



GUTENBERG SCHOOL OF
MANAGEMENT
& ECONOMICS

Annual Review
2017/2018

Welcome!

We are happy to present the annual review of the Gutenberg School of Management and Economics covering the past academic year 2017/2018.

The CHE (Centrum für Hochschulentwicklung) published its highly regarded ranking of Master programs. We are happy to report that our Master programs in Management and Economics at JGU Mainz have an outstanding national ranking, with top ratings in the student survey and factual indicators. This result supports our belief that our study programs are of high quality and that they prepare our students well for the job market. We will do our best to ensure the high quality of our programs in the future.

In this annual review, you will find a detailed report about the CHE ranking. Other topics of this newsletter include the graduation ceremonies, news from the student organizations, new research projects and new top publications by our faculty.

We hope that you enjoy reading our annual review. We thank everyone who submitted an article to this issue. We thank Victor Reinhardt for editing assistance. Comments and suggestions are very welcome.

We wish you a successful and productive new academic year!



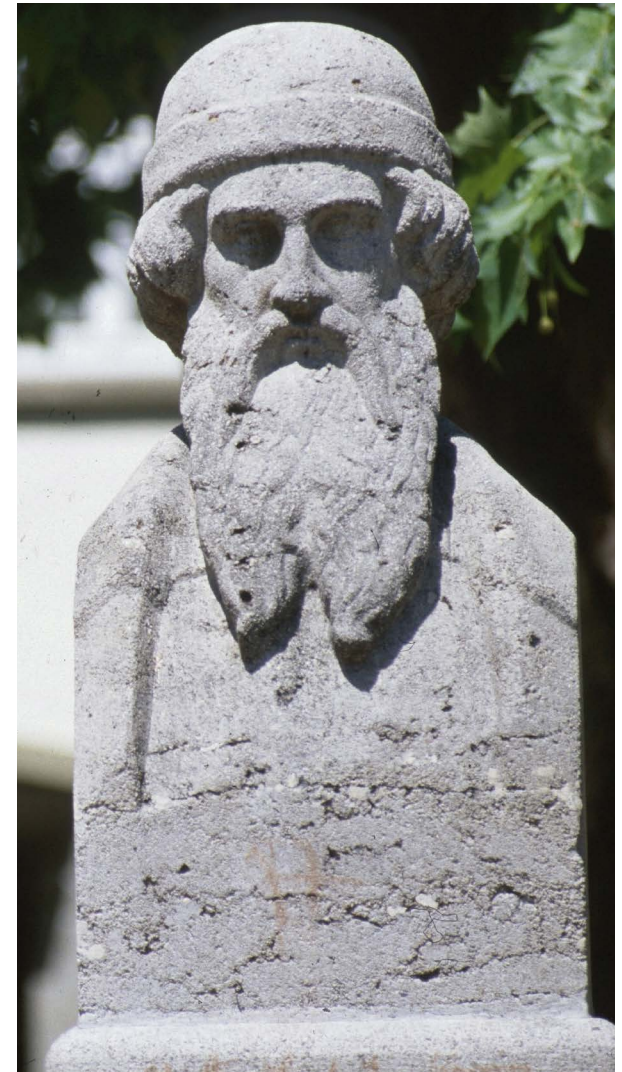
Roland Euler

*Dean of the Faculty of Law, Management and Economics,
Chair of Corporate Taxation*



Christopher Koch

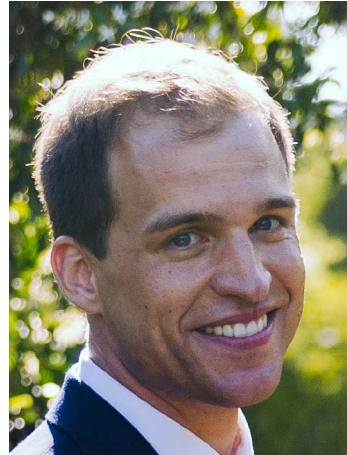
Chair of Corporate Governance and Auditing



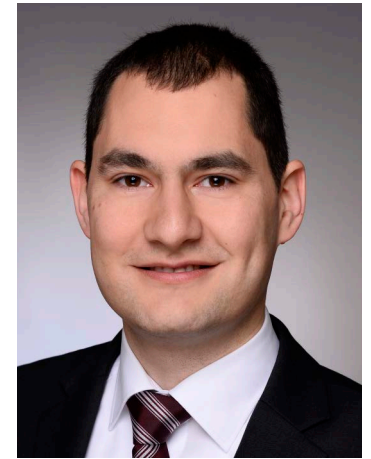
News from the Gutenberg School of Management and Economics

We are happy to welcome new faculty members

Prof. Florian Hett is the new Professor of Economics, especially Digital Economics at JGU Mainz. In his research, he combines digital data sources with measures from behavioral economics, often in the context of field experiments. He has received research funding from the DFG and published in internationally renowned scientific journals such as the Journal of Financial Economics and the European Economic Review. He has received several awards, e.g. the Dissertation Prize of Deutsche Bundesbank, the Unicredit & Universities Best Paper Award and the Sturm & Drang Prize of Goethe University Frankfurt. Before moving to Mainz, he was a member of the Management and Microeconomics group at Goethe University Frankfurt.



Prof. Andranik Tumasjan has joined JGU Mainz as a new Professor of Management and Digital Transformation. In his research, he investigates how the digital transformation impacts management and gives rise to the emergence of new organizational forms, business models, and entrepreneurial opportunities. His current focus is on the potential of the blockchain technology for novel business models and organizational forms. He graduated from Ludwig Maximilians University of Munich and received his doctorate and habilitation in management from the Technical University of Munich. His work has received numerous national and international awards, including Best Paper Awards from the Academy of Management, the Hawaii International Conference on System Sciences, and the German Academic Association for Business Research.



Dr. Paul Kaufmann joins the GSME as an Assistant Professor of Computational Intelligence. He received his PhD at Paderborn University and worked at the Fraunhofer Institute for Wind Energy and Energy System Technology as well as at the Energy Management and Power System Operation Group at the University of Kassel. His research focuses on nature-inspired optimization techniques and their application to adaptive and reconfigurable systems. In his projects, he investigates representation models, genetic algorithms, and digital architectures for the multi-objective evolution of adaptable systems. The results of his research have been applied to embedded data mining architectures, scheduling of renewable generators, and restoration of power systems.



Dr. Constantin Weiser has joined the faculty as lecturer for quantitative methods. He enriches the statistical working group, consisting of **Prof. Thorsten Schank** and **Prof. Reyn van Ewijk**, with a focus on computational statistics and time series methods. He will give lectures in both undergraduate and graduate studies and will supervise bachelor and master theses. His research covers two main fields: Efficient algorithm in computational statistics and educational research, especially the evaluation of e-learning opportunities in statistics classes.



Departures

In August 2018, **Prof. Beatrice Weder di Mauro** left JGU Mainz to permanently join INSEAD Singapore, where she had spent a two-year leave of absence from 2016 to 2018 at the Emerging Markets Institute. She had been a professor of economic policy and international macroeconomics at JGU Mainz since 2001, and her teaching, research and policy work – including her membership in the German Council of Economic Advisors (2004-2012) and her recent appointment as president of the Centre for Economic Policy Research (CEPR) – shaped economics at the GSME and strongly contributed to the international visibility of our faculty. The Gutenberg School wishes Prof. Weder di Mauro all the best for her future career.



Juniorprof. Konstantin M. Wacker took up a tenure-track assistant professorship at the University of Groningen as of 1 September 2018. He was Juniorprofessor of International Economics at Johannes Gutenberg University Mainz since April 2015. The Gutenberg School wishes him all the best for his future career.



Dr. Verena Wondratschek took up a position at German Aerospace Center (DLR). She was Juniorprofessor of Applied Microeconomics at Johannes Gutenberg University Mainz since 2014. The Gutenberg School wishes her all the best for her future career.



Study news

Graduation ceremonies of the Gutenberg School of Management and Economics

On 24 November 2017 and on 15 June 2018, the graduation ceremonies took place. We congratulate our students who successfully finished their bachelor and master studies at JGU Mainz.

In the winter term, Prof. Eike Böhm (Chief Technology Officer at KION GROUP AG) held the commencement speech on „Digital transformation – hype or change of reality?“. In the summer term, **Prof. Oliver Emrich** (Chair of Social Media) held the commencement speech on “Life orientations in the digital age”.

	Graduating students
B.Sc. Management and Economics	372
B.Sc. Business Education	37
M.Sc. Management	135
M.Sc. International Economics and Public Policy	64
M.Sc. Business Education	33







Graduating Bachelor Students 2018



Graduating Master Students 2018



Mara Werling



Lena Germer



Ann-Kathrin Bültmann (l), Sophia Völker (r)

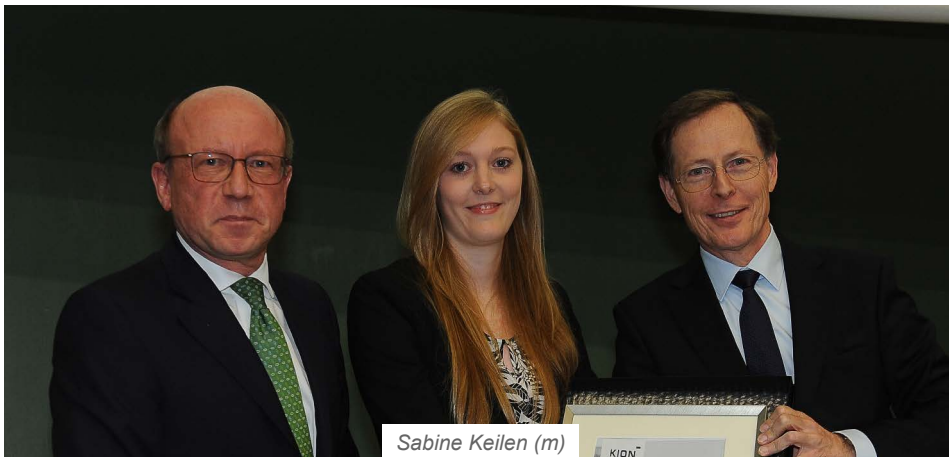
We congratulate the winners of the Gutenberg Teaching Council (GLK) award for an excellent thesis: Mara Werling (B.Sc. in Management and Economics), Lena Germer (M.Sc. in Business Education), Ann-Kathrin Bültmann, (B.Sc. in Business Education), Sophia Völker (B.Sc. in Business Education) und Sarah Oppermann (M.Sc. in International Economics and Public Policy).



The KION price for an excellent thesis in the field of corporate governance and auditing was awarded to:

Sabine Keilen

M.Sc. in Management



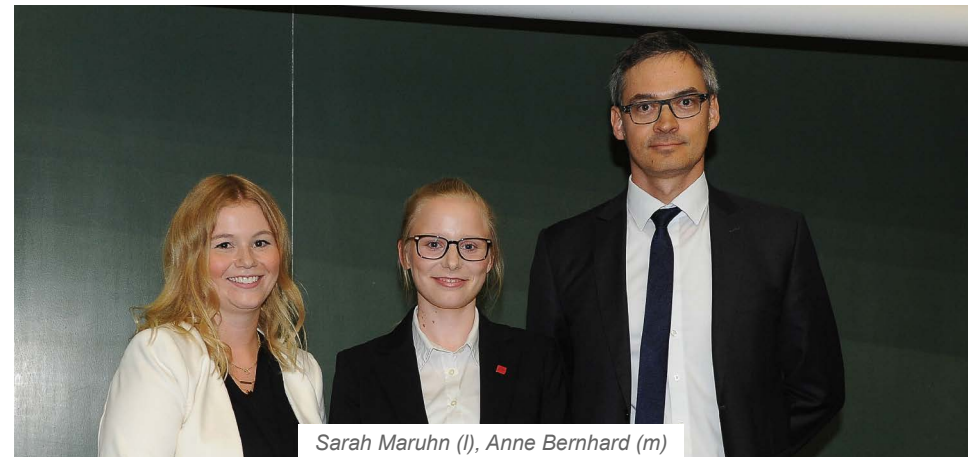
The MAZARS price for an excellent thesis was jointly awarded to:

Anne Bernhard

M. Sc. in Management

Sarah Maruhn

M. Sc. in Management



The graduation ceremonies were kindly sponsored by Deloitte, KION and MAZARS.



Graduation ceremonies of the MIEPP program! On 16 October 2017 and on 16 April 2018, the graduation ceremonies for the graduates from the Master of Science in International Economics and Public Policy (MIEPP) took place. Melina Albat and Christoph Dohmen (2017) as well as Marcel Kaufmann (2018) were honored for the best MIEPP degrees of their respective cohorts. The keynote speeches were given by Stefan Schmidt (Deutsche Bundesbank) and by **Prof. Philipp Harms** (Chair of International Economics). Each graduation event was followed by a welcome event for the incoming MIEPP students in the Kasematten. The events were kindly sponsored by the Regional Office of Deutsche Bundesbank in Mainz.



Graduation ceremonies of the EMBA program

In September 2018, the solemn graduation of the 32 participants of the 16th class of Executive Master of Business Administration Program of JGU Mainz took place. Felicitators were the patron of the class, Christian Lindner (Federal Chairman of the FDP), **Prof. Roland Euler** (Dean of the Faculty of Law, Management and Economics, Chair of Corporate Taxation) and **Prof. Franz Rothlauf** (Chair of Information Systems and Business Administration, Academic Director of EMBA at JGU Mainz).



New Erasmus Agreements

We are happy to announce two new Erasmus+ agreements with the University of Rome Tor Vergata (Italy) and the University of Minho at Braga (Portugal). Starting in the academic year 2019/20, GSME students will have the opportunity to spend an Erasmus+ stay at Rome or Braga, and we are looking forward to an intensive and productive cooperation with these prestigious institutions.

Launch of new master programs

The GSME now offers two new master programs: The Master of Science in Accounting and Finance and the Master of Science in Management.

The Master of Science in Accounting and Finance offers opportunities to specialize in Financial Accounting, Taxation, Corporate Governance, Management Accounting, Financial Services, Corporate Finance, and Quantitative Methods.

The Master of Science in Management offers opportunities to specialize in Logistics and Management, Information Systems, General Management, Marketing, Cross-Channel Management and Social Media, Management and Digital Transformation, and Quantitative Methods.

Master Degree Programs have outstanding national ranking

The CHE University Ranking 2017/18 confirms that the Master Degree Programs in Management and Economics at JGU Mainz have an outstanding national ranking, with top ratings in the student survey and the fact indicators. The study programs in both management and economics achieved top ratings in the areas of transition to a master's degree, feasibility of studying, support during studies, supervision, professional reference and examinations.

Overall, JGU Mainz is rated above average in management and economics in the area of examinations (e.g., with regard to the transparency of the examination system). The management program fares significantly better than the national average in the area of professional relations and economics in the area of science relations. More than 90% of the Master's students surveyed rated the relevance of the qualifications obtained in the professional field and the assistance in the transition to the profession through Career Services in management as very good or good. Over 90 % of the Master's students in management rated the teaching of the ability to engage in specialist discussions and the opportunities for their own critical reflection of facts as very good or good.

Research news

International top publications (A and A+ according to VHB/Tinbergen or Handelsblatt 2015 ≥ 0.6)

Auer, Raphael; Chaney, Thomas; **Sauré, Philip**. (2018). Quality pricing-to-market. *Journal of International Economics*, 110, 87–102.

Auer, Raphael; Levchenko, Andrei; **Sauré, Philip**. (2018). International inflation spillovers through input linkages. *Review of Economics and Statistics*, forthcoming.

Bianchessi, Nicola; Irnich, Stefan. (2018). Branch-and-cut for the split delivery vehicle routing problem with time windows. *Transportation Science*, forthcoming.

Bonadio, Barthélémy; Fischer, Andreas; **Sauré, Philip**. (2018). The speed of the exchange rate pass-through. *Journal of the European Economic Association*, forthcoming.

Bruhin, Adrian; Fehr, Ernst; **Schunk, Daniel**. (2018). The many faces of human sociality – Uncovering the distribution and stability of social preferences. *Journal of the European Economic Association*, forthcoming.

Gschwind, Timo; Drexl, Michael. (2018). Adaptive large neighborhood search with a constant-time feasibility test for the dial-a-ride problem. *Transportation Science*, forthcoming.

Gschwind, Timo; Irnich, Stefan; Rothenbächer, Ann-Kathrin; Tilk, Christian. (2018). Bidirectional labeling in column-generation algorithms for pickup-and-delivery problems. *European Journal of Operational Research*, 266 (2), 521–530.

Guo, Qiang; **Koch, Christopher**; Zhu, Aiyong. (2017). Joint audit, audit market structure, and consumer surplus. *Review of Accounting Studies*, 22 (4), 1595–1627.

Heßler, Katrin; Gschwind, Timo; Irnich, Stefan. (2018). Stabilized branch-and-price algorithms for vector packing problems. *European Journal of Operational Research*, 271 (2), 401–419.

Hintsch, Timo; Irnich, Stefan. (2018). Large multiple neighborhood search for the clustered vehicle-routing problem. *European Journal of Operational Research*, 270 (1), 118–131.

Houser, Daniel; **Schunk, Daniel**; Winter, Joachim; Xiao, Erte. (2018). Temptation and commitment in the laboratory. *Games and Economic Behavior*, 107, 329–344.

Moser, Kilian J.; **Tumasjan, Andranik**; Welp, Isabell M. (2017). Small but attractive: Dimensions of new venture employer attractiveness and the moderating role of applicants' entrepreneurial behaviors. *Journal of Business Venturing*, 32 (5), 588–610.

Probst, Malte; Rothlauf, Franz; Grahl, Jörn. (2017). Scalability of using restricted boltzmann machines for combinatorial optimization. *European Journal of Operational Research*, 256 (2) 368–383.

Rothenbächer, Ann-Kathrin. (2018). Branch-and-price-and-cut for the periodic vehicle routing problem with flexible schedule structures. *Transportation Science*, forthcoming.

Further top publications (Q1 according to SCImago)

Andrews, Martyn; **Schank, Thorsten**; Upward, Richard. (2017). Do foreign workers reduce trade barriers? Microeconomic evidence. *World Economy*, 40 (9), 1750–1774.

Balk, Yannick A.; De Jonge, Jan; Oerlemans, Wido G. M.; Geurts, Sabine A. E.; Fletcher, David; **Dormann, Christian.** (2018). Balancing demands and resources in sport: Adaptation and validation of the Demand-Induced Strain Compensation questionnaire for use in sport. *Journal of Sports Science and Medicine*, 17 (2), 237–244.

Englert, Mario; **Koch, Christopher**; Wüstemann, Jens. (2018). The effects of the financial crisis on the organizational reputation of banks: An empirical analysis of newspaper articles. *Business & Society*, forthcoming.

Förster, Manuel; Weiser, Constantin; Maur, Andreas. (2018). How feedback provided by voluntary electronic quizzes affects learning outcomes of university students in large classes. *Computers & Education*, 121, 100–114.

Harms, Philipp; Schwab, Jakob. (2018). Like it or not? How the economic and institutional environment shapes individual attitudes towards multinational enterprises. *The World Economy*, forthcoming.

Huber, Frank; Eisele, Anita; Meyer, Frederik. (2018). The role of actual, ideal, and ought self-congruence in the consumption of hedonic versus utilitarian brands. *Psychology & Marketing*, 35 (1), 47–63.

Tilk, Christian; Irnich, Stefan. (2018). Combined column-and-row-generation for the optimal communication spanning tree problem. *Computers and Operations Research*, 93, 113–122.

New research funding

Dr. Michael Drexl (TH Deggendorf) and **Prof. Stefan Irnich** (Chair of Logistics Management) received 230.700 EUR from the German Science Foundation (DFG) to continue and extend the project “Synchronisierte Planung interdependenter Ressourcen in der Transportlogistik” for a period of 30 months. This allows hiring additional staff and further pursuing the successful work commenced in 2014.

Prof. Christopher Koch (Chair of Corporate Governance and Auditing) received 178.100 EUR from the German Science Foundation (DFG) for the project “Expanding Audit Research Using Demand Estimation Techniques” for a period of 30 months. This project will investigate factors that drive auditor choice. Based on these insights, it will be possible to simulate the effects of new regulations on the audit market.



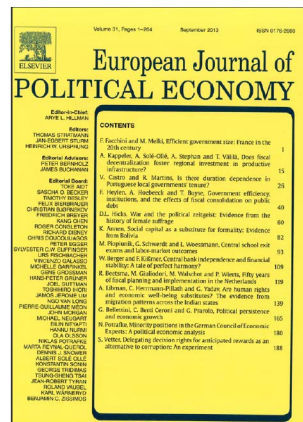
The French and German Science Foundations (DFG and ANR) support the joint research project “OPUSS: OPTimization of Urban Synchromodal Systems” proposed by Prof. Fabien Lehuédé, Prof. Olivier Péton (both Institut Mines-Telecom Atlantique), **Dr. Christian Tilk** and **Prof. Stefan Irnich** (both Chair of Logistics Management). The grant (264.600 EUR for JGU Mainz) will be used for a full 3-year PhD position working on innovative city logistics problems and solution approaches.



Appointments

Prof. Andranik Tumasjan (Chair of Management and Digital Transformation) was appointed as member of the editorial board of the Journal of Business Venturing.

In May 2018, **Prof. Philipp Harms** (Chair of International Economics) joined the editorial board of the European Journal of Political Economy.



Manuel Denzer (Chair of Applied Statistics and Econometrics) is a new Junior Member of the Gutenberg Academy. The Gutenberg Academy is a cluster, which brings up to 25 of the JGU Mainz's best PhD students and artists together and provides them with the chance to participate in an interdisciplinary exchange of ideas at the highest intellectual level. On behalf of the whole Chair, **Prof. Thorsten Schank** congratulated for this achievement and encouraged him to actively take part in this forum of excellent junior and senior researchers. In May 2018, **Prof. Philipp Harms** (Chair of International Economics) joined the editorial board of the European Journal of Political Economy.



Awards

The article “Does ‘Liking’ Lead to Loving? The Impact of Joining a Brand’s Social Network on Marketing Outcomes” by **Prof. Oliver Emrich** (Chair of Social Media), together with his co-authors Prof. Leslie John, Prof. Michael Norton, and Prof. Sunil Gupta, has been nominated for the Paul E. Green Award. The prize is awarded by the American Marketing Association (AMA) and recognizes the best article for the year 2017 published in the Journal of Marketing Research that demonstrates the greatest potential to contribute significantly to the practice of marketing research.

The article “Bidirectional labeling in column-generation algorithms for pickup-and-delivery problems” by **Dr. Timo Gschwind, Prof. Stefan Irnich, Dr. Ann-Kathrin Rothenbacher** and **Dr. Christian Tilk** (all Chair of Logistics Management) was chosen as a remarkable essay by EJOR editor José Fernando Oliveira in November 2017.

**EUROPEAN JOURNAL OF
OPERATIONAL RESEARCH**

Felix Schmidt (Chair of Public and Behavioral Economics) and **Tobias Gruhle** (Chair of International Economics) won awards for their work at the 15th Augustin Cournot Doctoral Days, which took place in Strasbourg (France) on 23 to 24 May 2018. **Felix Schmidt** (Chair of Public and Behavioral Economics) received the first prize of the best paper award for his paper “Don’t Tell Me What I Already (Don’t) Know: Avoidance of Information on Unhealthy Nutrition”. Besart Avdiu (Goethe University Frankfurt) and **Tobias Gruhle** (Chair of International Economics) received the second prize of the best paper award for their joint work “Contagion and Information Frictions in Emerging Markets: The Role of Joint Signals”.

Sandra Wolnitz (Chair of Marketing I) was awarded the Wissenschaftspreis im Handel for her Master’s thesis in which she investigated the consequences of augmented reality on online shopping behavior. This award was kindly sponsored by the EHI foundation and GS1 Germany with the aim to encourage young researchers and established chairs to scientifically investigate practice-relevant topics for the retail industry and to promote cooperation between universities, trade and industry.



Dr. Christian Tilk (Chair of Logistics Management) was awarded the Alfred Teves Foundation 2017 Prize for his dissertation on Contributions to Column Generation Approaches in Combinatorial Optimization. The award ceremony took place on 27 November 2017 in the context of this year's Stiftertag of JGU Mainz.



Fabienne Pradella and **Juditha Wójcik** (both Chair of Statistics and Econometrics) won awards for their work at recent conferences. **Juditha Wójcik** won the award for the best paper at the CINCH Academy – the Essen Summer School in Health Economics 2017 – for her paper “Did the 1918 Influenza Pandemic cause Long-Term Consequences? A Systematic Analysis of 117 IPUMS International Census data sets”, which is joint work with Prof. Sebastian Vollmer (University of Göttingen).



Fabienne Pradella won the award for the best poster in the domain of epidemiology at the 2017 conference of the GMDS (German Association for Medical Informatics, Biometry and Epidemiology) for her poster on the research project “Effects of in-utero exposure to Ramadan in Germany: A survey study among pregnant Muslim women”, which she conducted together with **Birgit Leimer**, **Prof. Reyn van Ewijk** (both Chair of Statistics and Econometrics), Dr. Anja Fruth and Dr. Annette Queißer-Wahrendorf (both JGU Mainz’s medical faculty).



The Paper of **Dr. Roland Happ** and **Prof. Manuel Förster** (both Chair of Business Education) to the 2017 Council for Economic Education’s Annual Financial Literacy and Economic Education Conference in New York was the runner-up (second place) for the Phil Saunders Best Research Paper Award given annually by the NAEE (National Association of Economic Educators). The Paper has the title “How vocational training and a secondary school economics class influence young adults’ knowledge and understanding of personal finance in Germany”. The judges commented on the rigorous and timely work that the two researchers are doing in Germany, and encouraged continuing the outstanding contributions to the economic education field.

Prof. Andranik Tumasjan (Chair of Management and Digital Transformation) received the Best Paper Award 2018 at the 51st Hawaii International Conference on System Sciences. The title of his paper co-authored with Christoph Höllig and Prof. Isabell Welp is “The interaction of trait competitiveness and leaderboard design – an experimental analysis of effects on perceptions and usage intention.”

Past events

Third Mainz Workshop on Foreign Direct Investment and Multinational Corporations

Following a by now established tradition, Juniorprof. Konstantin Wacker (Assistant Professorship of International Economics), **Prof. Philipp Harms** (Chair of International Economics), and Dr. Nils Steiner (Department of Political Science at JGU Mainz) organized the third Mainz Workshop on Foreign Direct Investment and Multinational Corporations, which took place on November 27/28, 2017. Joined by a wider audience of Ph.D. and MA students, eleven scholars from various universities and policy institutions held presentations and discussions on the determinants, effects, and perceptions of FDI. The workshop was supported by the IPP research unit. The keynote lecture by Prof. Farid Toubal (Ecole Normale Supérieure Paris-Saclay) focused on the relationship between cross-border M&A activity and wage dynamics.



JGU Startup Night

On June 11, the first JGU Startup Night took place in the Infobox on the campus of JGU Mainz on the initiative of **Prof. Oliver Emrich** (Chair of Social Media), **Prof. Erk Piening** (Chair of Organization, Human Resources and Management) and **Prof. Andranik Tumasjan** (Chair of Management and Digital Transformation) in cooperation with the PROF project of the study office of our faculty.

After the welcoming address by the professors, Marc Busch introduced his startup Studyscript. Marc Busch is a student of management and economics at JGU Mainz in the sixth semester. His company offers students the opportunity to print out scripts both inexpensively and in an advertising-financed form free of charge.

In a second talk, Nicolas Katte presented his company wiwi.digital. Nicolas Katte also studies management and economics at JGU Mainz. His company has set up an e-learning platform for exam preparation for students at JGU Mainz. Furthermore, he gave an outlook on the further opportunities of e-learning.

After the official part the students had the opportunity to ask further questions and network with each other. A second startup night is already planned for the beginning of the winter semester.



JGU Startup Night in June 2018

Presentation of the annual report 2017/2018 by the German Council of Economic Experts

On 29 November 2017, Prof. Isabel Schnabel who was a professor of financial economics at JGU Mainz from 2007 to 2015, and who is a member of the German Council of Economic Experts since 2014, presented the council's 2017/18 annual report "Towards a forward-looking economic policy". The presentation, which was attended by an interested audience from both within and outside our university, was followed by a round of questions and a lively discussion.



The First SOEPCampus @ JGU Workshop

The First SOEPCampus @ JGU workshop took place on 3 and 4 May 2018. About 25 participants learnt about the features of the German Socio-economic Panel Study (GSOEP) and had the opportunity to work with the data while being supervised by staff from the DIW and research assistants of **Prof. Thorsten Schank** (Chair of Applied Statistics and Econometrics). The workshop was kindly supported by funding of the IPP (Interdisciplinary Public Policy) research unit.



News from the double-degree program with SGH Warsaw

In 2018, representatives of JGU Mainz and SGH Warsaw met on several occasions to strengthen their cooperation ties and to review the Double Degree Agreement established in 2012.

The binational study program allows students from SGH Warsaw and JGU Mainz (“M.Sc. in IEPP”, “M.Sc. in Management” and “M.Sc. in Accounting and Finance”) to obtain two Master’s degrees within two years.

Upon invitation by **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics), Prof. Jacek Prokop (Vice Rector for International Relations of SGH Warsaw) had the chance to meet **Prof. Roland Euler** (Dean of the Faculty of Law, Management and Economics, Chair of Corporate Taxation) as well as **Dr. Markus Häfner** (Director International Office at JGU Mainz) and **Prof. Stephan Jolie** (Vice President for Learning and Teaching at JGU Mainz). During several discussions, the guests learned about the GSME, JGU Mainz’s international activities and innovation in teaching strategies at JGU Mainz. In addition, the meeting in Mainz provided the opportunity for Małgorzata Chromy (International Program Manager SGH) and Dr. Izabela Bergel (Double and Joint Degree Institutional Coordinator SGH) to get to know the JGU Mainz applicants personally for the next double degree cohort.



The successful outcome of the meeting: Five freshly nominated candidates will begin studying at SGH Warsaw in winter term 2018/19 and the foundations for many more years of cooperation between SGH Warsaw and JGU Mainz were laid.

Some weeks later, Leska Sahl and Svenja Telgheder (International Program Coordinators JGU Mainz) took part in the “Double Degree Day” at SGH Warsaw. Apart from getting to know the prestigious building of SGH Warsaw, this was a great occasion to meet other double degree coordinators, exchange experiences and assess good and bad practices.

If you are interested in learning more about the Double Degree Program (structure, application process) please visit <http://wiwi.uni-mainz.de>.



Meeting at SGH in April 2018 (Double Degree Day, with representatives from Germany, Switzerland, Italy and France)

Symposium on “Inequality”

On 12 April 2018, the IPP research unit, together with the Mercator Science-Policy Fellowship-Program (MSPFP) held a symposium on “Inequality” at the JGU Mainz Campus.

The fellows of the MSPFP - senior policy professionals from ministries, the media and foundations around Germany - presented their work on this highly topical subject together with scientists from the Rhein-Main-Universities. The keynote lecture was given by Prof. Christoph M. Schmidt (Chairman of the German council of economic experts and president of the RWI - Leibniz Institute for Economic Research). “The symposium demonstrated impressively how overcoming the borders between disciplines as well as between science and practice, can contribute to an objectification of the debate about “inequality” – a topic that is often discussed very emotionally in practice. In addition, the participants of the symposium developed practical ideas for coping with social inequality”, says **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics and one of the symposium organizers). The results of the symposium will be summarized in a “Policy Brief” which will be jointly edited by **Prof. Philipp Harms** (Chair of International Economics), **Prof. Claudia Landwehr** (Institute of Political Science), Mario Scharfbillig, and **Prof. Daniel Schunk** (both Chair of Public and Behavioral Economics) and which will be available shortly on <http://ipp-mainz.uni-mainz.de>.



IPP retreat in Sörrenloch

On 15 and 16 February 2018, members of the IPP research unit gathered for the fifth consecutive retreat in the castle Sörrenloch near Mainz. The main purpose of the retreat was once again to foster the exchange of research ideas and collaboration among the numerous research from economics, political science, informatics and medicine. Successful initiatives from the last years were presented and new initiatives for interdisciplinary research were discussed. This year, **Prof. Stefan Müller-Stach** (Vice president for research and early career academics) joined the meeting on one afternoon to learn about the IPP's activities and to share his thoughts on the IPP's future.



IPP workshops on experiments

In June, the IPP research unit hosted two workshops on the new experimental software oTree as well as on econometric analysis of experimental data.

On 4 and 5 June 2018, Dr. Philipp Chapkovski (University of Zurich) gave a workshop on how to design and program interactive behavioral experiments using oTree – a Python- and Django-based platform that is increasingly used by behavioral labs all over the world. The course was organized jointly with the University of Hamburg and it was based on the oTree beginner workshop that took place from May 29th to 30th, in Hamburg. The course included a general introduction to oTree, programming lectures, tips for running live online experiments on Amazon Mechanical Turk and an outlook on future developments within oTree. In Mainz, eight participants took the chance to deepen and enlarge their acquired knowledge and programming skills.

In addition, **Prof. Daniel Schunk** (Chair of Public and Behavioral Economics) invited Prof. Charles Bellemare (University of Québec) to give a course on econometric analysis of experimental data from 11 to 14 June 2018. The course aimed at introducing students to the econometric analysis of experimental data using advanced structural methods and models, which can be easily estimated in Stata. Sixteen participants attended the course that was structured in four parts covering issues related to the relationship between testing behavioral hypotheses, experimental design, and statistical power.

Prof. Andranik Tumasjan (Chair of Management and Digital Transformation) gave a keynote presentation at the Technology and Innovation Dialogue “Exploring Blockchain Technology and Environmental Sustainability” invited by the United Nations Environment Programme (UNEP) and the Green Growth Knowledge Platform at the UNESCO Headquarter in Paris.





Data Analytics: Bachelor seminar in cooperation with Lufthansa AG

Due the enormous amount of arising data there is need for automated detection of abnormal events to react direct and adapt processes. In a joint seminar organized by **Dr. Constantin Weiser** (Lecturer for quantitative methods) and Dr. Alexander Prinz (Lufthansa AG) eight students have developed and tested a tailored alerting system for real time detection of abnormal events and structural breaks. In July 2018, students had the opportunity to present the results at the Frankfurt airport to staff of Lufthansa AG.

Upcoming events

Fourth Mainz Workshop on Foreign Direct Investment and Multinational Corporations

JGU Mainz will host the fourth Workshop on Foreign Direct Investment and Multinational Corporations on 15 and 16 November 2018, jointly organized by **Prof. Philipp Harms** (Chair of International Economics), Juniorprof. Konstantin M. Wacker (University of Groningen), and Dr. Nils Steiner (Department of Political Science at JGU Mainz). The keynote speaker will be Prof. Carolina Villegas-Sanchez (ESADE Business School Barcelona). Interested students and researchers are welcome to attend.

Doctoral class on Design and Application of Metaheuristics

Prof. Franz Rothlauf (Chair of Information Systems and Business Administration) is offering a doctoral class on Metaheuristics. The class is from 8 to 11 October 2018 and takes place at JGU Mainz. Besides learning how to apply metaheuristics, the interactive 4-day course deals with the question on how to select among different metaheuristics, how to design efficient metaheuristics, and how to consider problem-specific knowledge for the design of metaheuristics? Further information is available at <http://vhbonline.org/veranstaltungen/prodok/kurse-2018/18or02/>.

Save the date: Summer School by Jeffrey Wooldridge in April 2019

Prof. Jeffrey Wooldridge (University of Michigan), one of the most distinguished researchers worldwide in the area of microeconometrics, will give a summer school at JGU Mainz from 1 until 5 April 2019. More information will be available soon at the homepage of **Prof. Thorsten Schank** (Chair of Applied Statistics and Econometrics) who organizes the event.

Faculty seminar series

The faculty seminar series is organized by **Prof. Stefan Irnich** (Chair of Logistics Management), **Prof. Franz Rothlauf** (Chair of Information Systems and Business Administration) and **Prof. Klaus Wälde** (Chair of Macroeconomics) 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 on <http://wiwi.uni-mainz.de/seminar.html>.

Brown bag seminar

The brown bag seminar is an informal research seminar for students and faculty members organized by **Prof. Reyn van Ewijk** (Chair of Statistics and Econometrics). 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 members 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 on <http://wiwi.uni-mainz.de/brownbag.html>.

News from student organizations

Student council

Another successful year ends for the student council “Fachschaft Wirtschaft”. We organized events like the “Bücherbasar”, the “Grill-Stand”, and the “Eis-Stand”. The purpose of these events was to raise funds to support the graduation ceremony.

Most importantly, however, we also were very active in representing the student’s opinions in different committees. Being part of FASL, FBR and ZEFAR enables us to influence important decisions on topics like the recruitment of new professors, changes in the field of teaching and learning. Particularly, we were involved in projects like the renovation of the library. Moreover, we participated in discussions on new exam regulations.

Providing information about the university and the field of business and economics at JGU Mainz for our fellow students is our privilege and we are always pleased to assist. Feel free to get in touch with us if you feel the urge to require our assistance.



AKB

The Arbeitskreis Börse – Studenten der Universität Mainz e.V. (AKB) once again had a successful year. During the academic year 2017/2018 we were able to foster student knowledge and interest in the finance and business world by fulfilling our motto of “Campus meets Business”. We thank the participating students, the members of the association, its managing board, and alumni.

We started the year with a trip to the European Central Bank in Frankfurt, where students were treated to a tailored talk on the state of the Euro. In addition to our bi-annual welcome reception, the “Sektempfang,” which was attended by both new and returning faces, this year’s program of events featured a variety of guest speakers, from industry leaders like the Deutsche Bank, the Deutsche Börse, and Anadeo Consulting, to independent experts like TV Stock Market Correspondent Holger Scholze and Senior Portfolio Manager and Performance Coach André Stagge. The summer semester also featured a special training workshop on solving case studies as part of the job interview process in the financial sector and was hosted by zeb Consultancy Services.

The “BVH-Börsenführerschein” (BöFü), where students acquire basics stock market knowledge and can attain a certificate after successfully completing the course, was once again offered this year, with nearly 100 students awarded a “BöFü-Zertifikat.” As part of our cooperation with the Bundesverband der Börsenvereine an deutschen Hochschulen (BVH) e. V., which manages the

“Börsenführerschein”, a delegation from Mainz attended this year’s BVH Annual Summer Conference which took place in Berlin. There, the representatives from AKB took part in training workshops in the areas of marketing, legal developments (including DSGVO training), and project management. They will use the knowledge gained at the conference to ensure that AKB continues to achieve its goals at JGU Mainz.

We look forward to seeing the new faces joining the ranks of JGU Mainz this fall over a glass of sparkling wine at our welcome reception and other AKB events. If you are interested in learning more about our work and our events, or would like to join our team, please visit our website at <http://www.akb-mainz.de> or write us an email at info@akb-mainz.de.



Berater e.V.

Last year we had nine projects with external partners, some of them were businesses, others charitable organizations. As an example, we hosted an event for DKMS, a cancer fighting organization, where people could register for donating stem cells. Apart from that, another project reorganizing the member process of a publisher came in second in a nationwide “Project of the year”-competition. In total, all of our project teams together spent over 250 days working on their respective projects.

These projects gave our Junior Consultants the opportunity of gaining experience in dealing with customers and learning about the way of working in projects. Beyond that, we were able to acquire a new business partner offering us special knowledge in terms of digitalization and strategy implementation.

Apart from our daily business we had the pleasure of hosting over 550 Junior Consultants representing more than 30 Junior Enterprises from all over Germany at the 31st JCNetwork Days in May 2017. This event and its organization used lots of our resources but enabling so many students to connect and share their knowledge made all efforts worth it.

We would like to thank everyone helping us to make this past year a success! More information on our Junior Enterprise at <http://www.berater-mainz.de>.



Kommoguntia

2018 so far has been a successful year for kommoguntia e.V.: We expanded our sponsor's association by two new members. Weber Shandwick, one of the world's leading global public relations firms, joined in April. In a first event, they gave a talk on the diverse opportunities of healthcare communication – a topic also of major importance to our second new sponsor the.messengers. The full-service agency located in Bad Homburg that became part of our network in July focuses on topics such as pharmaceuticals, biotechnology, medical technology, rare diseases and nutrition.

Furthermore, we organized a visit with our sponsor SCRIPT Communications during which we participated in an in-depth training in creative writing. The semester was concluded by a talk on opportunities and threats of social bots in collaboration with the German Public Relations Association (DPRG) and a workshop simulating a corporate crisis, which our members had to overcome communicatively.

Lastly, kommoguntia e.V. continued its work on a new social concept for the International German Public Relations Award of the DPRG: The voice of the PR Award.





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