DBU) and conducted in cooperation with researchers from the Free University of Berlin (FU Berlin). It is a qualitative study based on in-depth interviews. The project investigated the following questions: Which non-conscious resistances play a role for climate change sceptics? Can an analysis of arguments help to formulate guidelines to better communicate with climate sceptics?

**Duration**: 01/02/2018 – 01/05/2019  
**Project Volume**: 257.600,00 €  
**SRH Project volume**: 123.820,00 €  
**Funded by**: Deutsche Bundesstiftung Umwelt (DBU)  
**Participants**: Prof. Dr. Alexander Wulf, Dr. Barbara Strohschein  
**In Cooperation with**: Prof. Dr. Dieter Flader, FU Berlin

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EU: ITG4TU (Information Technology Governance for Tunisian Universities)

This project aimed to develop an IT-Governance-Framework for universities in Tunisia. Existing governance models from different countries were reviewed with the intention of supporting a long-term cooperation between the EU and Tunisia through modern and efficient IT.

**Duration**: 01/10/2016 – 31/10/2019  
**Project Volume**: 525.741,00 €  
**SRH Project volume**: 51.270,00 €  
**Funded by**: ERASMUS+ KA2 Program, Strategic Partnerships  
**Participants**: Prof. Dr. Vladimir Stantchev, Prof. Dr. Gerrit Tamm
New and ongoing research projects in 2019

**DAAD: Higher Education in the western Balkan Region, common values, competencies and sustained development**

This project supports professional exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia putting an emphasis on sustainable development. It is the aim to avoid ethnic conflicts, to strengthen collaboration across borders and to support democratic developments and civil society. Furthermore, collaborations are to be encouraged and enhanced across borders. While political, economic and technological challenges are to be put into a global context, all issues and responses have to be formulated locally with responsibility resting on local actors.

**Duration:** 01/01/2020 – 31/12/2020

**Project Volume:** 39,930,00 €

**Funded by:** DAAD

**Participants:** Prof. Dr. Goran Rafajlovski, Kirsten Matthes

**In Cooperation with:** Nehemiah Gateway University (Pogradec, Albania), St. Cyril and Methodius University (Skopje, North Macedonia)

**DAAD: East-West Dialogue: Post-phase of the Mega-Event FIFA World Cup 2018 in Kaliningrad (Russia)**

The project aims to analyse the Mega-Event FIFA World Cup 2018 from a variety of different perspectives, drawing conclusions for the pre-event phase for the "Kant-Year 2024" in Kaliningrad, Russia.

**Start:** September/October 2020

**Project Volume:** 10,190,00 €

**Funded by:** DAAD

**Participants:** Prof. Dr. Dirk Hagen

**In Cooperation with:** Martin-Luther-University Halle-Wittenberg and the Baltic Federal Immanuel Kant University (Kaliningrad, RUS)

**BMBF: Development and evaluation of an innovative recycling way for the recovery of tantalum from e-waste – IRETA 2**
Based on a laser dissembling process and electrochemical treatment, a sustainable recycling route for tantalum from electronic waste is developed and a pilot plant built up by the industrial partner Mairec.

**Duration**: 01/03/2020 – 28/02/2022

**Project Volume**: 129.417,84 €

**Funded by**: BMBF

**Participants**: Prof. Dr. Gesa Beck

**In Cooperation with**: Mairec Edelmetallrecycling, Tantec, Robot-Technology, SLCR Lasertechnik, Smart Services, Tungsten, Fraunhofer ARess

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**DBU**: Recycling of the glass and the cells of PV-modules – ReGCell

With the help of "Green Chemistry", a recycling path for thick-film PV modules is to be developed. Both the toughened glass and the silicon cell are to be reused, and the processes and products are to be evaluated in terms of resource strategies.

**Duration**: 01/03/2020 – 31/12/2020

**Project Volume**: 86.802,00 €

**Funded by**: DBU

**Participants**: Prof. Dr. Gesa Beck

**In Cooperation with**: TH Aschaffenburg, IME RWTH Aachen, VDE, QCells, Solarverein Alzenau, Fraunhofer ARess

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**EU - Erasmus**: Additive Process Technology Integration with Management and Entrepreneurship (APTIME)

APTIME contributes to filling the skills gap in Additive Layer Manufacturing (ALM) sector, aligning education and training in ALM with labour market needs. It will provide a flexible pathway resulting in a postgraduate qualification (M. Sc.). SRH is providing a module that includes innovation management, change management and business planning. Five other European partners are involved (GB, F, E, SB, NL).

**Duration**: 01/09/2019 – 31/08/2022

**Project Volume Total**: 408.820,00 €  **SRH Project Volume**: 70.890,00 €

**Funded by**: EU - Erasmus

**Participants**: Prof. Dr. Ian Towers
DCV: The Future of Coaching

The project aims to derive scenarios for the future of business coaching in the German-speaking area of Europe (Germany, Austria, and Switzerland) within the framework of a Delphi study. In addition, challenges for coaches, coaching associations, coaching buyers and training institutes are examined.

**Duration:** 01/07/2019 – 30/06/2020

**Project Volume:** 5.000,00 €

**Funded by:** Deutscher Coaching Verband e. V. (DCV)

**Participants:** Prof. Dr. Carsten C. Schermuly

**In Cooperation with:** University of Applied Sciences and Arts Northwestern Switzerland

BMWi-ZIM: Technical development and built-up of a pilot plant for an economic and ecological reasonable recycling of metal/plastic composites – ReComp

In cooperation with the company Krall Kunststoff-Recycling, a technological process is to be developed to separate and process plastic-metal composite waste. Ultimately, the metals and plastics contained should be recovered according to type. The process developed should be sustainable (i.e. economical reasonable and ecologically harmless overall).

**Duration:** 01/12/2019 – 31/08/2021

**Project Volume:** 115.358,00 €

**Funded by:** BMWi-ZIM

**Participants:** Prof. Dr. Gesa Beck

**In Cooperation with:** Krall Kunststoff-Recycling

ESF: Resource efficient production by sustainable process innovations – RENPI

An e-learning training course will be set up, in which the participating SMEs will have the opportunity to train an employee as a multiplier in the area of resource-efficient production without significant expenditure of time or personnel.

**Duration:** 01/07/2018 – 31/08/2020

**Project Volume:** 175.000,00 Euro €
**Funded by:** ESF  
**Participants:** Prof. Dr. Gesa Beck  
**In Cooperation with:** TH Aschaffenburg, virtuelle Hochschule Bayern

**BMBF:** Development and evaluation of an innovative recycling way for the recovery of tantalum from e-waste – IRETA

Chemical, electrochemical, thermal and mechanical methods were tested as sustainable recycling routes for tantalum from electronic waste.  
**Duration:** 01/10/2016 – 30/04/2019  
**Project Volume:** 1.029.000,00 Euro €  
**Funded by:** BMBF  
**Participants:** Prof. Dr. Gesa Beck  
**In Cooperation with:** Fraunhofer-Aress, TH Aschaffenburg, Mairec Edelmetallrecycling, Tantec, bifa, Fraunhofer IWKS

**EU:** Make Creative Villages – Initiate Cooperation between CCI and Villages

With adapting the existing methods to the specific requirements in rural areas the project wants to go new ways to raise the innovation potential of cultural resources in villages and rural towns. It gives new impulses through tailor-made cooperation between creative industries and local players, initiating surprising partnerships between them.  
**Duration:** 1/04/2019 – 30/09/2021  
**Project Volume:** 1.427.083,70 €  
**SRH Project Volume:** 230.325,00 €  
**Funded by:** EU – Interreg B Central Europe Call 3  
**Participants:** Prof. Dr. Ines Carstensen, Prof. Dr. Dirk Hagen  
**In Cooperation with:** Technologie- und Gründerzentrum “Fläming” GmbH (Lead), Regional-management Burgenland GmbH (Austria), Business Support Center Ltd (BSC) Kranj (Slovenia), E Zavod (Slovenia), South-Transdanubian Area- and Economic Development Nonprofit Ltd.(DDTG) (Hungary), Kulturalis labor Szocialis Sz. (Hungary), Associazione Borghi Autentici d’Italia (Italy)

**EU:** ITG4AU (Information Technology Governance for Albanian Universities)
This project aims to develop an IT-Governance-Framework for universities in Albania. Based on an existing approach, developed in the ITG4TU-Project, aims the research project to intensify cooperation between EU and Albania through modern and efficient IT.

**Duration:** 01/12/2017 – 30/09/2021  
**Project Volume:** 619.433,00 €  
**SRH Project Volume:** 42.226,00 €  
**Funded by:** ERASMUS+ KA2 Program, Capacity Building in Higher Education  
**Participants:** Prof. Dr. Vladimir Stantchev, Prof. Dr. Gerrit Tamm  
**In Cooperation with:** Universitat de les Illes Balears and more

**DFG:** The ABC of the online information liability: Leading to a more consistent review of the transparency of the user information in Europe.

This Project aims at developing a European guideline for pre-contractual online liabilities for the usage at national enforcement authorities.

**Duration:** 01/10/2016 – 31/03/2021  
**Project Volume:** 262.390,00 €  
**Funded by:** DFG  
**Participants:** Prof. Dr. Alexander Wulf, Prof. Dr. Hans-Bernd Schäfer, Prof. Dr. Joanna Luzak, Dr. Ognyan Seizov  
**In Cooperation with:** University Amsterdam, Bucerius Law School and University Hamburg

**DAAD:** Fact Finding Mission: Institutionalizing a university cooperation with UNISS, Cuba

The project aims to establish a cooperation between SRH Berlin University of Applied Sciences and the Universidad de Sancti Spiritus (UNISS) in Cuba.

**Duration:** Since 01/04/2017  
**Total project volume:** 12.797,00 €  
**Funded by:** DAAD  
**Participants:** Prof. Dr. Ines Carstensen and Prof. Werner Siebel  
**In Cooperation with:** Universidad de Sancti Spiritus (UNISS)

**DAAD:** Visiting Professor Dr. Osvaldo Romero
The German Academic Exchange Service (DAAD) funds Prof. Romero’s visiting professorship at SRH Berlin University of Applied Sciences. During his time with SRH Berlin University of Applied Sciences, Prof. Romero aims to intensify research activities between Cuba and Germany and promotes knowledge exchange.

**Duration:** Since 01/09/2019

**Total project volume:** 81,535,00 €

**Funded by:** DAAD

**Participants:** Prof. Dr. Ines Carstensen and Prof. Dr. Michael Hartmann

**In Cooperation with:** Universidad de Sancti Spiritus, Kuba (UNISS)


SRH Berlin University of Applied Sciences conducts the annual statistics of the German river cruise industry.

**Duration:** Since 01/04/2017

**Total project volume:** 8,000,00 € / year

**Funded by:** Sea Consult GmbH / IG River Cruise

**Participants:** Prof. Dr. Ines Carstensen

### 2.3 Structure

The research of professors and research associates is guided by structural requirements and performance criteria set by the German Council of Science and Humanities (WR). All employees of the university contribute to the research culture. This includes professors, research associates, administrative employees and students. With our didactic system CORE, students have many opportunities to participate in research projects and to apply and deepen the knowledge they acquired through academic instruction. They can establish contacts with national and international research networks through close collaboration with professors and teaching staff. Effort is made to ensure that current research topics and insights are integrated into the study content. Students are motivated to write and submit scientific articles with professors. Upon acceptance of the contributions for national or international conferences, the university covers a part of the costs for the conference fees.

The research efforts of research associates and administrative employees are supported through the regular doctoral colloquia, which takes place jointly for the three schools. Each person is invited to present their research progress and to receive feedback on the methodology, theory and general content of their dissertations.
Companies cooperating with the university not only have a reliable partner in SRH, but they also have access to the latest research results. In this way, methods transfer, and knowledge transfer assure that the competitiveness of companies improves. The close relationship between the university, companies and other institutions expands our recruitment endeavours and our ability to react to the decreasing labour supply in Germany.

For society in general, the benefits can be seen in the empowerment of the economic and scientific efforts in the Berlin-Brandenburg metropolitan area. Growth and innovation strategies for the economy result in close scientific and business cooperation. This also contributes to improved living and working conditions.

An ethical review committee was founded at the university on June 1, 2013. It helps and advises the university with ethical and legal aspects of our scientific research. It is comprised of five persons: three professors, one academic employee and one non-academic employee. The committee is presided over by the Vice President of Research. “Guidelines for Securing Good Academic Practice and for Avoiding Academic Misbehaviour” is a university policy that was introduced in June 2013. Two ombudsmen/women were assigned to assist with the implementation of these guidelines, Prof. Dr. habil. Michael Brusch of Brandenburgische Technische Hochschule Anhalt (external professor) and Prof. Dr. Vladimir Stantchev (internal professor). These regulations are examined according to recommendations by the German Research Foundation (DFG) and were approved by DFG.

The internal institutes of SRH are legally dependent organizational units. Their purpose is to initiate and execute research projects, to transfer research insights into teaching, and to share it with the public. The organization of these internal institutes facilitates communication within the university, and between the university and external organizations. Details of the structure and functions are governed by the “Regulations for Research Institutes”. The research activities of our institutes are characterized by a strong global network. The ten research institutes within the university are:

1. Contractual Management Institute (CMI Berlin)

**Schools:** Berlin School of Management and Dresden School of Management

CMI Berlin aims to promote and investigate the potential of management contracts for business transactions. The most pressing tasks involve developing legal management techniques together with other universities and developing concepts for legally viable illustrations of management processes. This is in line with adapting legal thinking and working principles to operational requirements. Concepts for contractual management are implemented and in cooperation with economic leaders.

**Participating Professors:** Prof. Dr. Bert Eichhorn, Prof. Dr. Franz Hessel, Prof. Dr. Farzaneh Soleimani Zoghi, Prof. Dr. iur. Dr. rer. pol. Alexander J. Wulf, and Prof. Dr. Ralph Schuhmann (Ernst-Abbe-Hochschule Jena)

**In Cooperation with:** Prof. Dr. Ibrahim Anil of Marmara University (Turkey)

**Research Partner:** University of Amsterdam, Freie Universität Berlin, Marmara University, Ateneo de Manila University

**Funding Institutions:** Deutsche Fördergemeinschaft (DFG), The German Federal Environmental Foundation (Deutsche Bundesstiftung Umwelt, DBU)
2. Grenke Centre for Entrepreneurial Studies

**School:** Berlin School of Management

Thanks to Wolfgang Grenke, founder of GRENKE AG and Honorary Senator of SRH Berlin University of Applied Sciences, the GRENE CENTRE has come to life. The aim of the GRENE CENTRE is to strengthen entrepreneurial research, and to enhance the science-based teaching at SRH Berlin University of Applied Sciences. In addition, it will promote the transfer of academic findings into real business practice and thus will help start-ups to grow.

The board consists of well-known business people and scientists, founders of innovative companies and long-time friends of SRH Berlin University of Applied Sciences. The Advisory Board members support and give sustainable and future-oriented advice to the research institute:

- Wolfgang Grenke (founder, main shareholder and former chairman of GRENKE AG)
- Jörg Wilhelm (chairman of the supervisory board, Trusted Advisors; SRH Berlin University of Applied Sciences)
- Sebastian Hirsch (board member, Grenke Bank/Grenke Leasing)
- Bert Eichhorn (member of the University’s Management, SRH Berlin University of Applied Sciences)
- Götz Werner (member of the supervisory board, dm Drogeriemarkt)
- Dominik Wörner (founder, insights Berlin/Tel Aviv)
- Ali Mostashari, (founder, lifenome, New York)
- Alfredo de Massis (Professor, University of Bolzano/University of Lancaster)

3. Institute for Innovative Technologies

**School:** Berlin School of Technology

The Institute for Innovative Technologies is based on a cooperation between Prof. Dr. Klaus-Ulrich Neumann, Dr. Tilmann Hickel (Max Planck Institut für Eisenforschung GmbH), Prof. Dr. Michael Hartmann and Dipl.-Ing. Thomas Pfeiffer. The aim of the Institute for Innovative Technologies is to combine core activities of engineering sciences and natural sciences. The key tasks are

- Foster engineering and scientific research activities
- Support technology and knowledge transfer
- Investigate renewable energies, sustainability, technological empowerment

To this end, it is the aim to develop and provide technologies adapted to certain circumstances. Here, a holistic approach must be taken so that the consequences of the use of the technology can be considered during its development. This includes aspects of sustainability, climate change as well as the social and economic impact. Current research areas are new measuring methods and materials, optimization of data acquisition and process control, material optimization and renewable energies.

**Participating Professors:** Prof. Dr. Klaus-Ulrich Neumann and Prof. Dr. Michael Hartmann

4. Institute for International Strategic Management & Innovations (SMI)
**School**: Berlin School of Management

The SMI is a joint initiative between Prof. Dr. Ronald Glasberg and Prof. Dr. Michael Hartmann of SRH Berlin University of Applied Sciences with Dr. Reinhard Messenböck and Jens Jahn of The Boston Consulting Group. The institute conducts research projects based on new developments and innovations, e.g. disruptions in financial services, smart living and smart manufacturing, in order to provide relevant insights and recommendations for business.

**Participating Professors**: Prof. Dr. Ronald Glasberg, and Prof. Dr. Michael Hartmann

**In Cooperation with**: Dr. Reinhard Messenböck and Jens Jahn from The Boston Consulting Group

5. **Institute for Management and Organisation Studies (IMOS)**

**Schools**: Berlin School of Management and Berlin School of Design and Communication

The IMOS aims to analyse social and business consequences of established instruments in management for both practice and research. Issues such as responsibility, ethics, rationality and effective guidance of social systems are the focus of its research activities. The IMOS supports companies and entrepreneurs with their forward-looking management and organizational challenges through interdisciplinary and practice-oriented analysis.

**Participating Professors**: Prof. Dr. Achim Seisreiner, and Prof. Dr. Jens Junge (Berlin School of Design and Communication)

6. **International Institute of Sustainability Management (IISM)**

**Schools**: Berlin School of Management and Berlin School of Technology

IISM is concerned with national and international sustainable business concepts. The central focus is on business self-marketing (branding) and employer branding with respect to company attractiveness for both internal and external stakeholders. Research investigations encompass economic value creation processes and methods concerning sustainable natural and social resources. This includes the development of innovative and environmentally-friendly products and services, as well as intelligent organizational and work-related processes.

**Participating Professors**: Prof. Dr. Anabel Ternès, Prof. em. Dr. h. c. Werner Siebel (Technische Universität Berlin), Prof. Dr. Michael Hartmann, Prof. Dr. Ian Towers, Prof. Dr. Ines Carstensen, and Prof. Osvaldo Romero

7. **Institute of Global Hospitality Research (IGHOR)**

**School**: Dresden School of Management

IGHOR expresses transnational excellence in hospitality research and symbolises joint forces of international hospitality researchers to combine their competences establishing a multidisciplinary community for innovative and sustainable hospitality research. The focus of the research is on international hotel management. The aim is to establish networks and project developments. In particular, the following tasks for research and implementation into practice are targeted:
• International hospitality concepts: Work processes that are changed by digitalisation and automation are analysed. This results in research for a sustainable human resources management in the personnel sector in order to derive technology-based process optimizations.

• Global transfer of technology and innovation: Research will be conducted on the implementation and impact of new digital tools, processes and technologies. Competencies, further development and global networking are also scientifically promoted.

• Start-up promotion and design thinking: IGHOR’s research is intended to promote start-ups and the development of creative impulses (e.g. responsible growth, responsible embedding of new business models and financing.

More Information on www.hospitality-research.institute

Institute Management: Prof. Dr. Hartwig Bohne, Prof. Dr. Markus Schuckert (The Hong Kong Polytechnic University School of Hotel and Tourism Management) and Dr. Florian Aubke (FH Wien of the WKW, University of Applied Sciences for Management & Communication)

Selected Participating Professors: Prof. Dr. Ralf Burbach (Technological University Dublin), Prof. Dr. Michael Ottenbacher (Kansas State University, Manhattan/USA), Prof. Dr. Stephen Pratt (University of the South Pacific, Suva/ Fiji)

8. Institute of Information Systems (IWI)

Schools: Berlin School of Management, Berlin School of Technology

IWI aims to combine the long-time research experiences of the institute’s two head researchers. Their specializations are information systems, smart items, information management and cloud computing. IWI cultivates contacts in business, research and political institutions. It leads the implementation and design of the Information Systems Management research cluster at SRH Berlin University of Applied Sciences. The institutes’ competencies in business informatics are shared with other research areas of the cluster and with external partners as well.

Participating Professors: Prof. Dr. Vladimir Stantchev, Prof. Dr. Gerrit Tamm and Prof. Dr. Franz Hessel

In Cooperation with: Prof. Dr. Miroslaw Malek of University of Lugano (Switzerland); Antonio de Amescua Seco of Universidad Carlos III de Madrid (Spain); Sir Brian Fender of Kingston University (UK); and others

9. Institute of Service Management (IDM Dresden)

Schools: Berlin School of Management and Dresden School of Management

IDM Dresden is a dedicated research institute of the SRH Berlin University of Applied Sciences housed at the Dresden School of Management. A special focus of the research approach is placed on questions about the tourism industry as a major driver of the economy. The service sector includes companies in the hotel industry and in the broader hospitality industry. Since this sector consists of medium-sized companies, the majority of the projects focus on them. However, small
and large companies benefit from the academic output as well. Project partners range from young start-ups to well-established industry leaders.

**Participating Professors:** Prof. Dr. Matthias Straub, Prof. Dr. Walter Freyer, and Prof. Dr. Ines Lolo Britta Carstensen

10. **Silver Workers Research Institute (SWRI)**

**School:** Berlin School of Management

SWRI researchers investigate the effects of demographic change on the labour market. The research focuses on the attitudes, support and continued company employment of older employees also known as “silver workers”. Both organisational and personal perspectives are included in investigations.

**Participating Professors:** Prof. Dr. Victoria Büsch; Prof. Dr. Jürgen Deller (Leuphana Universität Lüneburg), and Prof. Dr. Carsten Schermuly

### 3 Research Expertise

The professors and lecturers of SRH Berlin University of Applied Sciences possess expertise, supervise third-party funded projects, publish in peer-reviewed journals, and present at (or moderate) academic conferences in Germany and abroad.

The following tables present an overview of publications by the professors at the Berlin School of Management, Berlin School of Technology and Dresden School of Management of SRH Berlin University of Applied Sciences.

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<table>
<thead>
<tr>
<th>Name</th>
<th>Number of publications</th>
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* ranked journals or journals with impact Factor

### Dresden School of Management

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<th>Number of third-party funded projects</th>
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<td><strong>57</strong></td>
<td><strong>219</strong></td>
<td><strong>125</strong></td>
</tr>
</tbody>
</table>

* ranked journals or journals with impact Factor
Information about the research foci, careers, and research activities of our 36 professors and 14 research associates are structured according to the schools. The professors are listed first, followed by the research associates. The professors and research associates are presented alphabetically in the next chapter. Publications in 2019 are organized by schools. Berlin School of Management is listed in Annex I, Berlin School of Technology is listed in Annex II, and Dresden School of Management is presented in Annex III.

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3.1 Research Expertise at the Berlin School of Management

Professors at the Berlin School of Management

Prof. Dr. Arta Ante

Berlin School of Management

- Professor of Communication Management

Research Foci

Prof. Dr. Arta Ante focuses her research on intercultural communication, art management, gender focused communication as well as qualitative empirical methodology.

Career

Prof. Dr. Arta Ante is an expert in international and intercultural communication. She has held several senior positions in international organisations, like the United Nations and the International Federation of the Red Cross. Her tasks included Communication, Management and Fundraising. Her interdisciplinary profile with degrees in international management, political and social sciences as well as in art history has been shaped in many European academic institutions like the University of Bordeaux, the Institut des Hautes Etudes Européenne (IHEE) in Nice, the University of Vienna, as well as at the Freie Universität Berlin.

After finishing her doctorate in 2009 (Dr. phil.) with summa cum laude in Vienna, she lectured at the Danube University Krems, the University of Potsdam as well as in several universities of applied sciences like the HTW and the SRH Berlin University of Applied Sciences. At Berlin’s Humboldt University she was awarded the Post-Doc Fellowship from the Berlin Equal Opportunities Program (BCP) for research done on the topic of gender focused communication in academic settings. One year later she coordinated for Humboldt University a third-party project proposal under the framework of “Horizon 2020” European Programme with a 2.3 million euros budget and 11 European partner institutions.

At SRH Berlin University of Applied Sciences, she lectures among others Corporate Communication, PR and Intercultural Communication.
Prof. Dr. Alex Baumgärtner

Berlin School of Management

- Professor of Law
- Programme Director, Master of International Tourism and Event Management Programme (Bachelor of Arts)

Research Foci
Prof. Dr. Baumgärtner’s research focuses on the legal and regulatory framework of the Tourism and MICE industry, especially international issues (including the impact of EU legislation) and aspects of liability and labour law.

Career
Prof. Dr. Baumgärtner studied Law in Erlangen, Germany and Lausanne, Switzerland. While working for a law firm he completed an additional executive Master’s degree at the University of St. Gallen, Switzerland in European and International Business Law. He also completed study visits to the University of Texas and at Harvard Law School. He is a lawyer and member of the Bar Association since 2004. He holds a PhD in economics from Ingolstadt School of Management (Catholic University Eichstätt-Ingolstadt) and also worked there for several years as a research assistant.

Research Activities
Currently Prof. Dr. Baumgartner’s is researching the legal aspects of event safety issues (especially concerning terrorist attacks). He is also examining the national implementation of the EU Directive on package travel and linked travel arrangements.
Research Foci
Her current research focuses on Artificial Intelligence (AI) and its impact on the future of marketing. She manages an expert study for marketing experts in DACH to assess their points-of-view on the impact of AI on their competitive and working environments over the course of the next 3-5 years. In the most recent two studies (2018 and 2019), she also assessed the need for support and consultancy to manage the way in which marketing experts will have to work in the future. The 2018 publication with Springer & Gabler’ “Marketing Essentials” (Title: KI – die Zukunft des Marketing) gives key insights from these studies combined with best practice martech tools that work with AI and have proven impact on the marketing business. Since 2017 Prof. Bünte is giving keynote speeches on AI in business and AI in marketing on several conferences as well as interviews and podcasts around AI. Following an innovation tour to China in November 2019 her new book will address the rapid growth of AI in China and the impact that has on marketing and retail – not only in China, but also in the western world. The book will be published with Springer & Gabler and in Q2 2020.

Career
Prof. Dr. Claudia Bünte is a proven international marketing and branding expert. She has held a number of management positions at global companies around the world: Associate Principal at McKinsey & Company, Global Vice President of Brand and Marketing Strategy at Volkswagen AG, Director of Knowledge and Insights Europe and Director of Strategy and Planning for Germany and three other markets at The Coca-Cola Company. Other responsibilities included working with top brands such as NIVEA, Apple and Siemens. In China, she managed a project for the introduction of prestige car brands.

Research Activities
She holds a doctorate in brand strategy and teaches marketing at international universities and conducts research in the field of artificial intelligence in marketing and business. She is also a member of the Academic Advisory Board of Analyx GmbH, an international company that transforms Big Data Analytics into business-oriented software tools for marketing managers.
Research Foci
Prof. Dr. Victoria Büsch conducts research in the field of demography and human resource management. Her analysis focuses on demographic change with respect to enterprise management. Specifically, her scientific work pertains to age discrimination when recruiting older employees, employee motivation, and the identification of promotional framework conditions for an extended working life. This has been her line of research for nearly 15 years. She has been a guest speaker at many international conferences including the World Demographic Association in St. Gallen, Switzerland and the International Conference on Demographic Aging in Los Angeles, USA.

Career
Prof. Dr. Büsch studied economics at Christian-Albrechts-University in Kiel and at Humboldt University in Berlin. During this time, she developed her interest in the topic of population and population dynamics. In 2004, following a two-year employment in the Human Resource Department at Samsung, Prof. Dr. Büsch completed her dissertation with the title "Three Essays on Age Discrimination in the Hiring Process" for which she was awarded magna cum laude. In 2005, she began lecturing at SRH Hochschule Berlin and was appointed professor one year later. Between 2010 and 2019, she was Vice President of Research and in 2014, she became President of SRH Hochschule Berlin. In the course of the fusion of five SRH schools into SRH Berlin University of Applied Sciences, she passed on her position as Vice President of Research to Prof. Dr. Carsten C. Schermuly in October 2019.

Research Activities
Prof. Dr. Büsch was instrumental in establishing the Transitions and Old Age Potential (TOP) panel in Germany. The panel was developed in cooperation with the University of Lüneburg, Jacobs University in Bremen and the German Federal Institute for Population Research. It has an interdisciplinary approach with the objective of identifying the potential of elderly or ageing people. The first scientific inquiry of TOP took place in 2013 with 5,000 participants and a variety of data set publications followed in 2014.

Prof. Dr. Büsch became a member of The Demographic Network (ddn) in 2006 and a board member in March 2012. She is also a board member of Flexi-care 50+ and “Deutschlands Arbeitgebermarken”, a member of the German Society for Demography, and the national speaker of the Association of Private Universities of Applied Sciences (Verband der Privaten Hochschulen e. V.).
**Research Foci**

Prof. Dr. Ines Carstensen has a long-standing interest in the field of tourism. Her particular interest concerns different research fields such as destination development, innovation, sustainability, mobility, natural and cultural heritage, energy systems and climate change.

**Career**

Prof. Dr. Carstensen studied economics and tourism management at the University of Applied Science in Kempten. She wrote her dissertation at the University of Potsdam’s Department of Human Geography and was engaged in several areas of tourism pertaining to the cruise line industry, destination management organizations, resorts and tour operators. In 2003, she worked as a project coordinator and deputy head of a BMBF-funded project for climate trends and sustainable tourism development at the Leuphana University of Lüneburg. In 2009, she worked for the German initiative for sustainable management, Futouris e.V., to further a sustainable transformation in tourism. Prof. Dr. Carstensen received the mandate from the Futouris e.V. board to establish a transdisciplinary alliance between the German scientific community and the tourism industry. In 2015, the Center of Innovation & Sustainability in Tourism (CIST e.V. alliance) was founded and Prof. Dr. Carstensen is currently serving as its Scientific Director.

**Research Activities**

Prof Dr. Carstensen coordinates several joint research projects as Scientific Director of CIST e.V. In 2016, she initiated a cooperative research project to implement new models for sustainable tourism and to find European partners which was supported by the BMBF. The current research project “Make Creative Villages – Initiate Cooperation between CCI and Villages is funded by the European Union since 2019 and wants to go new ways to raise the innovation potential of cultural resources in villages and rural towns by giving new impulses through tailor-made cooperation between the creative industries and local players. She co-designed a project concept to apply for the CLIENT II program founded by the BMBF in order to implement new resource techniques and tourism management systems in Ghana with Prof. Dr. Michael Hartmann’s Renewable Energy Programme at SRH Berlin University of Applied Sciences and Fraunhofer UMSICHT. She also designed another project focusing on creating sustainable building systems in Namibia. Prof Dr. Carstensen received funding from the municipality of Bernau near Berlin to integrate research projects in teaching and to develop an innovation process for Bernau’s future tourism. Students had the opportunity to write their first scientific article, which was the pilot publication of the “SRH-Werkstattbericht”. She is also cooperating with others in the field of tourism and digitization.
Prof. Dr. Bert Eichhorn

Berlin School of Management

- Professor of International Business Law/ European Law
- Vice President of International Affairs
- Director of the Contractual Management Institute
- Programme Director, International Management Programme & Entrepreneurship (Master of Arts)

Research Foci
The aim of Prof. Dr. Eichhorn’s research is to examine the impact of national and international (contractual) circumstances on business decisions and on the design of entrepreneurial processes. The analysis of decision-making processes is particularly relevant in lieu of shifting corporate decision-making processes in digital systems and electronically-controlled supply chains.

Career
Prof. Dr. Bert Eichhorn studied Law, Philosophy and Economics in Cologne, Germany and Lausanne, Switzerland. In 1991, he completed his dissertation in Cologne with the title “State Responsibility, Reparations and Germany’s Compensation after World War II”. His dissertation is one of the papers on state responsibility selected by the Law Commission of the United Nations (UN) and serves as the basis for court decisions, including decisions taken at the Federal Constitutional Court in Germany. He has been Professor of International Business Law and European Law at SRH Berlin University of Applied Sciences and Visiting Professor at Beuth Technical University Berlin since 2008. He was a guest lecturer at Technical University Breslau; Neisse University in Liberec; Jelenia Gora and Görlitz at Marmara University in Istanbul; Grande École de Commerce (INSEEC Business School) in Paris and Bordeaux; and the University of Granada.

Research Activities
His current research project aims to explore conditions of contractual risk management in companies and to examine possible solutions for its use as a controlling management tool.

Another of his research projects compares the business practice of risk management in Turkey and Germany. The analysis of cultural differences in risk management between the two countries and instructions for German companies is also of major interest.
Research Foci
Prof. Dr. Glasberg focuses on the development of new strategic management tools and techniques for start-ups and enterprises with global operations. The aim is to formulate action-oriented recommendations for enterprises depending on their specific stage in the business lifecycle and their particular strategic, innovation, financial and risk management starting points.

Career
Prof. Dr. Glasberg studied Electrical Engineering at Technical University of Berlin, where he worked as a research assistant for several years. His expertise is based on over 20 years of professional experience in the areas of strategic and innovation management. Prof. Dr. Glasberg was involved in the planning of group strategy for Deutsche Telekom AG and also worked as a management consultant for other leading European companies.

He subsequently expanded his knowledge with a Master’s degree programme in Business Administration in Paris, Stuttgart and St. Gallen. He published a number of national and international scientific works and patents.

Research Activities
The goal of Prof. Dr. Glasberg’s research is to gain new insights for companies and their challenges, depending on their business lifecycle stage and level of development.

- Startups need accurate data for product development and establishment in the market. This can be achieved via trend analysis and evaluation of information from the market. After having obtained this, new customized business models and market access strategies can be designed.

- Established companies face increasing challenges in the national and international environment. Based on a scientific analysis, appropriate practical solutions and game-theory based strategies can be designed.

Future research interests are thus in the area of strategic, innovation and financial management for a variety of companies and industries.
Prof. Dr. Christine Gockel

Berlin School of Management

- Professor of Work and Organizational Psychology
- Programme Director, Business Psychology Programme (Master of Science)

Research Foci
Which factors increase team effectiveness? Prof. Dr. Gockel investigates how team members organise and use complex knowledge (in transactive memory systems), how they share leadership to achieve common goals, and how they use humour.

Career
Prof. Dr. Christine Gockel studied Psychology at Humboldt University Berlin. She then went to graduate school at Michigan State University in the US and obtained her PhD in Social and Personality Psychology with a minor in Organizational Psychology. Afterwards, she was employed as Research Associate at Chemnitz University of Technology in Germany and as senior researcher and lecturer at the University of Fribourg in Switzerland. During her time in Germany and Switzerland, she also worked as communication trainer and consulted organizations in the domains of knowledge management and leadership. In 2014, Christine Gockel became Professor of Work and Organizational Psychology at SRH Hochschule Berlin and is currently Programme Director of the Master of Science programme in Business Psychology.

Research Activities
In her research, Prof. Gockel examines team dynamics. Specifically, she examines how team members organize and process knowledge (in transactive memory systems), how they share leadership to reach common goals, and how they use humour. Because her research sits at the intersection of organizational and social psychology, she has conducted survey studies in organizations, experimental studies in the lab, and used social network methods in team studies. In her projects, she tries to involve student researchers as much as possible. Christine Gockel has published in international peer-reviewed journals such as European Journal of Work and Organizational Psychology, Journal of Personnel Psychology, and Basic and Applied Social Psychology. Her research was funded by the University of Konstanz, the University of Fribourg, and the Biäsch Foundation for the Promotion of Applied Psychology.
Research Foci
Prof. Dr. Hagen conducts research in the field of business and cultural events. His analysis focuses on networks, organizational management, and urban development driven by events. His scientific work focuses on match-making in the meeting industry as a method for building up new project collaborations and networks. He speaks at research conferences on topics related to events, architecture and geography.

Career
Prof. Dr. Hagen completed his studies at the University of Hamburg, Universidad Complutense de Madrid and Humboldt Universität zu Berlin. For his Diploma in Geography, his analysis focused on urban and economic geography in the field of advanced producer services. He became a project leader for various national and international empirical research projects at Topos Stadtforschung. In 2005, he started to work in the conference branch at Topos Stadtforschung after publishing in various magazines, developing an urban and culture magazine and moderating expert talks. Prof. Dr. Hagen helped to organize national and international summits and congresses and sometimes moderated these events. In 2015, he graduated magna cum laude from the Philipps University of Marburg and wrote his dissertation on creative industries and scenes. Today, he is responsible for developing, moderating and giving keynote speeches at business events. He has held different positions in marketing, business development and event management. Prof. Dr. Hagen is a board member for various societies and foundations.

Research Activities
Prof. Dr. Hagen is establishing academic empirical research of networks in the meeting industry. For example, he is finishing a research project at re:publica, Berlin, Europe’s biggest digital festival/conference.
Research Foci
Prof. Dr. Franz Hessel’s research interests are primarily in the field of medical management and health economics. His scientific concentrations are the areas of hospital management, health economic evaluations, health technology assessment, and health services research.

Career
Prof. Dr. Franz Hessel studied medicine at Ludwig-Maximilians-University in Munich. He completed his PhD at the Medical Clinic, Department of Preventive Cardiology. After several years of clinical work in the field of cardiology and laboratory medicine, he took part in a part-time postgraduate study to obtain the Master of Public Health at Ludwig-Maximilians-University in Munich. Upon completion he became active in research and teaching as a research associate and group leader in the field of Medical Management at the Universities of Greifswald and Duisburg-Essen. Further career achievements include more than ten years of consulting experience in the field of health economics, management of the department Health Economics Outcomes Research (HEOR) of Sanofi-Aventis Germany, International Director of HEOR Abbott Diagnostics, and professorship at SRH Hochschule Berlin since 2011.

Research Activities
Prof. Dr. Franz Hessel just finished working on a joint research project called “Personalized Medicine in Cancer Research”. The project is about the influence of technologies and customized medical treatment on medication development costs, and the optimal design of authorization modalities and reimbursement arrangements. He considers this issue from health insurance and society perspectives.

Aside from the emphasis on health services research, Prof. Dr. Hessel works on health economic evaluation models, research projects concerning health services, and the usage of routine data of health insurance for health-political decisions.

In the hospital management sector, topics like payment of in-patient psychiatric services and crises management are predominantly covered.
Prof. Dr. Henning Kreis

Berlin School of Management

- Professor of Market and Advertising Psychology
- Programme Director, M.Sc. Business Psychology with a focus on Marketing

Research Foci
Prof. Dr. Kreis conducts empirical, mostly quantitative research in the field of consumer behaviour and strategic marketing. He is interested in why consumers act like they do, from a psychological perspective and tries to come up with implications for strategic marketing. Prof. Dr. Kreis published in leading national and international journals in this field and is co-author of the market research book “Marktforschung” (Küß, Wildner & Kreis, 2018) that was published by Springer-Gabler.

Career
Prof. Dr. Kreis studied Business Administration at Otto-von Guericke University Magdeburg and Maquarie University Sydney. He holds a Ph.D. from Humboldt Universität zu Berlin, Institute of Marketing. After his Ph.D. Prof. Dr. Kreis became Junior professor for Market Communications at Freie Universität Berlin. Before joining SRH Hochschule Berlin in 2017 he held the deputy professorship for marketing and innovation management at Brandenburgische Technische Universität Cottbus. He had various research and teaching assignments in Germany and abroad. In 2013, he founded the consulting company dk & company GmbH which focuses on science-based business consulting.

Research activities
Recent topics of interest are the use of customer reviews during the online buying decision process (eye tracking approach), the effect of (electronic) word-of-mouth on sales (time series modelling) and diffusion barriers for the use of artificial intelligence in marketing and management.
Research Foci
Prof. Dr. Ralf Linke focuses his research on two topics: consumer behavior and employee satisfaction. His work combines the measurement of human behaviour in marketing research and the evaluation of work.

Career
Prof. Dr. Linke studied Business Administration at the Catholic University of Eichstätt and the University of Memphis. He holds a Ph.D. from Humboldt Universität zu Berlin, Institute of Industrial Marketing Management. His research activities focus on behavioural economics and business relationships. Prof. Dr. Linke joined the global consulting company, Gallup, and worked for six years for national and international clients in the area of customer and employee optimization. In 2012, he joined BiTS University of Applied Sciences in Berlin and helped to build and lead the business administration programmes. In 2015, he began directing the International Business Administration Programme (German language track) at SRH Hochschule Berlin.

Research Activities
Prof. Dr. Linke is currently researching employee satisfaction surveys and consumer behaviour. The employee satisfaction survey is a feedback and performance management tool suitable for companies of all sizes. Current research looks for ways to optimize the quality of survey operations and the impact of the metrics used. His consumer behaviour research emphasizes consumer decision-making in digital environments. A central question being answered is: how is digital and mobile content perceived and how does it influence reference points, perceived risk, and perceived usefulness in decision-making?
Research Foci
Prof. Dr. André Presse conducts research in the field of entrepreneurship, innovation and technology management. His analysis focuses on the micro, meso, and macro aspects of successful entrepreneurship and small and medium enterprises (SME), in particular family firms. Micro aspects consists of the entrepreneurial mind-set and psycho-graphy, i.e. how does an entrepreneur develop and entrepreneurial disposition and become the nucleus of a new company. The meso aspect looks at how companies as corporations (“social organisms”) are established and what differentiates successful organizations. Questions in the macro economy related to entrepreneurship are: What is the ideal system for taxing enterprises in general and young ventures in particular? What are economic policies that help to foster and develop entrepreneurship in an economy? What is the purpose of entrepreneurship as and activity and as an academic discipline? Prof. Dr. André Presse published the results of his research in leading national and international journals and conferences, including the American Academy of Management (AOM) and the Journal of Family Business Strategy (JFBS). He authored and co-authored numerous books and book chapters.

Career
Prof. Dr. André Presse studied business administration at the Faculty of Economics Ingolstadt (Wirtschaftswissenschaftliche Fakultät Ingolstadt, WFI) of the Catholic University of Eichstaett (KUE) and holds an MBA from the Leipzig Graduate School of Management (HHL). He has collected extensive entrepreneurial experience in existing companies like Deutsche Bank AG, AUDI AG, Commerzbank AG and GLS Bank and founded and co-founded ventures in Europe and Asia and is mentoring start-ups in Europe and America. He holds a PhD from Karlsruhe Institute of Technology (KIT) and prior to joining SRH was a Visiting Scholar at the Yale Entrepreneurial Institute, Yale University, Assistant Professor (adjunct) at the University of Waterloo in Ontario, Canada, as well as the University of Bolzano in Tyrol, Italy.

Research and Technology Transfer Activities
Prof. Dr. Presse was head of the Technology Transfer Office (TTO/TUGZ) of the Otto von Guericke University of Magdeburg, where he successfully raised 2 Mio. EUR for the centre. He is a member of the American Academy of Management (AOM), the Förderkreis Gründungsforschung (FGF) and the German Economists Association (Verein für Socialpolitik, VS) and reviewer for a number of internationally recognized journals. In addition, he is a member of the Institute for New Economic Thinking (INET) in New York and serves as a member on the board of two academic foundations.
Research Focus
Prof. Dr. Richter-Zaby researches the development of indicators for the analysis of costs and benefits of professional training.

Career
Prof. Dr. Julia Richter-Zaby studied economics at the University of Hamburg. Her focus was business administration and sociology (methods for empirical sociology research). She completed her supplementary studies on personnel at the I.P.A. institute for personnel matters & ergonomics. She earned her doctorate from Friedrich-Schiller-Universität Jena in August 2000. Prof. Dr. Richter-Zaby began her scientific career as Research Associate at the University of Jena. In 2002, she also became a temporary lecturer of business administration at the Hamburger Distance Teaching University (Fernhochschule) in Munich. She worked as Publication Manager Hubert Burda Media for the Burda Medienparkverlage and as Business Development Manager for Estee Lauder to build up the AVEDA flagship stores in Berlin. Since 2008, she has been professor of Business Administration at SRH Hochschule Berlin.

Research Activities
Prof. Dr. Richter-Zaby’s recent research topic is management of sport clubs.
Prof. Dr. Osvaldo Romero Romero
Berlin School of Management
- Professor of Sustainable Management and Renewable Energy

Research Foci
Biogas production, tourism management, biomass use, vocational training, agrochemical residues in food, sustainability analysis in energy systems, information management system

Career
Master of engineering and international business with a focus on renewable energy and waste – water management.

Research Activities
1. Development of chemical analysis methods for the determination of traces of agrochemicals in food and bioproducts to contribute to food security in Cuba.
2. Methodology to assess the sustainability of agricultural waste management for energy purposes.
3. Information management system to support the development of renewable energies in Cuba.
4. Proposal of a 100% renewable energy-based matrix for the generation of electricity in Sancti Spiritus, Cuba.
5. Methodological and theoretical basis for the design of a model of strategic management orientation and vocational training for the tourism sector in Cuba.
6. Knowledge transfer model for a reform towards competence-oriented professional education and training in the Cuban economic transformation.
7. Training of competences in directives for the management of foreign investment business opportunities.
8. Soil assessment and management for renewable energy plants in Cuba in view of the experience in Germany.
9. Structural development of renewable energies and energy efficiency for Cuban rural areas. A German - Cuban cooperation.
10. Promotion of entrepreneurial thinking and acting in Cuba.
11. The processes of socio-technical adaptation based on the use of renewable energy sources and their impacts on local agricultural development.
12. Biogas production from waste from local food, wood and sugar cane industries for increasing self-sufficiency of energy in Sancti Spiritus, Cuba.
Prof. Dr. Carsten C. Schermuly
SRH Berlin University of Applied Sciences

- Vice President of Research and Transfer
- Professor of Business Psychology
- Programme Director, Business Administration with a focus on Business Psychology Programme (Bachelor of Arts)

Research Foci
Prof. Dr. Carsten Schermuly’s research concentrates on psychological empowerment and New Work, the analysis of interaction processes in working groups and the quality of instruments used for employee selection and HR development. He developed the Discussion Coding System (DCS) that details a new method with which communication processes within working teams can be quickly encoded and analysed. His research on negative side effects of business coaching was awarded several times (Erdinger coaching price; German coaching price; Harvard Medical School)

Career
Prof. Dr. Schermuly studied Psychology at Johannes-Gutenberg-University in Mainz and Humboldt Universität zu Berlin. After completing his PhD in the field of Business Psychology at Humboldt Universität zu Berlin, he worked as a postdoctoral researcher for the Institute of Labour at University of Braunschweig (Organizational and Social Psychology). Additionally, Prof. Dr. Schermuly worked for various consulting firms in the field of leader selection and development, implementation of mentoring systems and quality of staff selection processes. He began teaching at SRH Hochschule Berlin in October 2011 and was appointed professor in November 2012. Prof. Dr. Schermuly has passed his Habilitation at Helmut Schmidt University Hamburg in February 2018 with his work on the mediating effects of psychological empowerment in the organizational practice. In the course of the fusion of five SRH schools into SRH Berlin University of Applied Sciences, he assumed the position of Vice President of Research and Transfer in October 2019.

Research Activities
Prof. Dr. Schermuly examines how the diversity of working groups and different leadership styles impact the interaction processes in work teams and how these processes of interaction, in turn, influence key variables such as job performance within teams. He analyses the antecedents and consequences of psychological empowerment in organizations and the effects of New Work initiatives. Since 2011, he explores the risks and side effects of business-coaching at SRH Berlin. His studies show that side effects regularly accompany the effects of business coaching and that multifaceted causes are responsible for them.
Research Foci
The research activities of Prof. Dr. Seisreiner focus on the connection between management aspects and management control/controlling. Important elements are the behaviour-influencing effect of incentive schemes, index systems and performance measurement.

Career
After studying Economics at University of Mannheim, Prof. Dr. Seisreiner completed his PhD at Potsdam University. Then he became Professor of Business Administration and worked in the HR Management of the DB Group. In addition to his work at SRH Berlin University of Applied Sciences, he is working as Senior Advisor and as member of the scientific advisory board for the consulting firm Horn & Company GmbH in Düsseldorf. He also is an associate professor at the University of Potsdam.

Research Activities
Prof. Dr. Seisreiner examines the phenomenon of disengagement in organizations and deals with the analysis of market-based power control in organizations. Furthermore, he explores the issue of individualized target agreement systems from a motivational-theoretical point of view.
Prof. Dr. rer. pol. Christina Stecker

Berlin School of Management

• Professor of Economics

Research Foci

• Maintaining work ability in the era of digital and demographic change
• Labour market and social policy, comparative welfare state research
• Idiosyncratic job arrangements, strategic management and leadership
• Innovative leadership strategies for the “Digital Transformation” from an Institutional and Behavioural Economics Perspective
• Scottish Enlightenment and English Contract Theory

Career

Prof. Dr. Stecker studied economics, political science, sociology and philosophy at the Justus-Liebig University of Giessen and the Philipps-University of Marburg. She was a research fellow in the Economics Department of the Centre for Social Policy Research (ZeS) at the University of Bremen and completed her doctorate in 2001. She was responsible for the management of the Active Citizenship Department and the research project “Third Sector and European Civil Society” at the Westphalian Wilhelm University of Münster. She assisted with research and teaching for the Chair of German and European Social Policy and Comparative Politics. In 2003, Prof. Dr. Stecker began working on old-age security and rehabilitation research for the research and development department of the German Pension Insurance, Federal Institution, in Berlin. From 1999, she lectured at different public and private universities and began lecturing at SRH Berlin University of Applied Sciences in 2012. She conducts training seminars for Work-Ability-Coaching (Arbeitsbewältigungs-Coaching, ab-c ®) and became Professor of Economics at SRH Berlin University of Applied Sciences in 2015.

Research Activities

For more than fourteen years, Prof. Dr. Stecker has been looking for answers to the challenges of ageing staff in an era of rapid digital and demographic change. Her special focus is about maintaining and strengthening the work ability of all generations against the backdrop of workplace digitisation and leadership in small and medium-sized enterprises (SMEs) as well as in the public service sector. Prof. Dr. Stecker successfully acquired and led two demography Projects, „GeniAL – Generational Management in Working Life“, funded by the Federal Ministry of Labour and Social Affairs in Berlin and the Initiative Neue Qualität der Arbeit (INQA), as well as the transnational Project "Smart Region - Age Management in innovative Regions", funded by the European Social Fund. Prof. Dr. Stecker’s current research projects are “Maintaining Work Ability in the Era of Digital and Demographic Change” and “Digital Change and New Forms of Work”.

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Prof. Dr. Anabel Ternès

Berlin School of Management

- Professor of Communication Management
- Programme Director, International Communication Management Programme (B. A.)
- Programme Director, Business Administration with a focus on E-Business Programme (B. A.)
- Executive Director of the International Institute for Sustainability Management

Research Foci

Prof. Dr. Anabel Ternès’ research interests focus on issues of sustainability in business development, digital change, corporate health management, and communication strategies.

Career

Prof. Dr. Ternès wrote her dissertation on intertextuality at the University of Osnabrück and University of Magdeburg. She acquired years of experience in international management, sales, marketing and business development while working for Samsonite, Fielmann and other companies. She works as a presenter, coach and consultant since 1995. Prof. Dr. Ternès graduated with a degree in education from the University of Osnabrück and a degree in business administration from the University of Hagen. She completed a Master of Arts degree in German studies as well as completed the first and second state examinations at the University of Osnabrück and University Cologne. She is a communications expert, journalist, co-founder of several companies, and a guest professor of GUC and Tongji University Shanghai.

Research Activities

Prof. Dr. Ternès currently researches corporate health management, and the motivation for business development and trends. She is engaged in the study of intercultural job advertisements alongside ‘data4u Germany’ and ‘Deutschlandstiftung Integration’ (the German Foundation for Integration). She works on an international multi-piece study for the Konrad-Adenauer Foundation about the success factors of start-ups worldwide, hindering factors of German society, and a feasibility study for brainLight and EUPD on the conditions and implementation of health communication in companies. She is investigating international marketing trends in collaboration with scientists from various countries.
Prof. Dr. Ian Towers

Berlin School of Management

- Professor of International Business Administration
- Programme Director, International Business Administration and International Business Administration with a Focus on Finance Programmes (Bachelor of Arts)

Research Foci

Prof. Dr. Towers’ research is interdisciplinary and international by nature. He is interested in the changing nature of work and how this is having an impact on employment relationships, in particular, the growth in alternative employment relationships (precarity, gig economy) and their effect on individuals in terms of their identity and how they can organise. He is also carrying out research into how cultural products (novels, films, plays, art) both reflect and influence the ways in which business works.

Career

Prof. Dr. Towers studied German at the University of Birmingham in England and worked as a teacher in the UK and Germany. He completed a re-training programme in software programming and developed an interest in business issues following a few years of experience as a programmer.

He was Technical Marketing Manager, Product Manager, Senior Portfolio Manager and Business Unit Manager, working internationally at various small and large organisations such as Nortel Networks, Bombardier and the International Air Transport Association. He graduated with an MBA from McGill University in Montreal and completed his PhD in Management at the University of Carleton in Ottawa. The topic of his dissertation is “Change Management in the Pharmaceutical Industry”.

Before joining SRH Hochschule Berlin in 2012, he worked at various universities in Montreal and Berlin as a visiting lecturer, and he was a visiting professor in Paraguay, Prague, Rome and Athens.

Research Activities

One of Prof. Dr. Towers’ current investigations is on the repercussions of new forms of employment in the academic workplace and in the food delivery industry. He is examining how these developments are having an impact in all areas of the life of those involved, and why and how they are organising in non-traditional ways to improve their conditions. With colleagues he is also looking at how female early career academics with a “migration background” deal with their situation in Germany. He continues to work on the broader theme of the relationship between cultural practices and business.
Prof. Dr. Dr. Alexander J. Wulf
Berlin School of Management

- Professor of Business Law

Research Foci
Business law, legal tech, law and economics, empirical legal research, new institutional economics

Career
Prof. Dr. Dr. Wulf studied law, business and economics, and research methods. He graduated from SRH Hochschule Berlin with a Bachelor of Arts in Business Administration in 2006. He attended Bucerius Law School / WHU – Otto Beisheim School of Management and graduated with a Master of Law and Business in 2007. From 2007 to 2008, he completed a Master of Science in Social Research Methods at London School of Economics. In 2013, he was awarded a Doctor of Law degree from Bucerius Law School, in 2018 a Doctor of Economics from University of Siegen.

Research Activities
Prof. Dr. Dr. Wulf is interested in the interdependence of law and economics, the role of legal cultures and institutions in economics, and the application of empirical methodology to the study of law. His research focuses on empirical analysis of European law, IT law and legal tech topics. Among others he has held research, teaching and visiting positions at Kyoto University (2019 and 2009), the University of California in Berkeley (2018), Bucerius Law School (2016-open), West Bengal National University of Juridical Sciences (2016), University of Hamburg (2015-2017), University of Oxford (2011-2012).
Research Associates at the Berlin School of Management

Laura Creon, M. Sc.
Berlin School of Management
- Research Associate of the Business Psychology Programme

Research Foci
Diversity in work teams and professional trainings as well as onboarding of new employees in organizations

Research Activities
Laura Creon’s dissertation focuses on diversity in work teams, especially in personnel development situations, such as training and onboarding. In 2017 and 2018, she carried out a project on training effectiveness in diverse training groups with Prof. Dr. Schermuly and in cooperation with the Verwaltungsakademie Berlin. Currently, she is also investigating newcomer onboarding in diverse work teams.

Ivana Drazic, M. Sc.
SRH Berlin University of Applied Sciences
- Research Associate to the Vice President of Research and Transfer

Research Foci
New ways of working, demographic change, retirement, psychological empowerment

Research Activities
Ivana Drazic examines interactions between two current trends in the organizational context: While the workforce in many industrialized countries is getting older on average, more and more companies are adopting new ways of working. Currently, she investigates the acceptance of an agile project management methodology – Scrum – depending on employee age and the perceived age climate. So far, she has taught Leadership, Personality Psychology and Psychological Diagnostics as well as Dynamics in Business and Society to Bachelor and Master students.
Research Foci
Outcomes of coaching, side effects of coaching for clients, and active ingredients of coaching outcome

Research Activities
Carolin Graßmann's dissertation is entitled “Side Effects of Coaching for Clients and Their Antecedents”.

Mareike Grimmel, M.Sc.

Berlin School of Management

- Research Associate of Business Psychology and Demographic Change

Research Foci
Entrepreneurs in ageing societies

Research Activities
Mareike Gimmel’s dissertation focuses on entrepreneurs in ageing societies. She analyses the factors that make older entrepreneurs successful.
Research Foci
Psychological empowerment, its antecedents, and its implications in the fields of job search and sustainability management.

Research Activities
Lisa Grützmacher studied psychology at Humboldt-Universität zu Berlin, her thesis focused on consequences of allegations of racism in political discussions. At Freie Universität Berlin, she was involved in research on integration of refugee children in schools. Currently, she teaches “Psychology of Emotions and Perceptions” to bachelor’s students in line with the CORE-standards. Her present study looks into how the psychological empowerment of employees can be positively affected by supervisors. Future projects include the role of psychological empowerment in outplacement processes and the relationship between psychological empowerment and sustainable behavior at the work-place.

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Research Foci
Discrete Emotions and their participation when it comes to innovation.

Research Activities
Susanne Klaus’s dissertation focuses on the effects of positive or negative emotions during the process of innovation and observes in addition the role of purpose. In October 2018, she started working at the SRH Grenke Centre for Entrepreneurial Studies. Her doctoral supervisor is Prof. Dr. André Presse. In 2005, she started her own software business and wrote the Linux handbook “T2 System Development Environment”.

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Lisa Sophie Grützmacher, M. Sc.
Berlin School of Management
- Research Associate of the Business Psychology Programme

Susanne Klaus, Dipl.-Ing. (FH)
Berlin School of Management
- Research Associate at Grenke Centre for Entrepreneurial Studies
Jan Koch, M. Sc.

Berlin School of Management

- Coordinator of the Berlin School of Management
- Research Associate of the International Business Administration Programme (in German)

**Research Foci**
Fostering agility in the workplace, organizational attraction, psychological empowerment, and new work.

**Research Activities**
Jan Koch teaches statistics to bachelor’s students and is currently studying what constitutes modern workplaces and why some are more attractive to employees than others. This includes a psychological perspective on agility in the workplace with the assumption that although there is a general desire for modern concepts at work not everyone is equally attracted to such jobs.

Mohammad Mohammadian, M.Sc.

Berlin School of Management

- Research Associate of Quantitative Methodology

**Research Focus**
Quantitative methodology

**Research Activities**
Mohammad Mohammadian is a lecturer of quantitative methodology. He supports SRH scientific researchers in statistics and quantitative methods.
Dr. Ognyan Seizov
Berlin School of Management
- Research Associate in the DFG-funded project “The ABC of Online Disclosure Duties”

Research Foci
Online communication, transparency, consumer marketing, information obligations in the EU, information design, mixed methods research

Research Activities
Ognyan Seizov (PhD – Communication Science, 2013) is part of Prof. Dr. Dr. Wulf’s research team in the project “The ABC of Online Disclosure Duties”. In this role, he conducts empirical research (qualitative and quantitative) into the transparency of the information businesses provide to their customers online, with the overarching goal to improve EU consumer policy and to optimize information disclosures. He also studies the visual and multimodal features of online communication in other contexts, such as election campaigns, news reporting, consumer marketing, and user-generated content.

Tobias Stähler, M. A.
Berlin School of Management
- Research Associate of the Communication Management and E-Business Programmes

Research Foci
Journalism, political communication, internal corporal communication, and networking research

Research Activities
Tobias Stähler is PhD Candidate at the University of Eichstätt-Ingolstadt under the supervision of Prof. Dr. Klaus-Dieter Altmeppen. His dissertation is entitled “Power Transformation in German Parliamentary Journalism”. In 2014, he began conducting research about internal corporal communication (employee marketing and behavioural branding) with the International Institute for Sustainability Management.
Research Focus
Operative health management

Research Activities
In 2012, Frank Wittig began investigating the topic: “The Effects and Expectations of AutoID Technology and UID Standardization on the Quality of Medical Care”. He completed a stakeholder survey in cooperation with the European Health Industry Business Communications Council (EHIBCC), the Association of German Dental Manufacturers (VDDI), and SPECTARIS - German Industrial Association for Optical, Medical and Mechatronic Technologies. He is a PhD Candidate at Ernst-Moritz-Arndt-University in Greifswald under the supervision of Prof. Dr. Steffen Fleßa and his dissertation is entitled, “Real-Time Location & Tracking Systems as Instrument for Time Studies in Hospitals”.

Frank Wittig, M. A.
Berlin School of Management
• Research Associate of the International Management Programme
3.2 Research Expertise at the Berlin School of Technology

Professors at the Berlin School of Technology

Prof. Dr. Gesa Beck

Berlin School of Technology

- Professor of Environmental Technologies

Research Foci

The work of Professor Beck is in the fields of “Environmental Technologies” for an innovative and sustainable use of material and energy resources.

Career

Prof. Dr. Gesa Beck studied Chemistry at Leibniz University Hannover and obtained her Doctoral degree in natural science in the field of “Basic Research of Solid State Batteries” at the Justus-Liebig-University Giessen in 2002. Thereafter she worked as a researcher at the Institute for Precious Metals Research in Schwäbisch Gmünd and was the project leader in several projects amongst others in “Solid Oxide Fuel Cells” and “Plastic Composites as Substitute for Critical Indium-Tin-Oxide”. In 2013 she became a Professor at the University Augsburg for the “Chemistry of Materials and Resources”. Between 2015 and 2019 she worked as Professor for “Resource Efficient Products and Engineering” at the Technical University Aschaffenburg and since October 2019 she is a Professor for “Environmental Technologies” at the SRH Berlin University of Applied Sciences. In parallel, she has been the leader of the Fraunhofer-Applied Center for Resource Efficiency (ARess) since 2015.

Research Activities

In her current research and development projects Professor Beck and her team develops “Innovative and Sustainable Ways for the Recycling of Metal and Plastic Composites”:

- BMWi-ZIM-Project „Technical development and built-up of a pilot plant for an economic and ecological reasonable recycling of metal/plastic composites – ReComp”, Partner: Krall Kun-ststoff-Recycling, running time: 01/12/2019 - 31/08/2021
- BMBF-Project „Development and evaluation of an innovative recycling way for the recovery of tantalum from e-waste – IRETA 2”, Partner: Mairec Edelmetallrecycling, Tantec, Robot-Technology, SLCR Lasertechnik, Smart Services, Tungsten, Fraunhofer ARes, running time: 01/03/2020 – 28/02/2022
Prof. Dr. Michael Hartmann

Berlin School of Technology

- Academic Director of the Berlin School of Technology
- Professor of Information Technology and Management
- Vice President of Teaching (until October 2019)
- Programme Director, Business Administration with a focus on Renewable Energy Programme

Research Foci

Prof. Dr. Michael Hartmann conducts fundamental research on the development of new material for photovoltaic and information technologies. Further research areas are energy and environmental management and knowledge management.

Career

Prof. Dr. Hartmann studied Physics at Humboldt University in Berlin, graduated in 1987 and completed his PhD in 1991. He began his academic career as a research associate at Max Planck Society. From 1992-93, he held a research associate position at the Science Center of the University of Rochester, New York. After other stages as a research associate at Humboldt University Berlin and Technical University of Chemnitz, he became Professor of Information Technology and Management at SRH Hochschule Berlin in 2002. In 2010 he was assigned Vice President of Teaching and since 2011. Prof. Dr. Hartmann has been the Programme Director of the Bachelor of Science programme in Business Administration with a focus on Renewable Energy.

Research Activities

Prof. Dr. Hartmann has been working in different international research projects concerning material science and optoelectronics at Humboldt-University, at University of Rochester (USA) and University of Jerusalem and Tel Aviv (Israel). Special research interests include applications of new materials for photovoltaics and sustainable energy systems on the basis of renewable energy resources. In cooperation with partners from several countries he initiated capacity building programmes in both vocational training and higher education with the focus on sustainable energy management. His current research focus is decentralized energy supply systems in rural areas. The international research project “ENergize Ghana by Cocoa Husks” (ENGHACO) is funded by the BMBF and directed by Prof. Dr. Michael Hartmann since August 2018. The project objective is to optimize the technology of pyrolysis for combustion of so far unused cocoa pod husks in order to sustainably produce energy in the Asaman region of Ghana as well as a pilot for the research consortium, to be established. It is a cooperation with the University of Ghana Legon, Kwame Nkrumah University of Science and Technology (KNUST) – Energy Centre, Fraunhofer Institut für Umwelt-, Sicherheits- und Energietechnik UMSICHT, BOTA, Asaman Cocoa Farmers Association, Municipal Assembly Asaman (MAA), Landwirtschaftsministerium Ghana, Kikam Technical Institute, HU Berlin, Berliner Landesstelle für gewerbliche Berufsförderung in Entwicklungsländern.
Prof. Dr. Knut Haufe

Berlin School of Technology

- Professor of Business Informatics

Research Foci
- Information security, information privacy and business continuity management systems
- Integrated management systems
- Process reference models and process maturity

Career
Prof. Dr. Haufe studied business informatics and commercial laws (LL.M Com.) at the University of Ilmenau and Saarland University. He wrote his dissertation at the University of Carlos III in Madrid in the field of Information Science and Technology. He is also managing director at PwC Cyber Security Services GmbH and supports clients operating critical infrastructures and clients in the public sector with designing, implementing and documenting of information security management systems (ISMS) according to ISO/IEC 27001.

Research Activities
Prof. Dr. Knut Haufe is interested in the process-oriented operation of management systems and their integration within an integrated management system. He is especially interested in process reference models for information security, information privacy and business continuity management systems. His research focuses on those process reference models and their operational aspects. Based on his research, Prof. Dr. Knut Haufe is the international editor of the upcoming ISO/IEC 27022 “Guidance on ISMS processes”. He is a member of various national standardization committees as for example the Standards Committee Information Technology and Applications (NIA) 043-01-27-01 Working Group Requirements, Services and Guidelines for IT Security Systems of the German Institute for Standardization (DIN) and a regular member of the german delegation from this committee to ISO.

He is also a co-author of the IT-baseline security catalogue (previously IT-security handbook) of the German Federal Office for Information Security.
Prof. Dr. Alexander I. Iliev

Berlin School of Technology

- Professor of Computer Science with focus on Big Data

Research Foci
Professor Alexander I. Iliev earned his Ph.D. from the College of Engineering at the University of Miami (UM). During his appointment at UM he had the opportunity to share positive experiences with both undergraduate and graduate students. He taught undergraduate and graduate level classes at the College of Engineering as well as at the School of Communication, where he was also a member of the thesis committee for four consecutive years.

Career
Professor Iliev’s previous affiliations include teaching and research for the: (1) University of California Berkeley teaching: Data Analysis and Scientific Computing for the Data Science and Business Intelligence program at UC Berkeley Extension as well as Machine Learning for School of Information; (2) Institute of Mathematics and Informatics at the Bulgarian Academy of Sciences, and (3) Department of Computing and New Media Technologies at the University of Wisconsin Stevens Point. In addition, Prof. Iliev have been a scientific consultant and lecturer in Silicon Valley and in the Chicago area.

Research Activities
Prof. Alexander Iliev holds two patents in the Digital Audio Watermarking and Data Enhancement fields, which brought over $250,000 for research at his previous employer the University of Miami. In addition, Dr. Iliev released one monograph; has several published papers in leading journals, and many international conference appearances. Dr. Iliev’s research interests are in the fields of Big Data Analytics, Signal Processing, Personalization using Speech and Image signals, Artificial Intelligence, Machine learning and Data Mining. Some of Prof. Iliev’s grants as principal Investigator include: (1) Startup Grant, 2017: for research related to Cluster Computing; (2) Enhancement Grant, 2018: Raspberry Pi Cluster for Computer Information Systems and Data Analytics
Research Foci
Prof. Dr. Klaus-Ulrich Neumann is mainly focussed on investigating fundamental processes using both experimental as well as theoretical approaches. His fields of interest include materials-based research, such as functional materials and including shape memory materials, magnetic compounds, structural arrangements and stability mainly on an atomic level, phase transitions, including superconductivity, as well as measurement principles, such as the contactless measurement of electrical resistivity.

Career
Prof. Dr. Neumann studied physics at Heidelberg University and the Rheinisch Westfälisch Technische Hochschule in Aachen (RWTH Aachen). As an undergraduate he spent a year abroad at Cambridge University, UK, and a further 3 months during a summer study activity at the Witwaters Rand University in Johannesburg, South Africa. His diploma in theoretical physics and the experimental PhD were awarded by the university RWTH Aachen, while his habilitation was obtained at the Humboldt University zu Berlin, both located in Germany. His experimental PhD work was carried out at the Institute Laue Langevin in Grenoble, France, followed by a prolonged stay at Loughborough University in Loughborough, United Kingdom. Subsequently several years of work followed at the University of Kurdistan, Hewler (UKH) in Erbil, Kurdistan Region – Iraq, and the Global College of Engineering and Technology (GCET), in Muscat (Oman). In 2018 Prof. Neumann joined the SRH Hochschule in Berlin to contribute to the renewable energy engineering programme.

Research Activities
Prof. Neumann is currently interested in developing means of expanding the spectrum of methods available for extracting energy from the environment in a renewable and sustainable fashion, for example from wave motion. In addition, characterisation of materials as well as measurement and analysis techniques related to energy considerations are also being developed. This includes the advance of analysis techniques for thermodynamic systems, material science as well as novel approaches for experimental techniques such as neutron scattering.
Prof. Dr. Goran Rafajlovski
Berlin School of Technology
• Professor of Energy Engineering

Research Foci
Prof. Dr. Goran Rafajlovski is mainly focussed on the research field of power engineering with an emphasis on electric machines, transformers and drives control. Further fields of interest are in the field of Renewable Energy, Microgrids, Energy Economics and Energy markets.

Career
Prof. Goran Rafajlovski graduated from the University of Skopje, received a master’s degree from the University of Zagreb and a Ph.D.-degree from the University of Skopje. As part of several DAAD scholarship programs from the German Academic Exchange service he was invited as researcher and guest professor at different universities in Germany: Friedrich Alexander University in Erlangen, University of Kaiserslautern and University of Rostock. He is also awarded the title of Honorary Professor for Power System at the Technical University Sofia, College of Energy and Electronics. He is a Senior Member of IEEE (IAS), recognized reviewer of International Journal Elsevier-Energy and a member of the international editorial board of the International Journal on Information Technologies. He was a full Professor at the Faculty of Electrical Engineering and Information Technologies at the Ss. Cyril and Methodius University in Skopje, and served as Head of Nehemiah Gateway University responsible for all educational, academic and scientific projects. Between 1998 and 2001 Prof. Dr. Goran Rafajlovski was general manager and CEO of the Electric Power Company of North Macedonia, contributing to the privatization, modernization and liberalization of the company. From 2009 to 2012 he worked at RWE Innogy Germany - Hydro Power & New Applications as a Country Manager for Southeast Europe. In this position he was responsible for project development, management and international coordination. He was a member of the North Macedonian Parliament in 1998-99, and from 2001 to 2005 served as Macedonian Ambassador in Berlin, Federal Republic of Germany. Prof. Rafajlovski is currently professor of Energy Engineering at the SRH University of Applied Sciences in Berlin.

Research Activities
Prof. Dr. Goran Rafajlovski’s current research focus is mainly on two fields: improving the efficiency of the drive systems in decentralized RES based supply systems and the investigation of grid integration of energy storage systems in microgrids with improved controllability and monitoring. Prof. Goran Rafajlovski is currently leading the DAAD project in Higher Education in the western Balkan Region, common values, competencies and sustained development granted by the Foreign Ministry of Germany. This project supports professional exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia with an emphasis on sustainable development.
Prof. Dr. rer. nat. Vladimir Stantchev

Berlin School of Technology

- Professor of Business Information Systems
- Executive Director of the Institute of Information Systems
- Programme Director, Business Information Systems (Bachelor of Science), Computer Science with Focus on Cybersecurity (Master of Science), Computer Science with Focus on Big Data and AI (Master of Science)

Research Focus
Prof. Dr. Stantchev works in the fields of cloud computing, serverless computing, blockchain, cybersecurity, governance, compliance, and information management.

Career
Prof. Dr. Stantchev studied computer science at Humboldt University zu Berlin and law at the University of Sofia. Following the completion of his PhD in computer science at Technische Universität Berlin, he was a postdoctoral research fellow at the University of California, Berkeley, USA. He has worked as head of a research group at Technische Universität Berlin and as Professor of Information Systems at FOM Hochschule Berlin. He completed various research stays as senior researcher with the University of California in Berkeley, University Carlos III Madrid, University of Granada and University of Sofia. In March 2012, he became Professor of Business Information Systems and Executive Director of the Institute of Information Systems at SRH Hochschule Berlin. Prof. Dr. Stantchev is a member of governing bodies of several technology companies (e.g., PwC, fuentis AG), investor in more than 40 startups worldwide, and is involved in a variety of publishing and professional activities. He is a senior member of the IEEE and its Computer, Education and Communication societies, senior member of the ACM and member of the university professors board of the German Computer Society (GI e.V.).

Research Activities
Prof. Dr. Stantchev led the SRH project, “Optimal Use of Smart Item Technologies in Stationary Care – OpSIT”, funded by the Federal Ministry of Economic Affairs and Energy. In a SRH collaborative project managed by Prof. Dr. Ronald Glasberg, he was responsible for an IT-risk topic, “Crisis management in hospitals”. He was the SRH project head and lead researcher for a project within the ZIM programme of the Federal Ministry of Education and Research called “prevenTAB – Dynamic, Mobile Motion Analysis: Development of a Sensor-based Solution that Allows an Uninterrupted Observation of Body Posture in Everyday Life”. Prof. Dr. Stantchev was the SRH project lead for “CISOSS - CLOUD AND INTERNET SERVICES WITH OPEN SOURCE SOFTWARE FOR SMES” within the ERASMUS+ KA2 – Cooperation and Innovation for Good Practices - Strategic Partnerships Programme, for “ITG4TU (Information Technology Governance for Tunisian Universities)” and for “ITG4AU (Information Technology Governance for Albanian Universities)”, both within the ERASMUS+ KA2 programme. He is also a professor and PhD supervisor at the Universidad de Granada, Spain, Ph D supervisor at the Universidad Carlos III in Madrid, Spain, and affiliated senior researcher with the Networking Group at the International Computer Science Institute, Berkeley, California, USA.
Prof. Dr. Gerrit Tamm

Berlin School of Technology

- Professor of Business Information Systems
- Director of the Institute of Information Systems

Research Foci

Prof. Dr. Tamm’s research interests focus on IT-strategy, internet of things (smart items), internet of service (cloud computing), and IT-governance.

Career

Prof. Dr. Tamm studied Industrial Engineering and Management at Technische Universität Berlin and the University of California, Berkeley. Prof. Dr. Tamm was a member of the German Research Foundation (DFG) graduate school ‘Distributed Information Systems’. In 2003, he completed his dissertation entitled “Network-based Services: Supply, Demand and Matching” at Humboldt Universität zu Berlin. In 2004, after a postdoctoral stay at the University of St. Gallen in Switzerland, he held a professorship for Business Information Systems at the University of Applied Sciences Erfurt. He was Project Manager of the BMWi research centre ‘prevenTAB’, Managing Director of the BMWi research centre ‘InterVal - Internet and Value Chain’, Managing Director of the BMBF research center ‘OpSIT – optimal usage of smart items in healthcare’ and Managing Director of the BMBF research centre ‘Ko-RFID collaboration and RFID’. He is managing director of Asperado GmbH and Electronic Business Forum. He is Guest Professor at Aarhus University (Denmark), EPU Pernik (Bulgaria), Sapienza University of Rome (Italy), Sofia University (Bulgaria), The American College of Greece (Greece), University Stellenbosch (South Africa) and the University of Applied Sciences HTW Chur (Switzerland).

Research Activities

Business models for Internet of things (smart items and drones) and Internet of Services (cloud computing, AI, and machine learning big data calculations) for different branches such as healthcare, fintec, and education.

Prof. Dr. Tamm is an Expert and Reviewer for European Union (Marie Curie Program), Expert and Monitor Reviewer for the German Ministry of Research and Education, and Expert and Monitor Reviewer for the German Ministry of Economics.
Research Associates at the Berlin School of Technology

Bum-Ki Choi, Dipl.-Ing.
Berlin School of Technology
- Research Associate of Waste and Water Technologies

Research Foci
Hydrometallurgical recycling processes, separation of multi-layered composite materials

Research Activities
Bum-Ki Choi’s research focuses on the development and implementation of projects in the field of metal recycling via hydrometallurgical processes. He is mainly working on the recovery of metals from waste and the separation of metal-plastic composites.

Thomas Pfeiffer, Dipl.-Ing.
Berlin School of Technology
- Research Associate of the Engineering Programmes

Research Foci
Technology transfer to the Global South focusing on renewable energies such as hydropower

Research Activities
Thomas Pfeiffer’s dissertation is about the urgency of climate change mitigation with the working title, “Methodology Optimization of Introducing and Replicating Innovative Technologies in the Global South”. His research examines the conditions under which introduced technologies replicate the most in low- and middle-income countries with fewer infrastructures. The effectiveness and sustainability of technology replication by academic, economic and developmental means depends on variables such as investment and operating costs, demonstration of usefulness and level of technological sophistication, and user’s level of education. The aim of the research is to find an optimal way of introducing RE technologies by studying and evaluating cases under the influence of such variables.
3.3 Research Expertise at the Dresden School of Management

Professors at the Dresden School of Management

Prof. Dr. Hartwig Bohne

Dresden School of Management

- Professor of International Hotel Management
- Head of Bachelor of Arts International Hotel Management (English and German)
- Head of Master of Arts International Business & Leadership / Master of Arts Hospitality Management & Leadership
- Managing Director of the Institute of Global Hospitality Research

Research Foci

His research is focused on human relations in hospitality, especially employer branding, retention management, leadership culture and people development. Furthermore, he is analysing hotel trends and international networks, digital services and challenges for the hotel industry.

Career

Prof. Dr. Hartwig Bohne started his career with an apprenticeship as hotel specialist at the Kempinski Hotel Taschenbergpalais Dresden, followed by his first position at the reception at the Kempinski Hotel President Wilson Geneva. For his studies in Business Administration he moved to Trier (University Trier) and Strasbourg (Strasbourg Business School IECS), where he majored in Tourism and International Management. Afterwards he was economic adviser at the German Hotel Association in Berlin, lead the department of apprenticeship management & university relations at the head office of Kempinski Hoteliers in Munich and started his own consulting company hpc bohne - Strategiepartner der Hotellerie in 2011. From 2013 till 2017 he was additionally hired as personal adviser for a member of the German Bundestag in Berlin and finalised his avocational PhD about collaborative educational frameworks between hotel chains and universities at University Trier (Prof. Dr. Andreas Kagermeier). Since 2008, he has taken several lectureships in tourism, hospitality and human resource management in Austria, Finland and Germany. Since April 2018, he has been Professor of International Hotel Management at SRH Hochschule Berlin Campus Dresden responsible for several study programs and serving as Managing Director of the Institute of Global Hospitality Research.

Research Activities

In 2019 he attended conferences in Hong Kong and Venice presenting results of research projects and analysis regarding distribution channels, co-operative structures between hotels and universities as well as digital impacts on hotel sales and marketing. Furthermore, he is an active member of the German Society for Tourism Research (DGT), the European Association of Hotel & Tourism Educators (EuroCHRIE) and the European Tea Society.
Research Foci
Prof. Dr.-Ing. Vanessa Borkmann focuses her research on technological, digital, societal and ecological trends and innovations in hospitality & tourism, on the scientific development of future scenarios, concepts and solutions for hotels, museums and real estate and the design of smart work and living environments, on smart services innovation and process optimisation, on the identification of specific needs and requirements of customers or employees as well as research on influencing factors (behavioral and environmental) to enhance wellbeing, creativity and psychological stress and strain. More information: www.futurehotel.de I www.future-museum.com

Career & Research Activities
Prof. Dr.-Ing. Vanessa Borkmann studied architecture and urban planning at the University of Stuttgart as well as at the Swiss Federal Institute of Technology (ETH) in Zurich. Today, she is a member of the Chamber of Architects in Baden-Württemberg. Vanessa Borkmann is a researcher at the Fraunhofer Institute for Industrial Engineering (IAO) in Stuttgart, where she is head of research in the field of hotel and tourism. From 2007-2015, she was head of the business segment Hotel Real Estate & Event Properties at the Fraunhofer inHaus Innovation Center in Duisburg. In 2008, she initiated the joint research project “FutureHotel” with its Innovation Lab “Showcase FutureHotel”. In 2011, she therefore received an Innovation Award for Technology Management. She initiated the joint research project “Alpen FutureHotel Y”, with a focus on the future of alpine tourism and hotel business in 2030. In many hotel development projects she is responsible for the conception and realisation of innovative solutions, e.g. for the digitalised, mobile customer journey at the Hotel Schani in Vienna. In 2017 she received the "Hospitality Innovation Award" in recognition of significant achievements that have had a lasting impact on the international hotel industry. Vanessa Borkmann was user representative for the Fraunhofer institute's own iconic building, the “Center for Virtual Engineering (ZVE)” in Stuttgart. Moreover, as innovation manager, she was responsible for the building design process (e.g. Virtual Architecture Engineering), the planning of the multi space office environment and the conception of the laboratory “Urban Living Lab”. From 2014-2018, she worked on her doctoral thesis at the Department of Mechanical Engineering at the University of Stuttgart on the topic "Development of a model for the psychological stress and strain of business travellers during hotel stays". In 2019, she was appointed Professor of Tourism with a focus on Hotel Management at the SRH Berlin University of Applied Sciences. At the same time, together with Sofia Widmann from Museum Booster, she started the international joint research project “Future Museum” with 23 project partners from 6 countries, where she is designated head of research. She chairs the expert group for tourism of Germany’s digital association Bitkom, is an active member of the German Society for Tourism Research (DGT) and of the Center of Innovation & Sustainability in Tourism (CIST e.V. alliance).
Research Foci
Prof. Dr. Sandra Rochnowski has a long-standing interest in the field of tourism. Her particular interest concerns different research fields such as sustainable tourism, nudging, occupational health management for executives or supply chain management for HORECA.

Career
Prof. Sandra Rochnowski, MBA, is a travel agent and business economist with over 15 years of experience in tourism and applied science. After her studies of business administration at the University of Heilbronn and the Universidad de las Islas Baleares, Palma de Mallorca, Prof. Rochnowski gained experience as head of marketing in health tourism at METTNAU, medical rehabilitation facilities of the city of Radolfzell. In Austria Prof. Rochnowski worked as Marketing Manager in the Head Office of Vienna International Hotels (today Vienna House) and Interim as Director of Sales & Marketing with project management in various properties. In 2010 she joined TUI Hotels & Resorts, the brands Iberotel & Dorfhotel, as Head of Marketing & Sales for Mecklenburg-Vorpommern. While working, she completed an MBA Tourism & Hospitality at the University Schmalkalden and the ESERP Business School Barcelona. She wrote her master’s thesis in collaboration with TUI Hotels & Resort of the Iberotel brand on the subject of climate neutrality in the hotel industry. In 2013 Prof. Rochnowski moved to the Heilbronn University where she worked as a research assistant in the tourism industry department. She wrote her dissertation on "Health Management as a Personal Resource of Lifestyle Modification - An Empirical Consideration of Health Promoting Measures and Nudges and their Potentials for Managers in the Inpatient Setting in Germany" (2018: Leuphana University Lüneburg).

Since 2018 Sandra Rochnowski is professor for tourism with focus on hotel management at the SRH Hochschule Berlin, Campus Dresden. In 2018 she founded the Institute JARO e.V. for Sustainability and Digitisation together with Yvonne Jamal and has been head of the scientific department since then.

Research Activities
Prof. Dr. Rochnowski is scientific director of JARO e.V. Institut of Sustainability & Digitalization and accompanies numerous research projects e.g. on sustainable purchasing in cooperation with the Bundesverband Materialwirtschaft, Einkauf und Logistik e.V. (Federal Association for Materials Management, Purchasing and Logistics) and, together with Ms. Jamal, writes a scientific guideline on sustainable purchasing. She also conducts a study on the sustainable management of HORECA companies in Germany in cooperation with the purchasing company Coperama in Berlin.
Prof. Dr. Farzaneh Soleimani Zoghi

Dresden School of Management

- Professor of Business Administration with focus of Leadership

Research Foci
Diversity Management, Intercultural Studies, Gender Studies, Behavioural Science in Service Oriented industries, Consumer Behaviour and Sustainability

Career
Prof. Dr. Soleimani Zoghi studied English literature at the University of Tabriz in Iran and worked as foreign trade manager and procurement specialist in industrial markets for five years, there she developed an interest in business issues. She attended Free University in Iran and graduated with a Master of International Marketing Management in 2008. Prof. Dr. Soleimani Zoghi worked as marketing manager and business consultant for various companies in Iran and Turkey. She completed her PhD in Production Management and Marketing at Marmara University in Turkey. Before joining SRH Dresden School of Management in 2019, she worked in several universities in Berlin as freelancer lecturer for 4 years. She also joined a research project at SRH Contractual Management Institute (CMI) Berlin for two years.

Research Activities
Currently Prof. Dr. Soleimani Zoghi is researching the effect of culture shock on international student’s adoption process. She is also examining emotional intelligent as a determinant factor for female immigrant’s career success.

Furthermore, she is interested in using behavioural science to improve customer experience in service industry and she is working on some project ideas regarding to this topic.
Prof. Dr. Carolin Steinhauser
Dresden School of Management

- Professor of International Hotel Management

Research Foci
The research of Prof. Dr. Carolin Steinhauser is concerned with the application of basic research in the field of hotel marketing, Web 2.0, and social media. Her other research interests are cluster development and health-related tourism.

Career
Prof. Dr. Steinhauser studied Business Administration at Ludwig-Maximilians-University in Munich where she majored in Marketing and Innovation Management. She completed her PhD at Leopold-Franzens-University in Innsbruck in the Department of Tourism. Since 2002, she has worked as a consultant for Service Marketing and Seminar Management. From 2004 to 2012, she chaired the Hotel Bayerischer Hof Dresden. In 2009, she founded the company ‘Hotelnavigator’, which deals with handling guest reviews from the perspective of the hotel industry. Since October 2012, she has been Professor of International Hotel Management at SRH Hochschule Berlin Dresden.

Research Activities
Prof. Dr. Steinhauer’s current research activities focus on the impact of assessment and social media activities on booking trends, as well as the implementation of research-related practical projects. These projects deal with the annulment of the rate parity and subsequent consequences for hotels, guests and Online Travel Agencies (OTAs). At the moment, she is writing a hotel management sales book. This publication will be completed by the end of 2015.
Prof. Dr. Matthias Straub
Dresden School of Management

- Professor of General Business Administration with a focus on Hospitality/ Tourism

Research Foci
Prof. Straub’s research mainly focuses on the management of service industries with a special focus on the tourism and hospitality industries. Other research interests are related to small and medium-sized companies.

Career
Prof. Dr. Straub joined SRH Hochschule Berlin at Campus Dresden in 2014, where he is Professor of General Business Administration. He graduated with a degree in economics from the University Hohenheim. After earning his PhD at in Stuttgart, Prof. Dr. Straub worked in several companies in tax advisory, gained practical experience in an international hotel chain, as well as in small- and medium-sized hotels in Germany and worked for the Stuttgart Airport. In Dresden he is co-founder of a consultant company for the tourism industry and Executive Director of the SRH Institute for Service Management. Since 2019, he is Academic Director of the SRH Dresden School of Management.

Research Activities
One of Prof. Dr. Straub’s current investigations is about employer branding for the hospitality industry and the marketing of destinations in rural areas.
Research Associates at the Dresden School of Management

Dr. Hannes Antonschmidt

Dresden School of Management
• Lecturer of International Hotel Management

Research Foci
Dr. Antonschmidt is a lecturer in International Hotel Management at Dresden School of Management. He holds a bachelor’s degree in business economics (minor politics and administration) from the University of Potsdam and a master’s degree in management accounting from the University of Abertay Dundee (Scotland). In 2019, Dr. Antonschmidt earned his PhD in Business and Socio-economic Sciences with distinction at MODUL University Vienna (Austria). His research interests are sustainability and advanced quantitative methods. Dr. Antonschmidt has published his work in high-ranking international academic journals and serves as a reviewer for Tourism Management and Journal of Outdoor Recreation and Tourism.

Career
Before his academic career, Dr. Antonschmidt worked as a consultant for the German Economic Institute for Tourism (dwif-Consulting GmbH) in Berlin in the areas of project development, economic analysis, and business and sustainability consulting. Clients and project partners included local and regional tourism authorities, hotel, gastronomy and leisure businesses, state and federal ministries, industry bodies, and research and higher education institutes. In 2015, Dr. Antonschmidt received a PhD scholarship from MODUL University Vienna where he worked as a researcher and lecturer before joining Dresden School of Management in October 2019.

Research Activities
Dr. Antonschmidt is an active member of AIEST (Association of Scientific Experts in Tourism) whose annual conference he regularly attends. His current research investigates experimental designs and non-parametric approaches to influence and predict consumer behaviour in the mass tourism context.
Jörg Männicke, MBA
Dresden School of Management
- Research Associate of the International Hotel Management Programme

Research Focus
Entrepreneurial thinking and acting in hotel management

Research Activities
Jörg Männicke is a doctoral student at the Franz List (Verkehrswissenschaften) Faculty of the Technical University Dresden and his dissertation is entitled “Unternehmerisches Denken und Handeln in der Hotellerie – Eine empirische Analyse auf Individual- und Organisationsebene”. His doctoral supervisor is Prof. Dr. Walter Freyer.
Annex I: Publications at the Berlin School of Management

Publications of Professors at the Berlin School of Management

Prof. Dr. Alex Baumgärtner


Prof. Dr. Claudia Bünte


Prof. Dr. Dirk Hagen


Prof. Dr. Franz Hessel


Prof. Dr. André Presse


Prof. Dr. Osvaldo R. Romero


Prof. Dr. Carsten Schermuly


Prof. Dr. Christina Stecker


**Prof. Dr. Anabel Ternès**


**Prof. Dr. Ian Towers**


**Prof. Dr. Alexander Wulf**


**Publications of Research Associates at the Berlin School of Management**

Laura Creon, M. Sc.


Ivana Drazic, M. Sc.


Dr. Carolin Graßmann, Dipl.-Psych.


Graßmann, C., Gockel, C., & Pundt, A. (2019, September). The role of humor in coaching. Presentation at the 11th Conference of the Division of Work, Organizational and Business Psychology of the German Society for Psychology (DGPs), Braunschweig, Germany


Jan Koch, M. Sc.


Dr. Ognyan Seizov


Annex II: Publications at the Berlin School of Technology

Publications of Professors at the Berlin School of Technology

Prof. Dr. Gesa Beck


Prof. Dr. Alexander I. Iliev


Prof. Dr. Goran Rafajlovski


Prof. Dr. Vladimir Stantchev


Prof. Dr. Gerrit Tamm


Publications of Research Associates at the Berlin School of Technology

Bum-Ki Choi, Dipl.-Ing.

Annex III: Publications at the Dresden School of Management

Publications of Professors at the Dresden School of Management

Prof. Dr. Hartwig Bohne


Prof. Dr. Vanessa Borkmann


Prof. Dr. Sandra Rochnowski


Prof. Dr. Farzaneh Soleimani Zoghi


Prof. Dr. Matthias Straub


Publications of Research Associates at the Dresden School of Management

Dr. Hannes Antonschmidt

Annex IV: Research Cooperation

Collaborative research initiatives are important to ensure the exchange of ideas. SRH Berlin University of Applied Sciences cooperates in research with the following universities:

General Cooperation Partners:

The university has strong research ties with the University Carlos III de Madrid on the following activities:

- Joint supervision of PhD students in the graduate programme of the University Carlos III de Madrid
- Joint application and handling of research topics for third-party funded projects
- Joint publications

The Universidad de Granada is a close research partner of SRH Berlin University of Applied Sciences and jointly supervises dissertations, manages joint study programmes, and engages in the mutual exchange of professors and research staff.

The University of Gothenburg is among the newest research partners of SRH Berlin University of Applied Sciences. The university is among the leading research organisations in Scandinavia. In 2017, a Swedish delegation visited Berlin for a mutual learning event. Further joint projects are planned and expected for 2018.

SRH Berlin University of Applied Science cooperated with Marmara University Istanbul on the research project “Practicing Risk Management in SMEs” in 2012. Since then, both universities maintain a collaborative research relationship.
The International Institute for Sustainability Management (IISM) of SRH Berlin University of Applied Sciences signed a cooperative contract with the Italian Association for International and Comparative Studies in Labour Law and Industrial Relations (ADAPT). ADAPT is an initiative of the University in Modena and University of Bergamo.

The partnership between the Universidad de Sancti Spiritus (UNISS) and SRH Berlin University of Applied Sciences is supported by the German Academic Exchange Service (DAAD). The aim is to promote knowledge transfer and the establishment of collaboration in the field of sustainable tourism.

The international conference “Club of Sophia” was initiated in 2013 by Humboldt Universität zu Berlin and the University of Sofia. SRH Berlin University of Applied Sciences is an associate partner and Prof. Dr. Vladimir Stantchev is a member of the Programme Committee.

Project-based Cooperation Partners in 2019:

BMBF-Project: ENergyze Ghana by Cocoa Husks (ENGHACO):

The project ENGHACOH’s objective was to optimize the technology of pyrolysis for combustion of so far unused cocoa pod husks in order to sustainably produce energy in the Asaman region of Ghana and served as a pilot for the research consortium, to be established.
DBU-Project: Climate Scepticism - Argumentation Patterns and Psycho-Social Background

The project “The Climate Change Sceptics - Argumentation Patterns and Psychosocial Backgrounds” was funded by the German Federal Environmental Foundation (DBU) and conducted in cooperation with researchers from the Free University of Berlin (FU Berlin). It is a qualitative study based on in-depth interviews. The project investigated the following questions: Which non-conscious resistances play a role for climate change sceptics? Can an analysis of arguments help to formulate guidelines to better communicate with climate sceptics in the future?

EU: ITG4TU (Information Technology Governance for Tunisian Universities)

This project aimed to develop an IT-Governance-Framework for universities in Tunisia. Existing governance models from different countries were reviewed with the intention of supporting a long-term cooperation between the EU and Tunisia through modern and efficient IT.

EU-Project: European educational concept in environmental- nature- and climate protection to safe-guard a cross-border sustainable development. (EUBILD-UNAKLIM)

The cooperation of five organizations from four countries (Germany, Hungary, Poland and Romania) aimed to design a European educational concept for the sustainable development of cross border areas.
DAAD: Higher Education in the western Balkan Region, common values, competencies and sustained development

This project supports professional exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia putting an emphasis on sustainable development. It is the aim to avoid ethnic conflicts, to strengthen collaboration across borders and to support democratic developments and civil society.

DAAD: The Mega Event Fifa World Championship 2018: The Case of Kaliningrad (Russia)

The project aims at analysing the Mega-Event FIFA World Cup 2018 from a variety of different perspectives, drawing conclusions for the pre-event phase for the "Kant-Year 2024" in Kaliningrad, Russia.

EU: ITG4AU (Information Technology Governance for Albanian Universities)

This project aims to develop an IT-Governance-Framework for universities in Albania. Based on an existing approach, developed in the ITG4TU-Project, the research project aims to intensify cooperation between EU and Albania through modern and efficient IT.
DFG-Project: The ABC of the online information liability: Leading to a more consistent review of the transparency of the user information in Europe

This Project aims at developing a European guideline for pre-contractual online liabilities for the usage at national enforcement authorities.

BMBF: Development and evaluation of an innovative recycling way for the recovery of tantalum from e-waste – IRETA 1 & 2

DBU: Recycling of the glass and the cells of PV-modules – ReGCell

EU - Erasmus: Additive Process Technology Integration with Management and Entrepreneurship (APTIME)
APTIME contributes to filling the skills gap in Additive Layer Manufacturing (ALM) sector, aligning education and training in ALM with labour market needs. It will provide a flexible pathway resulting in a postgraduate qualification (M. Sc.). SRH is providing a module that includes innovation management, change management and business planning. Five other European partners are involved (GB, F, E, SB, NL).

DCV: The Future of Coaching

The project aims to derive scenarios for the future of business coaching in the German-speaking area of Europe (Germany, Austria, and Switzerland) within the framework of a Delphi study. In addition, challenges for coaches, coaching associations, coaching buyers and training institutes will be explored.

BMWi-ZIM: Technical development and built-up of a pilot plant for an economic and ecological reasonable recycling of metal/plastic composites – ReComp

ESF: Resource efficient production by sustainable process innovations – RENPI

EU: Make Creative Villages – Initiate Cooperation between CCI and Villages
Project aim: With adapting the existing methods to the specific requirements in rural areas the projects wants to go new ways to raise the innovation potential of cultural resources in villages and rural towns by giving new impulses through tailor-made cooperation between the creative industries and local players. The project will initiate surprising partnerships between local players in municipalities and creative enterprises and artists.

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