

School of Business, Economics and Information Systems at the University of Passau

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Research Profile 2022–23

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Foreword

Dear reader,

This report aims to provide insights into the research at the School of Business, Economics and Information Systems of the University of Passau, which is strongly aligned with innovation, change and societal relevance.

Our faculty members are engaged in a continuous exchange of knowledge with their peers and organize or participate in research seminars and conferences to maintain the excellent standing and impact of their academic work; other activities include Brown Bag Seminars, seminars with renowned visiting scholars as well as workshops for early career researchers. Moreover, by serving in the University Research Ethics Committee they facilitate the compliance to high ethical research standards. These activities complement our extensive graduate program. The Bavarian Graduate Program in Economics gives our PhD students additional access to excellent courses and a powerful academic network, making the School of Business, Economics and Information Systems a fruitful environment for early career researchers.

The members of our faculty work at the frontiers of knowledge and allow managers to solve relevant managerial problems and make well-informed business decisions. They regularly publish their research findings in prestigious journals and are awarded by relevant international academic associations.

All faculty members are active participants in leading academic networks both in Germany and abroad. Many of our faculty members sit on leading editorial boards and chair academic committees of various types. In addition, by participating in commissions of experts and think tanks both on the national and European level, they contribute to evidence-based policymaking.

Our faculty members have also successfully applied for competitive external funds from various institutions, including the German Research Foundation (DFG), the German Federal Ministry of Education and Research, the European Commission as well as the World Bank. We are particularly proud of our DFG Research Training Group 2720: “Digital Platform Ecosystems (DPE)”.

Moreover, these efforts also ensure that our students – the future generation of academics – receive the best education possible by providing sustainable research-led teaching in an environment of academic freedom. They also allow us to forge ahead and contribute to shaping the development path of business and society.

Professor Jan H. Schumann
Dean of the School of Business, Economics and Information Systems



The School at a Glance

A young, innovative and dynamic faculty

- 23 full professors, 1 junior professor and 2 honorary professors
- More than 100 assistant professors, senior lecturers, postdoctoral researchers, and doctoral students
- An excellent research environment and publications in leading international research journals

Research and teaching in an international environment

- International Centre for Economics and Business Studies (ICEBS) and a global network of international research partners
- More than 70 exchange programmes with partner universities throughout the world
- Double degree programmes at the master's level with Corvinus University Budapest (Hungary), the University of Turku (Finland), the New Jersey Institute of Technology (USA), the Southwestern University of Finance and Economics (China) and the Université de Lorraine, IAE Metz School of Management (France); joint doctoral programme with the Indian Institute of Technology (IIT) Madras, Chennai (India)
- International guest speakers as a fixture in our doctoral programmes
- International lectures and seminars in co-operation with universities worldwide

The School at a Glance

Highly committed lecturers and innovative teaching methods

- Degree programmes and current figures of students enrolled*:

B.Sc. Business Administration and Economics	829
B.Sc. Information Systems	226
B.Sc. Digital Transformation in Business and Society	69
M.Sc. Business Administration	225
M.Sc. Information Systems	68
M.A. International Economics and Business	63

- Excellent scores for student satisfaction and success rates:
 - Top ranking positions in terms of graduation in appropriate time and support in studies in the 2020/21 CHE ranking**
 - 76% of our Business Administration and Economics graduates stated that they enjoyed studying at the University of Passau*** (German average for Business Administration and Economics: 73%)
 - 79% of our Business Administration and Economics graduates would recommend their studies at the University of Passau***

Corporate relations and entrepreneurial spirit

- Excellent reputation among human resources managers
- Close cooperation with renowned partners from industry, as well as with start-ups and medium-sized companies
- Research-projects with corporate partners (e.g. Centre for Digital Business Transformation)
- Programs that inspire, educate and empower leaders and entrepreneurs
- Specialized Pathfinder programme and Honours Degree programme in Entrepreneurship

Empowering start-up ecosystem within PATEC – Passau the Entrepreneurial Campus along the entire start-up journey

* as of the 20th of July 2022 ** Source: CHE ranking 2020/21 *** Source: Bayerisches Absolventenpanel 2021 (BAS)



Mission Statement

We are a young, particularly innovative and dynamic business and economics school that enjoys an excellent reputation in the German-speaking world as well as on an international level. We put significant effort into raising our visibility in Europe and abroad as a school dedicated to excellence in both teaching and research, as well as to further strengthen our renown. Economic and societal relevance, a focus on innovation and an interdisciplinary approach are the cornerstones of our research activities, which comprise basic and applied research and knowledge transfer.

An optimal environment for research

We pool our resources in the focus areas Accounting, Finance and Taxation (AFT), Economics (ECON), Management, Innovation, Marketing (MIM), Information Systems (WINF) and Quantitative Methods (QM) to create an optimal research environment. We have outstanding competences in these areas and cooperate with renowned national and international research partners. We initiate and actively participate in interdisciplinary and faculty spanning projects at the University of Passau. Our school is open to interested and motivated researchers from all over the world. Our research output is primarily documented by publications in leading peer-reviewed journals as well as talks at prestigious conferences. High-calibre appointments are an important instrument with which we ensure the constant excellence of research carried out within the school. In all this, we are fully committed to diversity and gender equality.

Imparting competences

We impart our students the competences that allow them to act proactively and responsibly in a complex and competitive environment. Based on a solid theoretical foundation, our students learn how to actively shape the digital transformation. We support our students in developing analytical and creative skills and encourage them in business creation initiatives or their start in a management career in business and society. Apart from an economically oriented attitude, we promote students' international orientation and impart intercultural understanding and the importance of fair play and reciprocity. This goes along with raising awareness for sustainability and the long-term economic, social and ecological impacts of their actions. The culture of the school is characterized by respect, appreciation and mutual support. The school supports the overarching objectives of the University of Passau, with the networked society and digitalization being the leading themes. Our students have strong analytical and creative skills and put their best effort into their studies.

Research Faculty

Accounting, Finance and Taxation (AFT) area

Professor Markus Diller
Chair of Tax Management

The chair focuses on game theoretic research projects in the field of tax aggressiveness and transfer pricing using analytical and agent-based modelling. Further, we explore machine learning methods in the field of natural (tax) language processing and investment theoretic effects of real estate taxation.

Highlights of the recent academic year:

Our group finished several projects in the area of digitalization of tax consultants. Moreover, the chair generated new insights regarding behavioural aspects of tax avoidance and social influence using agent-based modelling. Finally, our group produced a considerable amount of new online teaching material..

- Diller, M., Kittl, M., & Lorenz, J. (2021). Der effektive Wert des erbschaftsteuerlichen Freibetrags — Entwicklung einer Referenzgröße als Basis für normative Diskussionen. *Steuer und Wirtschaft*, 98(4), 337-350.
- Diller, M. et al. (2022). Natural Language Processing und Publikationsschwerpunkte, *beck.digitax*, Vol. 3.

Professor Oliver Entrop
Chair of Banking and Finance

We follow a modern quantitative research approach for analysing economically relevant research questions. We have extensive expertise in the areas of capital markets, financial innovation and financial engineering, corporate finance, and risk management, especially interest rate and foreign exchange rate risk. We conduct both model-theoretical and empirical research.

Highlights of the recent academic year:

We continued to work on research projects in the areas of financial engineering and performance measurement, investors' behaviour in early redemption rights, ESG and firm performance, religion and stock liquidity, and digitalisation.

- Baule, R., Entrop, O., & Wessels, S. (2022). Performance measurement for option portfolios in a stochastic volatility framework. *Quantitative Finance*, 22(3), 519-539.
- Fuchs, F. U. (2020). Macroeconomic determinants of foreign exchange rate exposure. *The Quarterly Review of Economics and Finance*.





Professor Vanessa Flagmeier
Chair of Accounting

One of the main research objectives of the chair is to contribute to the debate about corporate transparency which was spurred in recent years by firms' accounting and tax scandals. Several of its empirical projects address this topic by examining the disclosure behaviour of firms and implications of the reported information. Key areas of interest are the disclosure of tax information and the transparency of private firms which represent a very important but under-researched part of the economy.

Highlights of the recent academic year:

In the past academic year, we presented different projects on (private) firm disclosure at invited workshops and international conferences. Further, we initiated the Brown Bag Seminar Accounting, Finance and Taxation at the University of Passau. The successful start of this new seminar involved three presentations of external and internal presenters and lively discussions of faculty as well as doctoral students.

- Flagmeier, V. (2022). The Information Content of Deferred Taxes Under IFRS. *European Accounting Review*, 31(2), 495-518.
- Presentation of the study "Tax loss carryforward disclosure" at the Business Research Seminar of the Eberhard-Karls University of Tübingen and the 44th Congress of the European Accounting Association in Bergen (Norway).
- Presentation of the study "Does private firms' disclosure affect public peers' information environment?" in the Accounting Brown Bag Seminar of the Humboldt Universität zu Berlin.

Professor Robert Obermaier
Chair of Business Economics, Management Accounting and Control

Our focus is on management accounting and control, company valuation, value-based management, production control, planning and decision theory. The chair focusses its rigorous research efforts on economic problems in the fields that are of high relevance for science, practitioners as well as society. The Centre of Digital Business Transformation studies especially digital transformation strategies and investments and their effects on firm performance as its main field of research.

Highlights of the recent academic year:

In the past two years, we have intensively dealt with questions and challenges of digital transformation. In this context, we were able to carry out various consortium projects of the Bavarian Research Institute for Digital Transformation. Furthermore, we went on an excursion to the company Schwarzmüller GmbH with the Circle of Excellence in Accounting & Controlling.

- Mosch, P., Winkler, C., Eggert, C.-G., Schumann, J. H., Obermaier, R., & Ulaga, W. (2022). Driving or driven by others? A dynamic perspective on how data-driven start-ups strategize across different network roles in digitalized business networks. *Industrial Marketing Management*, 102, 381–402. <https://doi.org/10.1016/j.indmarman.2022.01.023>.
- Schweikl, S., & Obermaier, R. (2022). Lost in translation: IT business value research and resource complementarity—An integrative framework, shortcomings and future research directions. *Management Review Quarterly*. <https://doi.org/10.1007/s11301-022-00284-7>.
- Daschner, S., & Obermaier, R. (2022). Algorithm aversion? On the influence of advice accuracy on trust in algorithmic advice. *Journal of Decision Systems*. <https://doi.org/10.1080/12460125.2022.2070951>.

Professor Ralf Kellner
Chair of Financial Data Analytics

Financial Data Analytics combines aspects of economics, data science and statistics. The research interests of the chair lie at the intersection of these areas, with an empirical and application-oriented focus. In general, the question is whether and how modern methods of statistical learning and artificial intelligence can generate insights into the complex interrelationships of data-based decision processes that ultimately generate value.

Highlights of the recent academic year:

In the current academic year, we developed a chair specific curriculum including the courses 'Financial Data Analytics', 'Data Analysis and Digital Reporting with Python', 'Artificial Intelligence in Finance', 'Deep Learning and Textual Analysis in Finance' and 'Applied Machine Learning in Finance'.

- Kellner, R. Nagl, M, Rösch, D. (2022). Opening the Black Box – Quantile Neural Networks for Loss Given Default Prediction. *Journal of Banking and Finance*. (VHB-Ranking: A).

Professor Niklas Wagner
Chair of Finance and Financial Control

The chair is linked to distinguished international universities, exchanges expertise and keeps an up-to-date academic status. Members engage in editorial activities and exchange research ideas on a continuous basis. Research projects are internationally visible, and papers are forthcoming in leading international journals. Research topics cover theoretical and empirical research with real-world implications in financial markets, corporate finance, asset pricing, and in asset and risk management.

Highlights of the recent academic year:

- Anolick, N., Batten, J.A., Kinatader, H. & Wagner, N. (2021). Time for Gift Giving: Abnormal Share Repurchase Returns and Uncertainty. *Journal of Corporate Finance*, 66: 101787.
- Batten, J.A., Kinatader, H., Szilagyi, P.G. & Wagner, N. (2021). Hedging Stocks with Oil. *Energy Economics*, 93: 104422.
- Batten, J.A., Kinatader, H. & Wagner, N. (2022). Beating the Average: Equity Premium Variations, Uncertainty and Liquidity. *Abacus*, forthcoming.
- Batten, J.A., Choudhury, T., Kinatader, H. & Wagner, N. (2022). Volatility Impacts on the European Banking Sector: GFC and COVID-19. *Annals of Operations Research*, forthcoming.
- Accepted publications in well-established journals: Energy Economics, Finance Research Letters and Journal of International Financial Markets, Institutions and Money.





Professor Christoph Pelger
Chair of Accounting and Auditing

The chair studies current topics in the area of corporate reporting, in particular on the adoption, standard-setting, application and enforcement of International Financial Reporting Standards (IFRS) as well as recent developments in sustainability reporting. We use different methods in our research, with an emphasis on qualitative empirical research approaches.

Highlights of the recent academic year:

Professor Pelger was appointed as the Chair of Accounting and Auditing in October 2021. He is involved in several ongoing research projects in different stages on topics in international accounting, corporate governance and sustainability reporting. In the past academic year, he presented his work at the EAA Annual Congress, the VHB Annual Meeting, the Accounting as Social and Organisational Practice (ASOP) Workshop and the accounting research seminar of the University of Bristol.

- Himick, D., Johed, G., & Pelger, C. (2022). Qualitative research on financial accounting – an emerging field. *Qualitative Research in Accounting and Management*, 19(4), pp. 373-385.
- Orthaus, S., Pelger, C., & Kuhner, C. (in press). The eternal debate over conservatism and prudence — A historical perspective on the conceptualization of asymmetry in financial accounting theory. *Contemporary Accounting Research*, accepted for publication.
- Breakout session at the PhD Forum of the European Accounting Association's Annual Congress in Bergen on "Qualitative Financial Accounting Research – Opportunities and Challenges".

Economics (ECON) area

Professor Stefan Bauernschuster
Chair of Public Economics

The chair uses microeconomic methods to answer policy relevant questions in the fields of labour, population, and health economics. It works with both survey and large administrative data sets from developed and developing countries. Often, its focus is on the evaluation of policies using quasi-experimental methods. The chair not only contributes to the research frontier in their field but also provides sound information to policy discussions based on its research.

Highlights of the recent academic year:

In the past academic year, the team investigated the impact of a low minimum legal drinking age on drinking behaviour and health using a unique combination of Austrian administrative and survey data. In another project, the team used German administrative data to estimate the impact of massive speed limit monitoring operations on driving behaviour and car accidents. Related to this work, the team wrote a policy brief of speed limits on German motorways. A further project assessed the relevance and persistence of energy poverty in Germany. Moreover, the team was involved in a successful grant application for the research training group "Digital Platform Ecosystems (DPE)" funded by the German Research Foundation.

- Ahammer, A., Bauernschuster, S., Halla, M. & Lachenmaier, H. (2022). Minimum Legal Drinking Age and the Social Gradient in Binge Drinking. *Journal of Health Economics*, 81, 102571.
- Bauernschuster, S. & Rekers, R. (2022). Speed Limit Enforcement and Road Safety. *Journal of Public Economics*, 210, 104663.
- Drescher, K. & Janzen, B. (2021). Determinants, Persistence and Dynamics of Energy Poverty: An Empirical Assessment Using German Household Survey Data. *Energy Economics*, 102, 105433.
- DFG Research Training Group 2720/0 "Digital Platform Ecosystems (DPE)", German Research Foundation (DFG), Stefan Bauernschuster as Principal Investigator.
- Substantial media coverage of the policy brief "Tempolimit 130" by Stefan Bauernschuster and Christian Traxler and the research project "Speed Limit Enforcement and Road Safety" by Stefan Bauernschuster and Ramona Rekers.





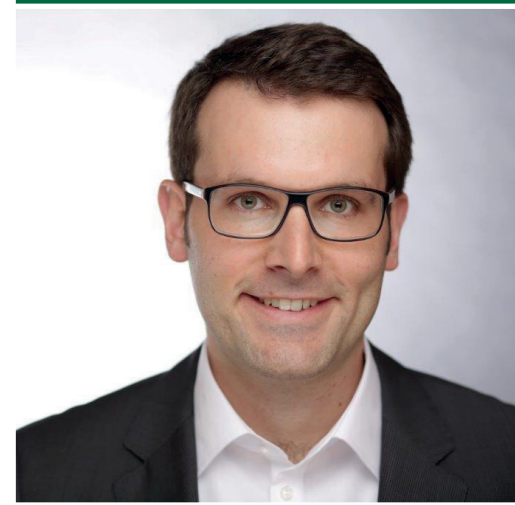
Professor Michael Grimm
Chair of Development Economics

The chair engages in research to solve development problems in low and middle income countries. It guides the implementation of development interventions in the field and performs rigorous evaluations to monitor and assess their causal effects. Partners in the field include the World Bank, international NGOs, the German Development Cooperation and UN special agencies. The chair also invests a lot in development-relevant teaching activities and networking.

Highlights of the recent academic year:

Over the past 12 months our chair group started to engage in several new third party funded projects:

- DFG Research Training Group (Graduiertenkolleg): “Digital Platform Ecosystems” (DPE).
- “A large-scale pilot experiment on low-cost soil-test kits to enhance sustainable farming among small holders in Indonesia.” Funding from the DBU German Federal Environmental Foundation.
- “Learning about sustainable adoption of green agricultural technologies: Experimental evidence from training with organic farming practices and soil tests in Indonesia.” Funding from the DFG.
- “Improving food nutrition security and by enhancing women’s empowerment.” Funding from NWO – Dutch Research Council. Joint with the University of Groningen and several Universities and Institutes in Bangladesh and Ethiopia.



Professor Sebastian Krautheim
Chair of International Economics
Dean of Studies

The focus of the chair’s research is on the field of international trade, broadly interpreted as the “microeconomics of globalization”. This includes determinants of international trade flows, international tax competition, determinants of foreign direct investment as well as the international organization of production.

A focus of our research starts from the observation that consumers are increasingly concerned about *how* their consumption goods are produced, which raises important questions in the context of international production where firms in a value chain operate in very heterogeneous regulatory environments. In our research agenda we therefore introduce elements like NGO campaigns, consumer boycotts and Corporate Social Responsibility into the field of international trade in order to determine how they help to better understand modern day economic globalization.

Highlights of the recent academic year:

Much of our recent research output resulted from our DFG-funded research project “Global Production and its Watchdogs: Firms and NGOs in the Regulatory Void”. This has led to a number of working papers, one of which was published in the top field journal, the *Journal of International Economics*. Another Paper written in co-operation with researchers at the Paris School of Economics is under revision for the same journal. Moreover, several working papers were completed and published in prestigious Outlets like the CEPR Discussion Paper series and the CESifo Working Paper Series, which have a high international visibility

- Herkenhoff, P., & Krautheim, S. (2022). The international organization of production in the regulatory void. *Journal of International Economics*, 137, 103572.
- Koenig, P., Krautheim, S., Löhnert, C., & Verdier, T. (2021). Local global watchdogs: Trade, sourcing and the internationalization of social activism. *Journal of International Economics*.
- Meinen, P., Parrotta, P., Sala, D., & Yalcin, E. (2022). Managers as knowledge carriers-explaining firms’ internationalization success with manager mobility. *Journal of International Economics*, 103633



Professor Johann Graf Lambsdorff
Chair of Economic Theory

The chair takes a behavioural and experimental approach to economic theory. Topics focus on the economics of corruption, institutional economics, macroeconomics and artificial intelligence in economic teaching. With classEx, the chair provides a globally used service for running experiments in lectures and in the field.

Highlights of the recent academic year:

Professor Graf Lambsdorff has been elected to chair the Gesellschaft für experimentelle Wirtschaftsforschung, the world's oldest association of experimental economists.

Latest research by the chair relates to the design of anti-corruption systems and experiments on conflict resolution, macroeconomics and experimental asset markets, and the principles of nudging. Recent articles were published in the *European Economic Review*, *Journal of Development Studies*, *Journal of Behavioural and Experimental Finance*, *Journal of Economic Dynamics and Control*, and *Behavioural Public Policy*.

- Acquired funding from the Federal-State Initiative for the Promotion of Artificial Intelligence in Higher Education "DeepWrite: AI-supported acquisition of writing and argumentation skills in law and business", 2,000k (own contribution 560k).
- Acquired funding from DFG „Zwischen Verantwortung und Reziprozität – Beiträge der experimentellen Korruptionsforschung“, EUR 350.000.
- Grubiak, K. P., Isoni, A., Sugden, R., Wang, M. & Zheng, J. (2022). Taking the New Year's Resolution Test seriously: eliciting individuals' judgements about self-control and spontaneity. *Behavioural Public Policy*, 1-23.
- Giamattei, M., Huber, J., Lambsdorff, J. Graf, Nicklisch, A., & Palan, S. (2020). Who inflates the bubble? Forecasters and traders in experimental asset markets. *Journal of Economic Dynamics and Control*, 110, 103718.
- Grundmann, S., Giamattei, M., & Lambsdorff, J. Graf (2019). Intentions rather than money illusion – Why nominal changes induce real effects. *European Economic Review*, 119, 166–178.

Professor Jörg Peters
Chair of Development Economics

My research focusses on environmental, energy and development economics. I study infrastructure and climate policy interventions, mostly in Africa, but I'm also engaged in building up a meta-science program to think about how we generate credible evidence and responsibly derive policy recommendations from scientific results.

Highlights of the recent academic year:

In the past 12 months, we continued our work on several large-scale policy randomizations in Africa, for example examining the resilience to COVID related lockdowns among micro-entrepreneurs in Uganda in a 12-years follow up to a randomized cash transfer program. We have also started a DFG-funded meta-replication project in which we compare the replicability of secondary data-based papers to primary data-based papers.

- Advising multilateral organizations such as the World Bank and the Green Climate Fund as well as governments in Africa, Europe and the US.
- Acquired funding from the German Science Foundation for a meta-replication study.
- Andor, M.A., Gerster, A. & Peters, J., 2022. Information campaigns for residential energy conservation. *European Economic Review*, 144.

Professor Johannes Paul Jütting
Chair of Development Economics

Johannes Jütting is Executive Head of the Partnership in Statistics for Development in the 21st Century (PARIS21), a global partnership hosted at the OECD that promotes the use and production of statistics throughout low- and middle-income countries for sustainable development. Professor Jütting is affiliated as an Honorary Professor with the University of Passau, where he regularly teaches courses in development economics and policy. PARIS21/OECD provides students with internship opportunities and thesis writing, while Professor Jütting offers advice on various aspects of working in international organisation. Last semester he taught a seminar on Climate Change Data Ecosystems.

Highlights of the recent academic year:

Over the past twelve months Professor Jütting and his team worked among others on the topic of Climate Change Data Ecosystems, a holistic approach from data production to data use aiming to developing more efficient adaptation policies in the Global South. A particular focus of this project, which will receive a grant from the Hewlett Foundation, is how better to identify and support vulnerable populations, development of assessment tools and in-country stakeholder alliances for better monitoring and policymaking with respect to climate change.

- Member of the UN World Data Forum Steering Group and the UN High Level Group on Capacity Building, Partnerships and Financing to implement the Cape Town Action Plan.
- Active Member of the Board of DATA2x and EDGE Certification Company.
- Raising funds for data for development from the FAO, EU commission, Gates Foundation, Hewlett Foundation.



Management, Innovation, Marketing (MIM) area

Professor Suleika Bort

Chair of International Management and Social Entrepreneurship

Our group works at the intersection of International Management, Organization, Sustainability and Entrepreneurship. We have a strong focus on Organizational Theory and we are in particular interested, but not limited, to study the following research topics: International Cooperation and Networks, Institutions, Sustainability, Social Categorization and related social problems such as inequality, discrimination and under-representation of specific social groups in Organizations.

Highlights of the recent academic year:

We presented our research at important international conferences such as the Academy of Management Meeting, U.S., and we acted as convenor and hosted sub-theme 28: “Exploring the Drivers and Outcomes of Imperfections in Innovation” at the 38th EGOS Colloquium 2022.

- Meißner, A., Bort S. & Bleyer, B. (2021). Diese Kritik am Lieferkettengesetz ist wissenschaftlich nicht haltbar. *WirtschaftsWoche*, 48, 42-43.
- Isaak, A., Bort, S. & Woywode, M. (2021). Institutional Legitimacy and New Market Emergence: The Case of Bitcoin Trading. *The annual International Conference on Information Systems (ICIS) Proceedings*.
- Bort, S. & Kieser, A. (2022). Coping with Devils and Climate Change with the Help of Asceticism? Exploring the Role of Asceticism. In *Academy of Management Proceedings* (Vol. 2022, No. 1, p. 17316). Briarcliff Manor, NY 10510: Academy of Management.

Professor Marina Fiedler

Chair of Management, People and Information

The chair's research focuses on the interface of three central topics of digitization: (1) the role of AI in organizations and IT platforms, (2) governance and management of sustainable behaviour, and (3) changes in designing work (e.g. hybrid work).

Highlights of the recent academic year:

This year the team was particularly interested in pro-environmental behaviour of employees and information systems; future of work and digital transformation and artificial intelligence.

- Strunk, K. S., Faltermaier, S., Ihl, A. & Fiedler, M. (2022). Antecedents of frustration in crowd work and the moderating role of autonomy. *Computers in Human Behavior*, 128 <https://doi.org/10.1016/j.chb.2021.107094>.
- Kranz, J., Fiedler, M., Seidler, A., Strunk, K. & Ixmeier, A. (2021). Unexpected Benefits from a Shadow Environmental Management Information System. *MIS Quarterly Executive*, Vol. 20, Iss. 3, Article 6. Available at: <https://aisel.aisnet.org/misqe/vol20/iss3/6>.
- Knott, M., Mayer, A.-S., Strich, F. & Fiedler, M. (2021). Increasing user engagement on blockchain applications through persuasive design. *Proceedings of the Hawaii International Conference on System Sciences*. Maui, Hawaii.
- Mayer, A.-S., Haimerl, A., Strich, F. & Fiedler, M. (2021). How corporations encourage the implementation of AI ethics. *Proceedings of the 29th European Conference on Information Systems*. Marrakesh, Morocco (virtual).
- Strich, F., Mayer, A.-S. & Fiedler, M. (2021). What Do I Do in a World of Artificial Intelligence? Investigating the Impact of Substitutive Decision-Making AI Systems on Employees' Professional Role Identity. *Journal of the Association of Information Systems*, Volume 22, Issue 2. <https://aisel.aisnet.org/jais/vol22/iss2/9/>.

Professor Carolin Häussler

Chair of Organisation, Technology Management and Entrepreneurship

Our group focuses on research into the design and evolvement of all kind of collaborative forms to leverage investments in scientific and technical innovation. The chair's objective is to participate and contribute to the worldwide research community. Our group focuses on innovation management and entrepreneurship. The gene scissors CRISPR/CAS, the rapidly advancing digitalization or the increasingly public science – the so-called Open Science – are just a few examples of how research progress is continuously changing the world of life and business. We are interested in the interfaces at which this happens and how new findings are translated into new technologies.

Highlights of the recent academic year:

As a member of the Commission of Experts for Research and Innovation (EFI), Prof. Häussler and members of the chair have been actively involved in advising the German federal government in its innovation policy. Several new research grants have been approved to spur the research activities of the chair among them projects on technology transfer (funded by BMBF) as well as the research training group “Digital Platform Ecosystems” (funded by DFG). In the past year, our chair produced impactful research insights which were published in prominent journals and disseminated to both the scholarly community and practitioners.

- Häussler, C. & Vieth, S. (2022). A Question Worth a Million: The Expert, the Crowd, or Myself? An Investigation of Problem Solving. *Research Policy*, 51(3).
- Häussler, C. & Assmus, A. (2021). Bridging the Gap between Invention and Innovation: Increasing Success Rates in Publicly and Industry-Funded Clinical Trials. *Research Policy*, 50 (2).
- Beck, S., Furtuna, R., ..., Häussler, C., Hans, F., (2021). Experimenting with Open Innovation in Science (OIS) practices: A novel approach to co-developing research proposals. *CERN IdeaSquare Journal of Experimental Innovation*, 5(2), 28-49.



Professor Carola Jungwirth
Chair of Governance

We are preparing a conference on “Governance in science organisations - dealing with conflicts and accusations” for 2023 - in cooperation with HRK, DFG, DHV, IHF and University of Wuppertal. We are also analysing the changes in the German higher education system towards a third cycle of studies - after Bachelor and Master - namely structured graduate programmes as the norm. The criticism of the *Wissenschaftszeitvertragsgesetz* points in this direction, as do the proposals of the German Rectors’ Conference. Ultimately, we expect a significant change in the structure of the universities. We are also continuing to work on the development of the new student-centred system of our teaching programme, which we are refining from semester to semester. We hope it will be a good practical example of problem-based learning.

Highlights of the recent academic year:

- Mueller, E.F. & Jungwirth, C. (2022). Are Cooperative Firms More Agile? A Contingency Perspective on Small and Medium-Sized Enterprises in Agglomerations and Peripheral Areas. *Small Business Economics*, 58(1), 281-302.
- 75 episodes and 8,492 listeners (as of 13.7.2022) of the podcast ‘How to Wiwi – Der Podcast der Passauer Wirtschaftsfakultät’, conceived and organised by the Chair of Governance.
- Invited speech at the University of the Federal Armed Forces in Munich on 23 May 2022: Excellence in higher education at the University of the Federal Armed Forces by developing its management skills as a public entrepreneur.



Professor Andreas König
Chair of Strategic Management, Innovation and Entrepreneurship
Vice Dean

We conduct basic research at the interface of three central topics of management research: (1) strategic leadership in the context of discontinuous technological change, particularly digital transformation; (2) the impact of top executives’ characteristics on organizational outcomes (Upper Echelons Theory); and (3) the use of strategic rhetoric, primarily by top executives, and its influence on how constituents evaluate organizations.

Highlights of the recent academic year:

Publications and Conference Proceedings on Family Influence and Discontinuous Change, Social Interactions between Executives and Infomediaries, Leader Humor, Digital Platforms, and other issues. We received revise and resubmit invitations from e.g.: Journal of Product Innovation Management, Strategic Management Journal and Academy of Management Review.

- Deutsche Forschungsgemeinschaft approves Research and Training group Digital Platform Ecosystems (together with colleagues, especially Jan Krämer).
- Representative-at-large of the Strategic Leadership and Governance IG of the Strategic Management Society, member of Editorial Board of Academy of Management Review, Special Issue Editor at Strategic Entrepreneurship Journal.
- International collaborations, e.g., J. Busenbark (Notre Dame), T. Cho (Seoul), V. Gilsing and D. Krohn (VU Amsterdam), N. Noorderhaven (Tilburg), N. Hiller (Florida International), C. Cooper (Miami), M. Pfarrer (UGA), B. Yakis Douglas (King’s), R. Whittington (Oxford).

Professor Jan Hendrik Schumann
Chair of Marketing and Innovation
Dean

The chair is dedicated to research topics of high managerial relevance that meet the scientific requirements of international top journals. We achieve this through a profound theoretical foundation of our research work as well as through the use of sophisticated and up-to-date quantitative empirical research methods. Research at the chair focuses on the areas of Digital Marketing and Digital Business Models, Technology and Innovation, Value-oriented Customer Relationship Management, and Pricing of Services..

Highlights of the recent academic year:

Our group worked on diverse topics, both in B2C and B2B. In B2C we finished an important project on consumer reactions towards IOT. We continued to work on mystery deals and online-marketing topics, such as bidding strategies in search engine marketing. In B2B, we worked on solution-selling. Topics that we studied in both B2C and B2B were issues of data sharing and strategic decision making of data-driven start-ups as well as customer orientation. A new topic that emerged this year was consumer reactions to AI.

- Participation in the acquisition of the DFG Research Training Group “Digital Platform Ecosystems”.
- Prof. Dr. Schumann is Founding Member and Chair of the Service Marketing SIG of the European Marketing Association.
- Mosch, P., Winkler, C., Eggert, C.-G., Schumann, J. H., Obermaier, R. & Ulaga, W. (2022). Driving or Driven by Others? A Dynamic Perspective on How Data Driven Start-Ups Strategize Across Different Network Roles in Digitalized Business Networks. *Industrial Marketing Management*, 102, 381-402.
- Eggert, C.-G., Winkler, C., Volkmann, A., Schumann, J. H. & Wunderlich, N. V. (2022). Understanding intra- and interorganizational paradoxes inhibiting data access in digital servitization. *Industrial Marketing Management*, 105, 404-421.





Professor Dirk Totzek
Chair of Marketing and Services

The research activities of the chair centre around four key research areas: pricing, services, business-to-business marketing, and customer relationship management. We particularly examine problems at the intersections of these areas.

Highlights of the recent academic year:

The team of the chair particularly continued working on several research projects on prosocial behavior of individuals, corporate social responsibility, international marketing as well as on solution selling and dynamic pricing as an innovative pricing mechanism. Members of the team presented their research results at several international conferences such as the 2022 AMA Winter Educators' Conference in Las Vegas, USA, the 2022 EMAC Annual Conference in Budapest, Hungary and the 2022 Frontiers in Service Conference in Boston, USA.

- Nijssen, E. J., van der Borgh, M. & Totzek, D. (2022). Dealing with privacy concerns in product-service system selling: Value-based selling as fair treatment practice. *Industrial Marketing Management*, 105, 60-71.
- Keller, A., Vogelsang, M. & Totzek, D. (2022). How Displaying Price Discounts Can Mitigate Negative Customer Reactions to Dynamic Pricing. *Journal of Business Research*, 148, 277-291.
- Pieringer, E. & Totzek, D. (2022). Treiber der Adoption smarterer Solutions im Business-to-Business-Kontext. In *Smart Services* (pp. 217-237). Springer Gabler, Wiesbaden, forthcoming.

Information Systems (WINF) area

Interim Professor Jin Gerlach
Chair of Information Systems with a focus on Data- and Information Management

Our research is concerned with the increasing digitalization and its impact on the lives of individuals, businesses, and society as a whole. Core themes of interest are data-driven value creation, information privacy and security, and user behavior.

Highlights of the recent academic year:

We published our research in leading IS journals and discussed our ideas with colleagues from around the world at conferences and workshops. Projects focused on the use of artificial intelligence in organizations, managing information privacy, and user behaviour.

- Finalist for the Best Paper Award 2022 of the German Academic Association of Business Research for the MISQ article "Coordinating Human and Machine Learning for Effective Organizational Learning".
- Gerlach, J. P. & Cenfetelli, R. T. (2022). Overcoming the Single-IS Paradigm in Individual-Level IS Research. *Information Systems Research*, 33 (2), pp. 476-488.



Professor Jan Krämer
Chair of Internet and Telecommunications Business

The chair's research activities focus on the analysis of firms as well as the design of markets and services in the internet and telecommunications industry. Our research addresses technical, strategic, economic as well as policy questions and employs an interdisciplinary pluralism of methods, tailored to best address the respective research question.

Highlights of the recent academic year:

In the past year, the chair engaged in numerous research activities on the regulation of internet markets and online platforms, particularly in the context of data portability and data sharing in online platform markets. In this context, Professor Krämer was also involved in projects for the Centre for Regulation in Europe, a Brussel's based think tank, and served as a policy expert for the European Commission. Furthermore, Professor Krämer took a lead role in the application for a DFG Research Training Group on "Digital Platform Ecosystems", which brings together nine outstanding researchers from the University of Passau.

- Approval of the DFG Research Training Group 2720 "Digital Platform Ecosystems" for which Professor Krämer is the designated speaker.
- Numerous invited lectures on the economic regulation of digital markets (e.g. at CMA).
- Dissertation by Dr Nadine Stüdlein.
- Winning the Kauffmann Best Paper Award at the International Conference on Information Systems 2021.





Professor Franz Lehner

Chair of Information Systems
with a focus on Information and IT Service Management

Information Systems is seen as interdisciplinary research discipline supporting business, public administration but also non-profit organisations in their use of IT and Information Systems (IS). The chair's research is application-oriented and mainly based on design science principles. Due to its international orientation the chair is in contact with leading IS departments in the US, India, Finland, Hungary and further countries. A recent initiative led to the foundation of the International Association for Knowledge Management.

Highlights of the recent academic year:

Research activities were focused on knowledge management, IT- and IT-service management (including data management and cloud computing), and the development of mobile applications as well as chatbots. The leading text book on knowledge management by Professor Lehner was revised and appeared 2021 in the 7th edition.

- Nahr, N., & Heikkilä, M. (2022). Uncovering the identity of Electronic Markets research through text mining techniques. *Electronic Markets*, 1-21. <https://doi.org/10.1007/s12525-022-00560-0>.
- Floercke, S. & Lehner, F. (2022). Understanding the Cloud Computing Ecosystem – Exploring the Factors Determining SaaS Providers' Success. In: Baumann, Sabine (Ed.) *Handbook on Digital Business Ecosystems: Strategies, Platforms, Technologies, Governance and Societal Challenges* (pp. 327-347). Edward Elgar, Cheltenham (UK).
- Lehner, F. (2021). Die Softwarewartungskosten als Managementproblem im Wandel der Zeit – Ergebnisse einer Metaanalyse. In *Softwaremanagement in Zeiten digitalisierter und vernetzter Produkte*. Fachtagung Software Management, Bonn.



Professor Thomas Widjaja

Chair of Business Information Systems

The chair of Business Information Systems focuses on three intertwined research areas: (1) "IT Architecture Management", (2) "Digital Services", and (3) "Data-based Business Models and Privacy". In our research projects, we cooperate closely with colleagues from German and international universities (like Miami University and Colorado State University).

Highlights of the recent academic year:

During the last two semesters, our group focused on different research projects in the area of digital platforms and data-based business models. In terms of teaching, we have made extensive efforts to create a teaching program that blends digital and on-premise elements.

- DFG Research Training Group 2720 "Digital Platform Ecosystems (DPE) – Digital platform-based value creation and its implications for data exchange, organisation and socio-economic development" as part of a team of nine colleagues.
- Research project „Vectors of Data Disclosure“ funded by the Bavarian Research Institute for Digital Transformation (bidt) together with Prof. Dr. Moritz Hennemann, Prof. Dr. Kai v. Lewinski, and Prof. Dr. Daniela Wawra.
- Research project „Beyond the Dyad: Effects of Business Network Data Exchange on the Privacy Calculus“ funded by the DFG together with Professor Schumann

Quantitative Methods area

Professor Harry Haupt

PD Dr Joachim Schnurbus

Chair of Statistics and Data Analytics and
Computational Statistics and Mathematics Teaching Unit

The chair of Statistics and Data Analytics and the Computational Statistics and Mathematics teaching unit aspire to be vital contributors to the worldwide scientific community in theoretical and applied statistics. Last year, all junior and senior researchers achieved remarkable successes as contributors at refereed international conferences and journals, in their respective roles as authors, referees, and organizers. In addition, they have been able to expand their activities and been granted scientific research funds.

Highlights of the recent academic year:

The statistics group consisting of chair and teaching unit and actually three full-time PhD students and two postdocs, looks back to a very successful year, where it forged new and renewed national and international research collaborations as well as acquired research, transfer and teaching innovation funds.

- Several research papers co-authored by all members of our working group published in renowned international journals, several research papers under review.
- Funding obtained for digital teaching project Fundamentals of Business Analytics.
- Acquired fundings from PICAIS for Research-in-Residence Fellowship, from *Digitaler Campus Bayern* for teaching project EEBDA and from the European Union (EU) for the project DIGIONAL and for the project DIGITOUR.
- Scientific program committee member of an international conference, invited organizer of a symposium and various sessions at several international conferences.





Professor Alena Otto

Chair of Management Science / Operations and Supply Chain Management

Our group develops quantitative planning approaches using the methods of Management Science and AI for the operations management of companies that are undergoing digital transformation. In our projects, we study the deployment of robots; cooperation of robots, machines and people; as well as sustainable personnel planning in manufacturing.

Highlights of the recent academic year:

- Cooperation visit to the Université de Montréal (CIRRELT), Canada.
- Member of the Program Committee of the Triennial Symposium on Transportation and Analysis (TRISTAN XI).
- Organization and management of several sessions at the European Conference on the Operational Research (EURO 2022).
- Management and research activities in the DFG-funded project “SuPerPlan” and in the BMDV-funded project “KIMoNo”.

Lectures and Senior Lectures

Dr Oliver Farhauer, Economics

The focus of the teaching unit is on delivering lectures in several bachelor's degree programmes, including B.Sc. Business Administration and Economics, B.A. Governance and Public Policy, and B.A. International Cultural and Business Studies. The teaching unit also gives lectures for master students in M.Sc. International Economics and Business, and M.Sc. Business Administration.

My research interests include Regional and Urban Economics and Labour Economics.



Gerhard Hopf, Didactics of Business and Economics

We are engaged in teacher training in the subject “Business and Economics” for three different types of secondary schools, whereby three different qualifications can be received: the First State Examination in Bavaria, the “Bachelor of Education” and the “Master of Education”. Teacher training students are given the necessary didactic competences to support others in their learning processes in business, economics and law as well as in vocational orientation.



Postdoctoral Researchers

Dr Dorothea Calmels

My research interests include the application of operations research techniques to problems in, among others, production management, transportation, forecasting, and related fields. I am interested in new solution techniques, linear programming, and (meta-)heuristics. I am currently working on AI-enhanced manufacturing and production processes.

- Calmels, D. (2021). A comparison of different mathematical models for the job sequencing and tool switching problem with non-identical parallel machines and sequence-dependent and machine-dependent setup times. *International Journal of Operational Research*, in press. <https://doi.org/10.1504/ijor.2021.10034075>.
- Calmels, D. (2022). An iterated local search procedure for the job sequencing and tool switching problem with non-identical parallel machines. *European Journal of Operational Research*. 297(1) 66-85. <https://doi.org/10.1016/j.ejor.2021.05.005>.

Dr Marina Dodlova

My research interests include the political economy of development, in particular, pro-poor versus political redistribution, the politics of social policy, joint dynamics of social policy and political participation. I also explore the impact of natural disasters on economic and political outcomes in both developed and developing countries.

- Dodlova, M. & Beierl, S. (2022). Public Work Programmes and Cooperation for the Common Good: Evidence from Malawi. *European Journal of Development Research*, 34: 1264-1284.
- Dodlova, M. & Zudenkova G. (2021). Incumbents' performance and political extremism. *Journal of Public Economics*, 201.
- Dodlova, M. & Lucas V. (2021). Regime security and taxation in autocracies: Who is taxed and how? *European Journal of Political Economy*, 67.

Dr Patrick Figge

My research interests include entrepreneurship, group collaboration, and the impact of digitalization. I investigate how organizations or teams leverage individual and collective knowledge, and how technologies affect the ways in which we process information and make judgements. I study these phenomena in various sociotechnical systems including open- and user innovation "crowds", inventor teams, platforms, and open source software communities.

- Acquisition of a research grant (~ EUR 245 000) from the BMBF (Federal Ministry of Education and Research): "Mapping the knowledge pathways between science and innovation" (with Carolin Haeussler).
- Acquisition of funds (~ EUR 100 000) from the Stifterverband and BMBF (Federal Ministry of Education and Research) to implement the pilot project "Road2Openness". The project supports universities in their self-assessment of current activities and the development of action plans for a strategic opening in the area of Open Science (with Nils Hachmeister, Verena Heise, Ulrich Herb, Damian Paderta, and Petra Siegele).
- van Neerijnen, P., Figge, P., Tempelaar, M. P. & Schippers, M. (2021). Ambidexterity: Size matters! Reflexive climate and organizational TMS's influence and the contingent effect of size. *Journal of Small Business Management*, 1-34.
- Figge, P., Ozer G. T. & Anderson E. (2021). Organizational learning in the context of multisided digital platforms: A multi-method simulation study. In *Proceedings of the International Conference on Information Systems (ICIS)*.

Dr Markus Fritsch

My research interests are semi- and nonparametric modelling, data science and statistical learning, estimation of panel data models, applied statistics as well as econometric and computational statistics.

- Haupt, H. & Fritsch, M. (2022). Quantile Trend Regression and its Application to Central England Temperature. *Mathematics*, 10 (3), 413.
- Fritsch, M., Pua, A. A. Y. and Schnurbus, J. (2021). pdynmc: A Package for Estimating Linear Dynamic Panel Data Models Based on Nonlinear Moment Conditions. *The R Journal*, 13 (1), 218–231.
- Fritsch, M. & Behm, S. (2021). Agglomeration and infrastructure effects in land use regression models for air pollution – Specification, estimation, and interpretations. *Atmospheric Environment*, 253, 118337.
- Kleinke, K., Fritsch, M., Stemmler, M., Reinecke, J. & Lösel, F. (2021). Quantile Regression-Based Multiple Imputation of Missing Values – An Evaluation and Application to Corporal Punishment Data. *Methodology*, 17 (3), 205–230.
- Fritsch, M., Pua, A.A.Y. & Schnurbus, J. (2020). pdynmc – dynamic linear panel estimation based on linear and nonlinear moment conditions. *Computer Software*. <https://cran.r-project.org/web/packages/pdynmc/>.



Dr Aixa García-Ramos

My research interests lie in the intersection of development economics, family economics and economics of crime. I have extensive experience conducting research on intimate partner violence, as well as working with both administrative and survey data from developed and developing countries.

- García-Ramos, A. (2021). Divorce Laws and Intimate Partner Violence: Evidence from Mexico. *Journal of Development Economics*, 150.
- Working Paper: The Mexican Drug War: Elections and Homicides.
- Acquired funding from J-PAL, Weiss Fund, Overdeck Innovation Fund Princeton University, UNICEF and GIZ for the project “Reducing gender-based violence at schools in Mozambique”.



Dr Kevin Grubiak

My research utilises laboratory experiments to explore topics at the intersection of economic decision theory and psychology. I am particularly interested in moral and social norms, image concerns, the containment of corruption, communication, decision processes and in the advancement of experimental methods.

- Grubiak K., Isoni, A., Sugden, R., Wang, M. & Zheng, J. (2022). Taking the New Year’s Resolution Test seriously: eliciting individuals’ judgements about self-control and spontaneity. *Behavioural Public Policy* 1-23.
- Appointment as external ethics board member by the University of East Anglia’s school of economics.
- Grubiak, K. (2020). Experimental Essays on Morality and Perception. *Doctoral thesis*, University of East Anglia.



Dr Harald Kinateder

My research interests include asset pricing, banking, corporate finance, cryptocurrencies, energy economics, risk management, SME financing and time series analysis.

- Subject Editor of the Journal of International Financial Markets, Institutions and Money.
- Associate Editor of Studies in Economics and Finance.
- Accepted publications in well-established journals: Energy Economics, Energy Policy, Finance Research Letters and Journal of Corporate Finance.

Dr Nathalie Luck

My research interests are in the field of development economics with a focus on agricultural economics, smallholder farming, sustainability, adoption behaviour and the role of religious institutions in promoting environmental protection. I also explore the impact of telemedicine on health care service use in the Philippines. Currently, I am involved in three third-party funded projects:

- Learning about sustainable adoption of green agricultural technologies: Experimental evidence from training with organic farming practices and soil tests in Indonesia (DFG - German Research Foundation).
- A large-scale pilot experiment on low-cost soil-test kits to enhance sustainable farming among small holders in Indonesia (DBU – German Federal Environmental Foundation).
- The impact of telemedicine provision on public primary health care in the Philippines (3ie).



Dr Nora Nahr

My research focuses particularly on the development and investigation of data and text mining techniques for processing knowledge across the entire knowledge life-cycle, as well as on the exploration of efficient modes of collaboration to support knowledge work in hybrid teams of humans and intelligent agents. I investigate these topics amongst others in the context of (inter)national research collaborations, such as with the University of Bamberg and the University of Turku in Finland.

- Nahr, N. & Heikkilä, M. (2022). Uncovering the identity of Electronic Markets research through text mining techniques. *Electronic Markets*. <https://doi.org/10.1007/s12525-022-00560-0>.
- Fteimi, N. 6 Hopf, K. (2021). Knowledge Management in the Era of Artificial Intelligence-Developing an Integrative Framework. *Proceedings of the European Conference on Information Systems (ECIS)*, June 14th – 16th. Marrakesh, Morocco.
- Received several awards such as the ECIS2022 Best Associate Editor Award and the 2021 Award for Excellence in Teaching of the University of Passau.



Dr Patrizia Perras

My research interests include theoretical as well as empirical research with real-world implications in the areas of financial markets, asset pricing, asset management and risk management.

- Perras, P. & Wagner, N. (2020). Pricing Equity-Bond Covariance Risk: Between Flight-to-Quality and Fear-of-Missing-Out. *Journal of Economic Dynamics & Control*, 121, 104009.
- Emerald Literati Outstanding Reviewer Award. *Journal of International Economics*, 103633.





Dr Davide Sala

The common thread through my research interests is the behaviour of firms (or individuals) in an international setting. The focal point of my recent research efforts is on firms competing in international markets (through knowledge carriers, diversity, innovation).

My other research interests include international trade and trade policy, global value chains, foreign direct investment, multinational firms, labour mobility, migration, and innovation.

- Internationally published work in renown economics and business journals.
- Member of the CESifo Research Network.
- Meinen, P., Parrotta, P., Sala, D. & Yalcin, E. (2022). Managers as knowledge carriers-explaining firms' internationalization success with manager mobility. *Journal of International Economics*, 103633.



Dr Daniel Schnurr

My research focuses on the implications of data as an essential economic resource for machine learning applications and digital business models. In particular, I am interested in the strategic and economic implications of data sharing among organizations and regulatory rules that can govern the data economy. Moreover, I investigate consumers' behavior and decision-making in privacy contexts as well as competition and cooperation between human and artificial intelligence in digital markets.

- Fast, V., Schnurr, D. & Wohlfarth, M. (2021). Regulation of Data-driven Market Power in the Digital Economy: Business Value Creation and Competitive Advantages from Big Data. *Available at SSRN 3759664*.
- Krämer, J. & Schnurr, D. (2022). Big data and digital markets contestability: Theory of harm and data access remedies. *Journal of Competition Law & Economics*, 18(2), 255-322.
- Acquired funding for the junior research group "Data Neutrality & Open Access: Coherent Economic Policies" (2017-2023, EUR 1.26m) from the Bavarian State Ministry of Science and the Arts and was one of the nine principal investigators of the DFG Research Training Group 2720 "Digital Platform Ecosystems" at the University of Passau.
- Since January 2022, Research Fellow of the Centre on Regulation in Europe (CERRE), a Brussels-based think tank, that engages in in-depth, policy-oriented research to inform and to advance digital markets regulation.

Dr Sebastian Schubach

My research centres around studying phenomena of digital and online marketing (e.g., retargeting in search engine marketing) with a specific focus on digital platforms. I primarily investigate consumers' reactions to such phenomena and their consequences for designing effective and efficient digital and online marketing communications. Moreover, I am researching marketing strategies of digital platform providers, especially what customer orientation means in this context.

- Garbas, J., Schubach, S., Mende, M., Scott, M. L. & Schumann, J. H. (2022). You want to sell this to me twice!? How perceptions of betrayal may undermine internal product upgrades. *Journal of the Academy of Marketing Science*.

Dr Kim S. Strunk

My research interests focus on the technology driven changes in work and in organizations and I am particularly interested crowd working arrangement and online freelancing. My research examines motivators, inhibitors, and signals in this emergent form of work as well as the impact of virtual communities, serving as substitutes for an organizational and collegial environment. Additionally, I am interested in technology supporting organizational sustainability transformations.

- Strunk, K. S., Faltermaier, S., Ihl, A. & Fiedler, M. (2022). Antecedents of frustration in crowd work and the moderating role of autonomy. *Computers in Human Behavior*, 128, 107094.
- Knott, M., Strich, F., Strunk, K. & Mayer, A. (2022) Uncovering potential barriers of using initial coin offerings to finance artistic projects. *Journal of Cultural Economics*, 46, 317-344.
- Kranz, J., Fiedler, M., Seidler, A., Strunk, K. & Ixmeier, A. (2021) "Unexpected Benefits from a Shadow Environmental Management Information System," *MIS Quarterly Executive*, 20 (3), Article 6.

Dr Katharina Werner

Research interests: Behavioural and Experimental Economics with a focus on lab-in-the-field experiments, behavioural aspects of conflict resolution, discrimination, gender differences and anti-corruption

- Hall, J. & Werner, K. (2022). Trauma and trust: How war exposure shapes social and institutional trust among refugees. *Frontiers in Psychology*.
- Funding from Fritz Thyssen Stiftung for project "Behavioral Economic Approaches to Peacebuilding and Conflict Prevention in Indonesia", EUR 21.552, and the German Research Foundation (DFG) for project "Between responsibility and reciprocity - contributions of experimental corruption research", EUR 350.000 (co-applicant).
- Presentation at various conferences (e.g. the annual meeting of the German association of experimental economists (GfeW), the French association of experimental economics (ASFEE), "Behavioral Insights in Development and Peacebuilding", "Discrimination and Diversity" etc.).



Doctoral Students and Research Affiliates

90* doctoral students are currently enrolled at our faculty. During the academic years 2020-22, 37 theses were successfully completed.

The School of Business, Economics and Information Systems offers a structured doctoral programme. Research institutes and the International Centre for Economics and Business Studies (ICEBS) offer a fruitful platform for collaboration in research as well as provide a framework for high-profile guest visits and mentoring by top scholars in the field. The School of Business, Economics and Information Systems is also integrated in the Bavarian Graduate Program in Economics (BGPE) and VHB ProDok. Complementary events include Brown Bag Seminars, colloquiums for doctoral candidates and seminars on research methods.

Our doctoral students and early career scholars regularly submit and present their research at national and international academic conferences. They submit and publish their work in prestigious peer-reviewed journals, including some of the most highly ranked outlets in their respective fields.

*Stand: 27.07.2022

Doctoral Awards and Nominations

Dr Dorothea Calmels (Supervisor Professor Hans Ziegler)
Tschira-Dissertationspreis für Wirtschaftsinformatik (in German)

Job Sequencing and Tool Switching Problems with a Generalisation to Non-Identical Parallel Machines – Classification, Mathematical Formulations and Heuristic Solution Approaches

Dr Dorothea Calmels (Supervisor Professor Hans Ziegler)
Kulturpreis Bayern (Bayernwerk AG) (in German)

Job Sequencing and Tool Switching Problems with a Generalisation to Non-Identical Parallel Machines – Classification, Mathematical Formulations and Heuristic Solution Approaches

Manuela Fritz (Supervisor Professor Michael Grimm)
Sustainable Society PhD Research Grant (University of Groningen)
Temperature and non-communicable diseases: Evidence from Indonesia's primary health care system

Tobias Mini (Supervisor Professor Thomas Widjaja)
Nomination for „Best Theory Development Paper Award“ at the Forty-Second International Conference on Information Systems, Austin 2021 (see https://aisel.aisnet.org/icis2021/gen_topics/gen_topics/1/)

An Exploration of Governing via IT in Decentralized Autonomous Organizations

Research Affiliates

The School of Business, Economics and Information Systems is successfully running a research affiliate programme. Research Affiliates collaborate with scholars at our faculty on joint research projects. Our current research affiliates are:

- Dr Franziska Bongers
- Dr Wolfgang Briglauer
- Dr Sebastian Floerecke
- Dr Fabian Fuchs
- Professor Dr Marcus Giamattei
- Professor Dr Lorenz Graf-Vlachy
- Dr Susanna Grundmann
- Dr Marvin Hanisch
- Dr Renate Hartwig
- Dr Katrin Huber
- Dr Björn Hüttel (until 19th of February 2022)
- Dr Andreas Ihl
- Dr Florian Kaiser
- Dr Anne-Sophie Mayer
- Dr Philipp Mosch
- Dr Eva Pieringer
- Dr Ann-Kristin Reitmann
- Dr Manuel Schubert
- Stefan Schweikl
- Dr Franz Strich
- Dr Mila Vogelsang
- Dr Oliver Zierke
- Dr Nicolas Büttner
- Dr Claudius Löhnert
- Janina Garbas

Research Centres



Passau Research Training Group “Digital Platform Ecosystems (DPE)”

The research training group “Digital Platform Ecosystems” is dedicated to studying a key phenomenon of the digital economy and society and sets new standards for the qualification of young academics. Digital platform ecosystems are the bases for fundamentally novel data- and knowledge-intensive business models. Digital platforms reduce information asymmetries but also create new information barriers and bases of market power. As such, they have far-reaching and potentially profound implications – opportunities and risks – for business and society. A deeper understanding of digital platform ecosystems requires an integrated, systemic view from several disciplines. The DFG Research Training Group 2720 “Digital Platform Ecosystems (DPE) – Digital platform-based value creation and its implications for data exchange, organization and socio-economic development” offers such an overarching perspective, drawing from a variety of disciplines including information systems, business administration, economics and communication science. DPE offers doctoral and postdoctoral students a specially tailored qualification and support concept which promotes both disciplinary strengths and cross-disciplinary openness. The inspiring and internationally designed research and training program develops the toolset and mindset needed to make ground-breaking contributions to basic research on digital platform ecosystems, to derive effective recommendations for action and to make responsible decisions at the individual, organisational, regulatory and societal levels.

Institute CENTOURIS – Centre for Data-Based Insights

CENTOURIS is a research institute of the School of Business, Economics and Information Systems of the University of Passau. The institute offers services in the field of empirical data analysis. These include, inter alia, the areas of project development, data collection and data evaluation up to consulting. Thematically, this can be classic market research studies such as customer satisfaction analyses, image and market potential studies, brand funnel analyses or consulting projects such as branding, product development, or marketing mix optimization. Equipped with its own staff of interviewers and using statistical methods, the institute carries out comprehensive market and data analytic research projects. It supports companies and the public-sector and also conducts research in national and international projects on topics such as digitization, service excellence, mobility. For example, within the ISEM research project CENTOURIS develops an Industrial Service Excellence Monitor (ISEM) to support companies in Lower Bavaria and Upper Austria on their way to high-quality and innovative industrial services. The project DIGIONAL and DIGITOUR helps small and medium sized companies to digitize their business. For more information visit www.centouris.uni-passau.de/.



PAULA Experimental Laboratory

PAULA is the experimental laboratory of the School of Business, Economics and Information Systems at the University of Passau. It allows researchers to run lab and field experiments, to test scientific hypotheses in a controlled environment as realistically as possible, as well as to generate new questions and theories. The laboratory houses 20 computers and has a subject-related pool of possible participants in such experiments. For general information on how such experiments proceed, or to register as a participant, please visit www.wiwi.uni-passau.de/en/management-personal-information/laboratory-paula/.

Passau International Centre for Advanced Interdisciplinary Studies (PICAIS)

PICAIS is the University's central platform for academic excellence and interdisciplinary research. It promotes research aligned with the University's strategic guiding themes, supporting interdisciplinary project ideas that break new ground in terms of the topics examined and the methods employed. The centre creates opportunities for network-building and interdisciplinary co-operation. PICAIS attracts international visiting scholars to Passau and integrates them into the University's academic community. PICAIS is also committed to the advancement of early career researchers. PICAIS pursues five core objectives: (1) providing space, time and financial resources for outstanding research projects; (2) establishing a vibrant platform for co-operation and exchange; (3) furthering the academic potential of promising early career researchers; (4) creating a unique culture of collegial, transparent, open-minded and multidisciplinary co-operation; (5) connecting academia and society. For more information visit www.picaiss.uni-passau.de/en/.

Institute of Private Financial Planning (ifp)

The Institute of Private Financial Planning is a centre of excellence for financial planning and consultancy for private households. Its research output is concerned with developing business processes and instruments to improve financial planning and financial advice for clients. Moreover, ifp is concerned with needs-based financial advice for private households. For more information visit www.ifp.uni-passau.de/institut/.



International Research Network

International Centre for Economics and Business Studies (ICEBS)

The International Centre for Economics and Business Studies provides targeted support for fostering international collaboration activities of members of the School of Business, Economics and Information Systems with renowned international scholars.

ICEBS has three key aims: promote collaboration with internationally renowned academics from abroad, facilitate world-class research projects and boost the potential of early career researchers by exposing them to new concepts and research methods. For more information visit www.wiwi.uni-passau.de/en/organisation/international-center-for-economics-and-business-studies-icebs/.

Visiting Researchers in the academic year 2020-2022¹

11/2020	Professor Victor Gilsing, VU Amsterdam and Antwerp University, Netherlands (Online)
12/2020	Professor Jeffrey Lovelace, University of Virginia, USA (Online)
01/2021	Professor Johannes Jütting, OECD, France (Online)
04/2021	Johannes Lehner, FH Joanneum, Graz, Austria (Online)
04/2021-07/2021	Professor Johannes Jütting, OECD, France (Online)
05/2021	Professor Saji K. Mathew, IIT Madras, Chennai, India (Online)
05/2021	Dr Manuel Schubert, Managing Director, ASBAR & BEHAVIA, Germany (Online)
06/2021	Professor Jeff Hoopes, University of North Carolina, USA (Online)
09/2021	Professor Hemant K. Bhargava, University of Pennsylvania, Philadelphia, USA
09/2021	Professor Jeffrey Reuer, University of Colorado, Boulder, USA
12/2021	Professor Vijayalakshmi Venkataraman, IIT Madras, Chennai, India (Online)
01/2022	Professor Georgios Petropoulos, MIT and Stanford University, USA (Online)
03/2022	Professor Daniel Gamache, University of Georgia, Athen, USA (Online)
05/2022	Dr Manuel Schubert, Managing Director, ASBAR & BEHAVIA, Germany
04/2022-07/2022	Johannes Lehner, FH Joanneum, Graz, Austria
06/2022	Professor Vaibhav Chawla, IIT Madras, Chennai, India
06/2022	Professor Saji K. Mathew, IIT Madras, Chennai, India
07/2022	Dr Tali Hadasa Blank, Hadassah Academic College, Jerusalem, Israel
07/2022	Professor Başak Yakış-Douglas, King's College, London, GB and Professor Richard Whittington, University of Oxford, Oxford, GB

¹Because of the Covid-19 epidemic, some of the collaboration were carried out online.

Recent Publications

Article

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Floerecke, S., Felix Röck, F., & Lehner, F. (2020). Success-Driving Business Model Characteristics of IaaS Providers – Towards a Quantitative Evaluation. In *International Journal on Cloud Computing: Services and Architecture (IJCCSA)* (Vol 10, No. 4/5 2020 // 10, 1-10, online). <https://doi.org/10.5121/ijccsa.2020.10501>

Floerecke, S., & Lehner, F. Understanding the Cloud Computing Ecosystem – Exploring the Factors Determining SaaS Providers’ Success. In S. Baumann (Ed.), *Handbook on Digital Business Ecosystems: Technologies, Markets, Business Models, Management, and Societal Challenges* (in Druck). Cheltenham (UK): Edward Elgar Publishing.

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