



Welcome!

We are happy to present the annual review of the Gutenberg School of Management and Economics covering the past academic year 2015/2016.

One highlight of the academic year is always the graduation ceremony. You will find reports and pictures about it in this newsletter. Further, you will see that many large-scale research projects were launched in the past year. We are also proud to announce a number of international top publications.

As the new academic year is about to start, we look forward to welcoming the new students. One main topic of the new academic year will be the survey of the CHE ranking. Our school performed very well in the last ranking (e.g., <https://www.uni-mainz.de/presse/60429.php>). We are confident to repeat the good results and encourage all students contacted by CHE to participate in the survey.

We hope that you enjoy reading our newsletter. We thank everyone who submitted an article to this issue. We thank Victor Reinhardt, Philipp Bauer and Ami Dalloul for editing assistance. Comments and suggestions are very welcome.

We wish you a successful and productive new academic year!

Yours sincerely,

Roland Euler

Deputy Dean of the Faculty
of Law, Management and
Economics,
Professor of Corporate Taxation

Christopher Koch

Professor of Corporate
Governance and Auditing



TABLE OF CONTENTS

NEWS FROM THE GUTENBERG SCHOOL	2
STUDY NEWS	3
RESEARCH NEWS	6
APPOINTMENTS AND AWARDS	10
PAST EVENTS	11
UPCOMING EVENTS	12

NEWS FROM THE GUTENBERG SCHOOL



Impressum

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Oliver Emrich joins Gutenberg School of Management and Economics

We are happy to welcome **Prof. Oliver Emrich** as chair of Social Media. Before joining the Gutenberg School of Management and Economics, he was Assistant Professor at the University of St. Gallen, Switzerland. In his research, he studies the impact of digital technologies on customer-firm relationships and on the social interaction among consumers. He also investigates how firms' spending in social media becomes more effective and under which conditions social media contribute to consumers' well-being. Current projects consider the role of social media within systems of distribution channels and the consumer-oriented use of customer data from the Internet.



Valérie Schüller gets appointed chancellor of TH Bingen

Dr. Valerie Schüller accepted an offer as chancellor ("Kanzlerin") at the University of Applied Sciences in Bingen. She was managing director at the Dean's office at our school from 2006 to 2016. The Gutenberg School of Management and Economics wishes her all the best for her future career.



Christina Bannier accepts offer from University of Gießen

Prof. Christina Bannier accepted an offer from the University of Gießen as chair of Banking and Finance. She was chair of Corporate Finance at the Gutenberg School of Management and Economics from 2013 to 2016. The Gutenberg School of Management and Economics wishes her all the best for her future career.



Andrey Launov accepts offer from University of Kent

Juniorprof. Andrey Launov accepted an offer to join the School of Economics at the University of Kent in Canterbury as a senior lecturer in labor economics. He joined the Gutenberg School of Management and Economics in 2010.

During this time, he successfully applied for a full-time research scholarship of the German Research Foundation DFG. The Gutenberg School of Management and Economics wishes him all the best for his future career.



STUDY NEWS

New students at JGU Mainz

We welcome our new students who joined the Gutenberg School of Management and Economics in the past academic year. We wish our new students a good start at JGU Mainz and a successful course of their studies.

Bachelor of Science	Joining Students	Graduating Students
Management and Economics	519	289
Business Education	73	41

Master of Science	Joining Students	Graduating Students
Management	200	219
International Economics and Public Policy	69	47
Business Education	40	39

GSME graduation ceremony

On 17 June 2016, the Gutenberg School of Management and Economics honored all students who finished their Bachelor or Master Degree in the preceding months. We congratulate our students who successfully finished their studies at JGU Mainz.



During the ceremony, outstanding student achievements were honored. The winners of the Gutenberg Teaching Council (GLK) award for an excellent thesis were **Jonathan Fleckner** (B. Sc. in Management and Economics) who was supervised by **Prof. Siegfried**



Jonathan Fleckner



Lisa Strommen

Trautman (Chair of Finance) and **Wolfgang Reul** (M. Sc. in International Economics and Public Policy) who was supervised by **Prof. Philipp Harms** (Chair

of International Economics). Further, the Mazars prize for an excellent thesis in the field of auditing was awarded for the first time. The recipients were **Lisa Strommen** (B. Sc. in Management and Economics) who was supervised by **Prof. Christopher Koch** (Chair of Corporate Governance and Auditing) and **Christine Gertung** (M. Sc. in Management) who was supervised by **Prof. Stefan Rammert** (Chair of Accounting and Auditing).



Christine Gertung

STUDY NEWS

MIEPP graduation ceremony



On 18 April 2016, the graduation ceremony for the graduates from the Master of Science in International Economics and Public Policy (MIEPP) took place. **Wolfgang Reul** was honored for the best MIEPP degree of this cohort. As usual, the graduation event was followed by a welcome event for the incoming MIEPP students in the Kasematten. Both events were kindly sponsored by the Regional Office of Deutsche Bundesbank in Mainz.

EMBA graduation ceremony

The graduation ceremony of the 14th class of EMBA Mainz takes place on 2 September 2016. Felicitators are the state secretary of the ministry of science of Rhineland-Palatinate, **Prof. Salvatore Barbaro**, the vice dean of the department of law and economics, **Prof. Roland Euler**, and the academic director of EMBA Mainz, **Prof. Franz Rothlauf**. The patroness of the 14th class of EMBA Mainz, the Prime Minister of Rhineland-Palatinate, **Malu Dreyer**, conveys her congratulations to the graduates.

News from the student council

The student council ("Fachschaft") looks back on a very active year. The members of the student council participated in committees on the renovation of the library, in appointment commissions, and in discussions on exam regulation. Popular activities included the "Glühwein-Stand" in the winter term and "Chill and Grill" in the summer term. Also the GSME hoodie and t-shirt sold by the student council continued to be in high demand. Please visit <http://www.fachschaft.wiwi.uni-mainz.de> for further information.



News from the debating club

The Debattierclub Johannes Gutenberg e.V. (DCJG) organized three debating tournaments in Mainz with participants from all over Germany. In the last public tournament, the former and current German champions debated whether to form a pact with the devil following Faust's example. In August, a team from Mainz competes at the European Universities Debating Championship (EUDC) in Warsaw, Poland. For November the DCJG plans to organize the traditional "Gutenberg Cup" with a public final at the Kreuzbauten on campus. Everyone interested is invited to join. Please visit <http://www.dcjg.de> for further information.



STUDY NEWS

News from EMBA

The EMBA office is proud to announce that FIBAA, a leading European agency for quality assurance and quality development in higher education, accredited the executive MBA program in February 2016. The new 16th class of EMBA Mainz started in September 2016. We are happy that the demand for the EMBA class continues to be very high, resulting in a completely booked out course of 32 participants. To satisfy the high demand, an additional second course will start in March 2017. Please visit <http://www.mba-mainz.de> for further information.



Doctoral program of the German Academic Association for Business Research

Prof. Franz Rothlauf holds a doctoral course on the “Design and Application of Modern Heuristics” at the University of Mainz in October 2016. The course is part of the doctoral program of the German Academic Association for Business Research (VHB).

News from PROF

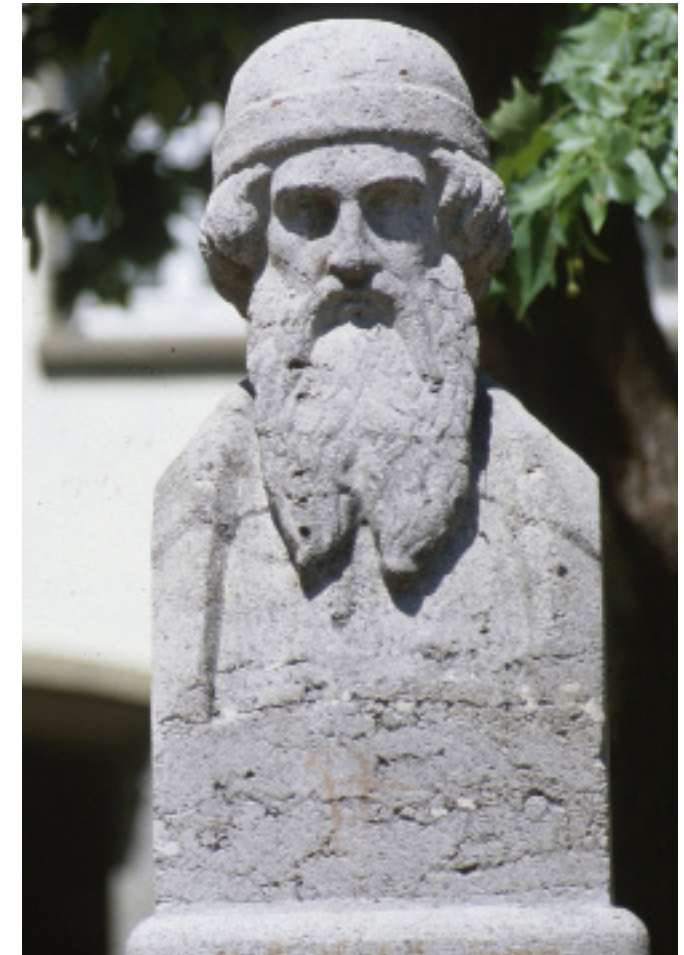
As part of the project „PROF | Studierende professionell



Studierende professionell beraten.

beraten“, the event series “Let’s talk about ...” continued. In the summer term 2016, the focus was on entrepreneurship. Three entrepreneurs with a background in finance or law told their own business story. They gave impulses for success and shared advice on start-up support and dealing with problems. The winter term is about to start and we are currently planning further exiting events on the topics of finance and law to get you through these hard times! Our project team also started to offer a resume check for students. Students are welcome to bring any existing documents (cover letter, resume or curriculum vitae, credentials) and job offers to a meeting in order to get help and advice. Office hours are Tuesday between 1:00 pm and 3:00 pm. Please register in advance by sending an email to prof-studierendenberatung@uni-mainz.de. If you have any questions about your job application, procedure or just in general, please contact us and we will be glad to help! We are also proud to announce that we filed an application for the second project phase (2017 to 2020). This ensures that funding will be available from the Bun-

desministerium für Bildung und Forschung (BMBF) in order to enable the whole range of support and advice for students: office hours, workshops and seminars. So look out for more exiting events coming your way!



RESEARCH NEWS

International top publications

A and A+ according to Handelsblatt, VHB or Tinbergen

Almond, Douglas; Mazumder, Bhashkar; **van Ewijk, Reyn**. (2015). In Utero Ramadan Exposure and Children's Academic Performance. *The Economic Journal*, 125 (589), 1501–1533.

Bartling, Björn; Brandes, Leif; **Schunk, Daniel**. (2015). Expectations as Reference Points: Field Evidence from Professional Soccer. *Management Science*, 61 (11), 2646–2661.

Brouthers, Keith D.; **Geisser, Kim; Rothlauf, Franz**. (2016). Explaining the Internationalization of iBusinesses. *Journal of International Business Studies*, 47 (5), 513–534.

Desaulniers, Guy; Errico, Fausto; **Irnich, Stefan**; Schneider, Michael. (2016). Exact Algorithms for Electric Vehicle-Routing Problems with Time Windows. *Operations Research*, forthcoming.

Emrich, Oliver; Verhoef, Peter C. (2015). The Impact of

a Homogenous versus a Prototypical Web Design on Online Retail Patronage for Multichannel Providers. *International Journal of Research in Marketing*, 32 (4), 363–374.

Goel, Asvin; **Irnich, Stefan**. (2016). An Exact Method for Vehicle Routing and Truck Driver Scheduling Problems. *Transportation Science*, forthcoming.

Hett, Florian; Girard, Yann; **Schunk, Daniel**. (2015). How Individual Characteristics Shape the Structure of Social Networks. *Journal of Economic Behavior and Organization*, 115, 197–216.

John, Leslie K.; **Emrich, Oliver**; Gupta, Sunil; Norton, Michael I. (2016). Does “Liking” Lead to Loving? The Impact of Joining a Brand's Social Network on Marketing Outcomes. *Journal of Marketing Research*, forthcoming.

Probst, Malte; Rothlauf, Franz; Grahl, Jörn. (2016). Scalability of Using Restricted Boltzmann Machines for

Combinatorial Optimization. *European Journal of Operational Research*, forthcoming.

Rothenbächer, Ann-Kathrin; Drexl, Michael; Irnich, Stefan. (2016). Branch-and-Price-and-Cut for a Service Network Design and Hub Location Problem. *European Journal of Operational Research*, 255 (3), 935–947.

Sayah, David; Irnich, Stefan. (2017). A New Compact Formulation for Discrete p-Dispersion Problem. *European Journal of Operational Research*, 256 (1), 62–67.

Steitz, Wolfgang. (2015). New Heuristic Approaches for the Bounded-Diameter Minimum Spanning Tree Problem. *INFORMS Journal on Computing*, 27 (1), 151–163.

Wälde, Klaus; Launov, Andrey. (2016). The Employment Effect of Reforming a Public Employment Agency. *European Economic Review*, 84, 140–164.



RESEARCH NEWS

Further top publications

Q1 according to SCImago Journal Ranking

Buzdugan, Laura; Kalisch, Markus; Navarro, Arcadi; **Schunk, Daniel**; Fehr, Ernst; Bühlmann, Peter. (2016). Assessing Statistical Significance in Multivariable Genome Wide Association Analysis. *Bioinformatics*, 32 (13), 1990–2000.

Dormann, Christian; Griffin, Mark A. (2015). Optimal Time Lags in Panel Studies. *Psychological Methods*, 20 (4), 489–505.

Golle, Uli; **Rothlauf, Franz**; **Boysen, Nils**. (2015). Iterative Beam Search for Car Sequencing. *Annals of Operations Research*, 226 (1), 239–254.

Henneberg, Stephan C.; Gruber, Thorsten; Reppel, Alexander; Naudé, Peter; Ashnaie, Bahar; **Huber, Frank**; Chowdhury, Ilma N. (2015). A Cross-Cultural Comparison of Business Complaint Management Expectations. *Journal of Marketing Theory and Practice*, 23 (3), 254–271.



Moors, Agnes; **Wälde, Klaus** (2016). Current Emotion Research in Economics. *Emotion Review*, forthcoming.

Piening, Erk P., Salge, Thorsten O.; Schäfer, Sebastian. (2016). Innovating Across Boundaries: A Portfolio Perspective on Innovation Partnerships of Multinational Corporations. *Journal of World Business*, 51 (3), 474–485.

Wacker, Konstantin M. (2016). (When) Should We Use Foreign Direct Investment Data to Measure the Activities of Multinational Corporations? Theory and Evidence. *Review of International Economics*, forthcoming.

Weißhaar, Isabelle; **Huber, Frank**. (2016). Empathic Relationships in Professional Services and the Moderating Role of Relationship Age. *Psychology and Marketing*, 33 (7), 525–541.

Zlatkin-Troitschanskaia, Olga; Pant, Hans A.; Coates, Hamish. (2016). Assessing Student Learning Outcomes in Higher Education – Challenges and International Perspectives. *Special issue in Journal Assessment and Evaluation in Higher Education*, 41 (5), 665–661.

Zlatkin-Troitschanskaia, Olga; **Schmidt, Susanne**; **Brückner, Sebastian**; **Förster, Manuel**; Yamaoka, Michio; Asano, Tadayoshi. (2016). Macroeconomic Knowledge of Higher Education Students in Germany and Japan – A Multilevel Analysis of Contextual and Personal Effects. *Assessment and Evaluation in Higher Education*, 41 (5), 787–801.

RESEARCH NEWS

New research funding

Prof. Erk Piening (Chair of Organization, Human Resources and Management) received 14.770 € from the Internal University Research Funding to support the project „Organizations in the media – Effects on employees’ attitudes, behavior, and well-being“. This project seeks to improve our understanding of how, when, and why employees respond to negative media coverage of their organization.

Dr. Timo Gschwind and **Prof. Stefan Irnich** (both from the Chair of Logistics Management) received 170.500 € from the German Science Foundation (DFG) for the new project „Dual inequalities for the stabilization of column-generation algorithms (StabCG)“. Column-generation based algorithms are among the leading methods when it comes to solving complex optimization problems in vehicle routing, staff scheduling, cutting and packing, machine scheduling, and graph decomposition. The aim of the project is to provide enhanced algorithmic techniques to stabilize column-generation algorithms that sometimes suffer from numerical instability.



Dr. Timo Gschwind, Dr. habil. Michael Drexler, Prof. Stefan Irnich (all from the Chair of Logistics Management, JGU Mainz), and Prof. Michael Schneider (RWTH Aachen University) successfully applied for a research grant at the German Science Foundation (DFG). The title of the project is "Efficient neighborhood search in vehicle routing and scheduling (ENS.VRS)". The group in Mainz will receive 216.400 € for funding a new PostDoc position to jointly work on the topic for 30 months together with the team in Aachen. The goal of the project is to gain new insights on efficient algorithmic components for feasibility checking and gain computations as well as the design of powerful tree search methods. The focus is on non-standard vehicle routing and scheduling problems that are notoriously hard to model and solve.



Jan Trenczek (Chair of International Economics) obtained a PhD scholarship from the Studienstiftung der

Deutschen Wirtschaft for his dissertation project "Understanding structural change in Europe: Towards a more disaggregated and service-oriented view".

Dr. Christiane Kuhn, Dr. Sebastian Brückner and **Hannes Saas** (all from the Chair of Business and Economics Education) received



14.858 € from the Gutenberg Teaching Council (GTC) for the innovative teaching project "Training action-related competencies of pre-service teachers by a video-based learning tool to simulate authentic classroom situations". The aim of the project is to foster relevant competencies of prospective teachers at an early stage on the basis of action-related learning tasks and an innovative formative teaching concept. Thereby, the transition into teaching practice is supposed to be facilitated.



RESEARCH NEWS

Launch of new BMBF research projects

The Chair of Business and Economics Education has taken on three new large-scale research projects funded by the Bundesministerium für Bildung und Forschung (BMBF) (WiWiKOM II, WiWiSET, ELMaWi). Please visit <http://www.elmawi.de/eng/index.php> for more information.

In October 2015, the research project WiWiKom II “Valid assessment of students’ development of professional business and economic competencies over the course of their studies

– A quasi-experimental longitudinal study” (2015-2019; total budget: 744.330 EUR) was launched. It is directed by **Prof. Olga Zlatkin-Troitschanskaia** and **Juniorprof. Manuel Förster** in cooperation with the Humboldt-University Berlin. The project focuses on the development of students’ economic expertise in a longitudinal panel study including a micro panel with an experimental design.



In March 2016, the research project ELMaWi “Assessing subject-specific competencies in teacher education in mathematics and economics – A quasi-experimental validation study with a focus on domain-specificity” (2016-2019; part budget: 264.583 EUR) was launched. It is directed by **Dr. Christiane Kuhn** and **Prof. Olga Zlatkin-Troitschanskaia**. The project is conducted by the Chair of Business and Economics Education at JGU Mainz in cooperation with the Leibniz Institute for Science and Mathematics Education in Kiel (IPN, Department of Mathematics Education).



In June 2016, the research project WiWiSET “Validation of an entrance examination in the study domain of business and economics – A national and international comparative study of universities and universities of ap-

plied sciences” was launched. It is funded by the BMBF (2016-2019; total budget: 514.710 EUR) and is directed by **Prof. Olga Zlatkin-Troitschanskaia** and **Juniorprof. Manuel Förster** in cooperation with the Humboldt-University Berlin. With a Germany-wide survey approximately 50 higher education institutions and multiple times of measurement, the project examines personal influence factors that enable or inhibit (drop-out) success for beginning students of business and economics.



**Bundesministerium
für Bildung
und Forschung**

APPOINTMENTS AND AWARDS

Dr. Susanne Schmidt (Chair of Business and Economics Education) obtained an outstanding research award combined with a grant from Sibylle Kalkhof-Rose-Stiftung for her dissertation project “Developing a generalized multilevel structural equation model for longitudinal analysis of change in students’ business and economic knowledge under influence of personal variables”.

Prof. Thorsten Schank was appointed as a research professor at the Halle Institute for Economic Research (IWH) where he will cooperate with the Department of Structural Change and Productivity.



Prof. Stefan Irnich was appointed as a member of the Editorial Advisory Board of the journal Computers & Operations Research.

Eva Erhardt receives Best Paper Award



Eva Erhardt who is an external PhD student of Prof. Thorsten Schank (Chair of Applied Statistics and Econometrics) received the best paper award at the 2nd Microfinance and Rural Finance Conference that took place at Aberystwyth University in Wales for her study “Microfinance as a job creator - an impact assessment of Bulgaria”.



Report on the Eurozone

In May 2016, the CEPR's new report “Reinforcing the Eurozone and protecting an open society” was published. The goal of the report is to propose institutional changes that can help to restore growth and prosperity while being politically feasible. **Prof. Beatrice**

Weder di Mauro is one of the members of the team drafting that report. Please visit <http://voxeu.org/content/reinforcing-eurozone-and-protecting-open-society> for more information.



PAST EVENTS

Mainz workshop in labor economics

On Tuesday, 21 June 2016, **Juniorprof. Andrey Lounov** (Juniorprofessor of Econometrics) organized the “Mainz workshop in labor economics: Search and matching theory”. The workshop covered recent advances in search and matching theory in its relation to frictional labor markets. Topics included worker-firm flows, employment heterogeneity, search in multi-sector labor market and efficiency. Speakers from leading European and US universities participated. You can find the program of the workshop at <http://www.large.economics.uni-mainz.de/177.php>.

KIDS-WIN press conference

In March 2016, the “Blickpunkt Event” took place in Winterthur, Switzerland. **Prof. Daniel Schunk** (Chair of Public Economics) and Prof. Ernst Fehr (University of Zurich) presented the latest research findings of the KIDS-WIN-study to a large audience comprised of local politicians, representatives of the press as well as interested teachers and parents of the participating children. KIDS-WIN is a large-scale field study run by JGU Mainz and the University of Zurich. It investigates causal effects of a computer-based working memory training and self-regulation training on academic achievement and self-control skills of primary-school children. The event received wide media coverage.



Universität
Zürich^{uzh}

New interdisciplinary research group

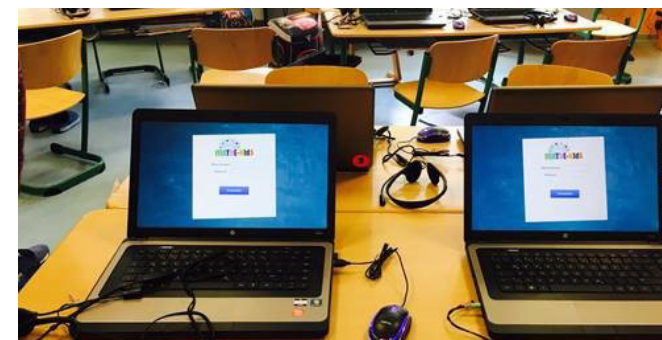
The Interdisciplinary Public Policy (IPP) research group is one of the research priority programs of JGU Mainz. It investigates the interaction of public institutions with the socio-economic environment to understand the role of public institutions for our lives. In November 2015, the IPP conducted a two-day retreat in Sörrenloch to discuss future large scale cooperation. One main goal was to develop a draft for the application for a new research group at the German National Science Foundation (DFG) with the title “Improving life chances: An interdisciplinary perspective on individual and social welfare”.

KoKoHs launched in Berlin

The second phase of the BMBF-funded research program “Modeling and measuring competencies in higher education – Validation and methodological innovations” (KoKoHs) with a total budget of approximately 28.000.000 € was launched with an international conference held at the Representation of the State of Rhineland-Palatinate in Berlin in April 2016. The program is headed by **Prof. Olga Zlatkin-Troitschanskaia** (Chair of Business and Economics Education) and Prof. Hans Anand Pant at HU Berlin.



MATHE-KIDS kick-off in Mainz



The field study “MATHE-KIDS”, which is evaluating the impact of e-learning usage on pupils in primary schools under supervision of **Prof. Franz Rothlauf** (Chair of Information Systems & Business Administration) and **Prof. Daniel Schunk** (Chair of Public Economics), was launched in September 2016. Twenty different classes with around 400 third-graders from primary schools in Mainz will use an e-learning application developed by Prof. Franz Rothlauf’s team over the course of five weeks. More than 15 research assistants, 300 notebooks and plenty of other IT materials are involved in conducting the study. Twenty teachers attended a training event on e-learning applications held at the Campus of the University of Mainz. Results will provide evidence on the effect of e-learning applications in class-room on school achievements as well as on social skills and risk-taking behavior.

UPCOMING EVENTS

Second workshop on FDI and multinational corporations

JGU Mainz will host a second workshop on foreign direct investment and multinational corporations on 10 November 2016, jointly organized by **Prof. Philipp Harms** (Chair of International Economics), **Juniorprof. Konstantin M. Wacker** (Assistant Professor of International Economics), and Dr. Nils Steiner (JGU Mainz). The keynote speaker is Prof. Beata Smarzynska Javorcik from the University of Oxford. Interested students and researchers are welcome to attend. For more information, please visit: <http://www.trade.economics.uni-mainz.de/200.php>.



Faculty seminar series schedule available

The faculty seminar series is organized by **Prof. Stefan Irnich**, **Prof. Franz Rothlauf** and **Prof. Klaus Wälde** and provides external national and international researchers a platform to present their current research projects. The seminar takes place on Mondays from 4.15 p.m. until 5.45 p.m. in room "Dekanatssaal" (ReWi I building, 03-150). The talks are held in English. All researchers and students are welcome to attend. The schedule of the Faculty Seminar Series can be found here: <http://wiwi.uni-mainz.de/seminar.html>.

Brown bag seminar

The brown bag seminar is an informal research seminar for students and faculty. It takes place on Tuesdays from 12 a.m. until 1 p.m. in room RW 5 (ReWi I building, 01-118). The seminar serves the purpose of giving doctoral students and faculty an opportunity to present current research projects. The talks are held in English. All researchers and students are welcome to attend. The schedule of the Brown Bag Seminar can be found here: http://wiwi.uni-mainz.de/535_DEU_HTML.php.