



# PRME

## PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

Sharing Information on Progress

Business School of the University of Mannheim

May 2019





## OUR CONTINUING COMMITMENT

**Dear PRME Steering Committee,**

I am very pleased to present the progress report of the Business School of the University of Mannheim on our commitment to the promotion and embedding of the six Principles for Responsible Management Education.

The mission of the University of Mannheim, Business School is to educate future leaders in business, research, and society. As an institution of higher education involved in the development of future managers, we are committed to the implementation of the Principles for Responsible Management Education (PRME). Generating sustainable value for business and society at large is a core objective of the University of Mannheim, Business School. In this report we demonstrate how this objective is implemented into all areas of our activities - from teaching to research and extra-curricular activities.

We believe that our own organizational practices should serve as example of the values and attitudes we convey to our students. We are confident that the Business School of the University of Mannheim provides excellent guidance for future managers on how to steer organizations towards more socially responsible and sustainable business practices. We encourage other academic institutions and associations to adopt and support these principles.

**Professor Dr. Dieter Truxius**

Dean of the University of Mannheim, Business School



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## PRINCIPLE 1 | PURPOSE

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

# PRINCIPLE 1 | PURPOSE – WHAT WE AIM TO ACHIEVE

## WHAT WE STAND FOR

The Business School of the University of Mannheim has always been based on a balanced and responsible interplay of economic, social and environmental sustainability. The education of students to become responsible managers and leaders is fundamental to our programs. We believe that in order to achieve sustainable economic systems, it is essential to educate future, as well as current executives and professionals on these topics.

## WHAT WE AIM TO ACHIEVE

It is not only our goal to broaden our students' and participants' professional knowledge but also to enhance their personal skills, intercultural competences, and their critical thinking. We also aim to increase students' awareness for the importance of ethical and socially responsible behavior, as well as all dimensions of sustainability. These issues are reflected in the mission statement of the Business School of the University of Mannheim, which calls us to *“support the development of mature and self-reliant personalities who can contribute to business and society. We achieve this by providing excellent learning environments for [...] practicing social responsibility and encountering unique intellectual and personal challenges.”* Sustainable values are firmly established in research and teaching at our Business School and incorporated in the syllabus of our programs.

## WHO WE DO IT FOR

Apart from our faculty's guidelines, we are also committed to the mission statement of the whole University of Mannheim, which entails that *“the university promotes social diversity and regards it as a source of innovation”*. In accordance with its policy to ensure equal opportunities, the university furthers the individual development of its members, regardless of their personal background. In this context, the reconciliation of academic work, professional life, and family responsibilities are in particular encouraged by a family-friendly work environment. We also state that *“the University of Mannheim regards the equality of women and men in research and society as one of the major goals in higher education policy”*. The University makes every endeavor to support and promote the equality of minority groups in academia, and strives to make full use of all available skills in the fields of teaching, research, and administration. We put an emphasis on the support of every researcher from their doctorate to their appointment to a professorship – regardless of their gender, origin, health impairment or any other personal characteristic.

In sum, the mission statements of the Business School, as well as the whole University of Mannheim stipulate a deep integration of ethical and responsible guidelines into our actions.





## PRINCIPLE 2 | VALUES – WHAT WE STAND FOR

### WHAT WE VALUE

A survey among the different chairs of the Business School of the University of Mannheim discovered **fairness** as one of the most prominent values among our staff and faculty. We consider it tremendously important to treat everybody with equal **respect** and give the same opportunities to each and every person. Only then can we ensure a high degree of motivation and commitment – among students, staff, and faculty.

Regarding our research and teaching activities we place foremost importance on **integrity** and the conduction of transparent empirical research to continuously ensure highest quality outcomes. In addition, we dedicate ourselves to a **continuous learning** process. We recognize that the world around us is constantly changing and we will not let our thinking be guided by previous assumptions, but will always be open for new insights, working techniques or innovative technologies.

At the University of Mannheim, Business School we strive to create an environment where everybody loves to come for work or studying. Therefore, our processes are governed by a strong sense of **collaboration**, a focus on successful **teamwork**, as well as unreserved **respect** for each other's opinions. We want to create enjoyable experiences and do not hesitate to combine highest quality research and teaching with a large portion of **humor**.

When asked about values that have become increasingly important and will continue to be a top priority in the future, our members primarily mentioned **diversity**. A body of students and staff from different countries, speaking multiple languages, and understanding the nuances of various cultures will be tremendously enriching for our university. Furthermore, **sustainability** is and will be a topic of foremost importance in all upcoming activities and events.



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## PRINCIPLE 2 | VALUES – WHAT WE DO TO UPHOLD OUR VALUES (1/3)

### ETHICAL GUIDELINES

To underline the importance of upholding the university's values and to give actionable recommendations for all university members, we developed specific ethical guidelines. They can be found in our Code of Conduct at the University of Mannheim. Apart from these guidelines for general behavior, we are also committed to following the rules for Safeguarding Good Scientific Practice of the German Research Foundation (DFG) to ensure high quality, ethical research practices at the University of Mannheim.

### INSTITUTIONS AND SERVICES

At the University of Mannheim we commit ourselves to offering the best possible support to ensure an effortless implementation of the values we stand for. There are various supporting institutions and services for students, staff and faculty to resolve issues regarding equality, work-life balance, or other problems that might occur. For instance, the Equal Opportunities Administrator serves as main point of contact for all potential problems regarding an unfair

treatment in studies and/or work. More specific issues can be brought to the Representative for Employees with a Disability or the Committee against Sexual Harassment. In addition, the Department of Gender Equality and Social Diversity provides comprehensive consultation offers on various subjects, such as gender equality, work-life balance, study-life balance, anti-discrimination, or concerns of the LGBTQ community.

### COMMISSIONS

No regulation is really impactful if there is nobody to ensure compliance with it. Therefore, the University of Mannheim has created a system of commissions dedicated to the development and implementation of ethical rules. These responsibilities primarily lie with the Ethics Committee of the University of Mannheim, supported by the Senate Committee on Equal Opportunity, as well as the Equal Opportunities Commissioners of each school.



## PRINCIPLE 2 | VALUES – WHAT WE DO TO UPHOLD OUR VALUES (2/3)

### THE CHAIR OF CORPORATE SOCIAL RESPONSIBILITY

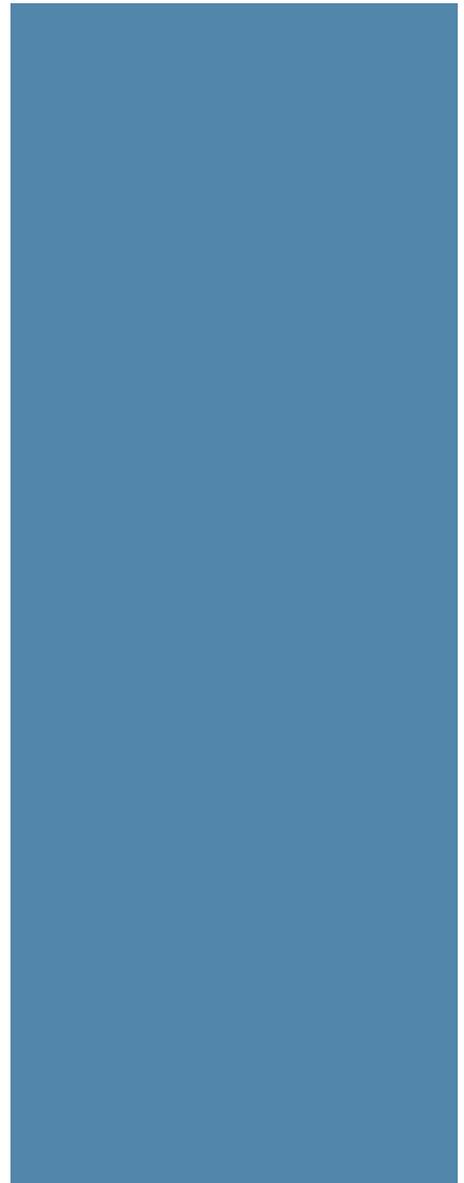
In 2015, the Business School of the University of Mannheim decided that merely integrating issues, such as sustainability and social responsibility, into the current institutions and activities at the university was no longer enough. We wanted to be a role model and become a leading force regarding responsible management education. Therefore, we created a full (W3) position on the topic of Corporate Social Responsibility.

As this chair was created as an addition to the existing academic staff, a crowdfunding campaign was launched to attract funding from companies of the Rhine-Neckar Metropolitan Region. In October 2015, Prof. Dr. Laura Marie Edinger-Schons commenced her first teaching activities. The chair was officially launched in November 2016. Since then, the team of the chair has built up a comprehensive teaching portfolio and significantly contributed to the research performance of the faculty.

The chair has also taken over the PRME reporting of the University of Mannheim, Business School and is continuously engaged in furthering the integration of the principles for responsible management education at the Business School of the University of Mannheim.

For more information please visit:  
<https://www.bwl.uni-mannheim.de/en/schons/>

or contact:  
[csr@bwl.uni-mannheim.de](mailto:csr@bwl.uni-mannheim.de)



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## PRINCIPLE 2 | VALUES – WHAT WE DO TO UPHOLD OUR VALUES (3/3)



### THE MANNHEIM INSTITUTE FOR SUSTAINABLE ENERGY STUDIES (MISES)

As sustainability is one of the core values we strive to uphold at the University of Mannheim, Business School, we are proud to present the recently created Mannheim Institute for Sustainable Energy Studies, or MISES. The MISES is a newly-endowed research institute, built up by Prof. Stefan Reichelstein, Ph.D. It addresses economic aspects of the transition to a decarbonized energy economy, with a particular focus on the timeliness and cost effectiveness of this transition.

Specific fields of research around the topic of sustainable energies are cost-analysis, decentralization, internal pricing, and success measurement.

Prof. Reichelstein, who is the chairholder of this institute since July 1<sup>st</sup> 2018, previously studied economics at the University of Bonn and managerial economics at the Northwestern University's Kellogg School of Management, where he graduated with a Ph.D. in 1984. During the last 30 years he held several positions at international universities such as Berkeley and Stanford. In light of his research accomplishments, he received honorary doctorates from the University of Mannheim in Germany and the University of Fribourg in Switzerland, as well as an honorary professorship from the University of Vienna.

For more information please contact:  
[reichelstein@uni-mannheim.de](mailto:reichelstein@uni-mannheim.de)



## PRINCIPLE 3 | METHOD – LECTURES (1/4)

The Business School of the University of Mannheim views it as tremendously important that sustainability and social responsibility are an integral part of the curriculum. Thus, our professors try to integrate as many aspects as possible related to these topics in their lectures. In the following, we present an overview of some of our lectures, as well as their connection to sustainability or social responsibility.



### FIN 602 – TRADING AND EXCHANGES

*Chair of Finance, Prof. Dr. Erik Theissen*

Discussion of unethical versus ethical trading strategies



### FIN 630 – CORPORATE GOVERNANCE

*Chair of Corporate Governance, Prof. Dr. Alexandra Niessen-Ruenzi*

Discussion of ethical corporate governance strategies



### FIN 540 – CORPORATE FINANCE

*Chair of Corporate Finance, Prof. Ernst Maug, Ph.D.*

Critical discussion of the concept of shareholder value (limitations etc.)



### DESIGN OF BUSINESS LEARNING ENVIRONMENTS

*Chair of Economic & Business Education, Prof. Dr. Carmela Aprea*

Integrating social responsibility into secondary school learning



### FIN 682 – INTERNATIONAL ASSET MANAGEMENT

*Chair of International Finance, Prof. Dr. Stefan Ruenzi*

Discussion of SRIs (socially responsible investing strategies)



### MAN 451 – INTRODUCTION TO NONPROFIT MANAGEMENT

*Chair of Public & Nonprofit Management, Prof. Dr. Bernd Helmig*

Discussion of the importance of the nonprofit sector for a well-functioning economy



### MAN 452 – INTRODUCTION TO PUBLIC MANAGEMENT

*Chair of Public & Nonprofit Management, Prof. Dr. Bernd Helmig*

Discussion of sustainability management in public organizations



### MAN 676 – SELECTED CHALLENGES IN PUBLIC MANAGEMENT

*Chair of Public & Nonprofit Management, Prof. Dr. Bernd Helmig*

Public-private partnerships for sustainable development



### MAN 675 – SELECTED CHALLENGES IN NONPROFIT MANAGEMENT

*Chair of Public & Nonprofit Management, Prof. Dr. Bernd Helmig*

Fundraising management in nonprofit organizations

## PRINCIPLE 3 | METHOD – LECTURES (2/4)



### MAN 450 – ENTREPRENEURSHIP, INNOVATION AND BUSINESS MODEL DESIGN

*Chair of SME Research and Entrepreneurship*

*Prof. Dr. Michael Woywode*

Introduction of the notion of social entrepreneurship



### MAN 453 – THINKING BEYOND BOXES – ADVANCE YOUR STARTUP!

*Chair of SME Research and Entrepreneurship*

*Prof. Dr. Michael Woywode*

Support for students in becoming responsible (social) business owners



### LAS – LEARNING AND WORKING STRATEGIES

*Chair of Economic and Business Education – Workplace Learning*

*Prof. Dr. Andreas Rausch*

Ethical issues in empirical social research



### WiKo 1 – DEVELOPMENT OF COMMERCIAL COMPETENCES I

*Chair of Economic and Business Education – Workplace Learning*

*Prof. Dr. Andreas Rausch*

Social responsibility and fairness in designing competence diagnostic assessments



### BiMa 1 – EDUCATIONAL MANAGEMENT I: VOCATIONAL EDUCATION

*Chair of Economic and Business Education – Workplace Learning*

*Prof. Dr. Andreas Rausch*

Social responsibility as a rationale for offering apprentice positions



### BPS – COMPANY PLACEMENT

*Chair of Economic and Business Education – Workplace Learning*

*Prof. Dr. Andreas Rausch*

Social responsibility in the context of personnel selection and evaluation



### INTERNAL ACCOUNTING

*Chair of Accounting & Capital Markets, Prof. Dr. Holger Daske*

Balanced scorecard as management approach including CSR goals



### ACC 903 – EMPIRICAL ACCOUNTING RESEARCH

*Chair of Accounting & Capital Markets, Prof. Dr. Holger Daske*

Discussion of papers examining Corporate Social Responsibility disclosures



### ACC 532 – FINANCIAL STATEMENT ANALYSIS AND EQUITY VALUATION

*Chair of Accounting & Capital Markets, Prof. Dr. Holger Daske*

Discussion of the responsible handling of accounting numbers

## PRINCIPLE 3 | METHOD – LECTURES (3/4)



### FIN 540 – TAXING MULTINATIONAL FIRMS

*Assistant Professorship of Accounting and Taxation*

*Prof. Dr. Katharina Nicolay*

Critical discussion of “aggressive” tax avoidance strategies



### MAN 654 – CORPORATE RESTRUCTURING

*Chair of Strategic and International Management*

*Prof. Dr. Matthias Brauer*

Emphasis on “responsible restructuring”, especially in the context of downsizing



### MAN 657 – GLOBAL STRATEGIC MANAGEMENT

*Chair of Strategic and International Management*

*Prof. Dr. Matthias Brauer*

Discussion of ethics and compliance, as well as cultural norms



### MAN 655 – CORPORATE STRATEGY

*Chair of Strategic and International Management*

*Prof. Dr. Matthias Brauer*

Discussion of “Normative Frames” that should guide a firm’s strategy



### IS 651 – BEHAVIORAL PERSPECTIVES ON E-BUSINESS

*Assistant Professorship for E-Business and E-Government*

*Prof. Dr. Julia Krönung*

Discussion of social phenomena in digital business (e.g., digital divide)



### INTERNATIONAL MARKETING (MBA COURSE)

*Chair of Marketing and Innovation*

*Prof. Dr. Sabine Kuester*

Discussion of frugal innovations in emerging markets and their impact on the welfare of the bottom-of-the-pyramid population



### MARKETING MANAGEMENT (EXECUTIVE MBA COURSE)

*Chair of Marketing and Innovation*

*Prof. Dr. Sabine Kuester*

Discussion of ethical issues in pricing



### MKT 580 – DIGITAL MARKETING STRATEGY

*Chair of Marketing and Innovation*

*Prof. Dr. Sabine Kuester*

Discussion of negative implications of the sharing economy

## PRINCIPLE 3 | METHOD – LECTURES (4/4)

Apart from “only” integrating topics associated with responsible management into already existing lectures, the Business School of the University of Mannheim also increasingly introduces lectures that exclusively focus on these issues.

In this context, the Chair of Corporate Social Responsibility offers a variety of teaching formats in order to cover the broad topics of CSR and sustainable business. The current lecture formats include new teaching methods, such as inverted classrooms, gamified learning approaches, video-recording of lectures and guest lectures, as well as case studies in collaboration with partner companies.

### CC 504 – LECTURE ON CORPORATE SOCIAL RESPONSIBILITY

Every semester, the Chair of CSR offers a lecture on Corporate Social Responsibility. It has been included as a core module of the curriculum of the Mannheim Master in Management. Thus, every student aiming for a master's degree in management at the University of Mannheim receives education in responsible management. Course goals include gaining knowledge and appreciation for CSR concepts, learning about state of the art CSR research, and getting to know current developments in sustainable business (e.g., innovative business models, sharing economy). A special characteristic of this course is its guest lecture series. In every session, a guest speaker mirrors the academic content from a practitioner's viewpoint so that students have the opportunity to gain a holistic understanding of responsible and sustainable behavior in business. The list of speakers includes CSR practitioners, NGO members, founders of social start-ups and many more. For instance, past guest lecturers are employed as CSR managers at adidas, Coca Cola, Commerzbank, H&M, Fuchs Petrolub, or Daimler. In addition, activists from NGOs, like Greenpeace, and founders of social start-ups, such as Premium Cola, Kipepeo, or listnrive, came to share their knowledge and experiences.



## PRINCIPLE 3 | METHOD – SEMINARS (1/5)

In addition to integrating the topics of sustainability and social responsibility to our lectures, we also provide our students the opportunity to work on these topics independently in a multitude of different seminars. Similarly to the lectures, the aspects concerning responsible management are either incorporated in seminars about broader general topics (see this page) or constitute the core of the whole seminar (see following pages).



### IS 722 – SEMINAR: TREND IN DISTRIBUTED SYSTEMS

*Chair of Information Systems II, Prof. Dr. Christian Becker*

Topics regarding smart city, energy efficiency technologies and demand response schemes



### ACC 761 – SEMINAR IN ACCOUNTING AND CAPITAL MARKETS

*Chair of Accounting & Capital Markets, Prof. Dr. Holger Daske*

Student presentations on non-financial performance



### MAN 721 – RESEARCH SEMINAR ORGANIZATION AND INNOVATION

*Chair of Organization and Innovation, Prof. Dr. Karin Hoisl*

Integrating practical phenomena around social innovation into academic research



### MAN 710 – RESEARCH SEMINAR PUBLIC & NONPROFIT MANAGEMENT

*Chair of Public & Nonprofit Management, Prof. Dr. Bernd Helmig*

Sustainable leadership in public and non-profit organizations



### MAN 680 – CHALLENGES OF PUBLIC & NONPROFIT MANAGEMENT – CASE STUDY SEMINAR

*Chair of Public & Nonprofit Management, Prof. Dr. Bernd Helmig*

Case studies on corporate philanthropy



## PRINCIPLE 3 | METHOD – SEMINARS (2/5)

### MAN 660 - CSR VIDEO DOCUMENTARIES

The Chair of CSR received funding from the “WILLE – Wissenschaft lernen und lehren” project to implement this innovative teaching format, which won the AACSB Innovations that Inspire Award 2017. In the seminar, groups of students produce their own documentary films on a CSR-related topic. The first batch dealt with the topic of donations for stigmatized causes, and subsequent batches have discussed the integration of refugees into the German job market, social impact measurement of social projects and companies, as well as sustainability at the University of Mannheim. Participants tightly work together with companies, associations, and NGOs. At the end of the seminar, the films are presented at a „film festival“. A selection of the films is further made available through the chair’s YouTube channel.



### MAN 761 – CSR RESEARCH SEMINAR

In this course, participants learn to plan and execute a quantitative empirical study in the area of CSR and sustainable business research. They report their results in the form of a research paper. This involves reviewing the relevant literature, defining the research gap, formulating research hypotheses, reporting the empirical study as well as the results, and discussing possible implications for research and managerial practice. Past topics included consumers’ sustainable behaviors, business models in the sharing economy, or sustainable management practices.

## PRINCIPLE 3 | METHOD – SEMINARS (3/5)

### MAN 661 – STARTERY UNIVERSITY – SOCIAL ENTREPRENEURSHIP SEMINAR (SPRING 2017)

In collaboration with Startery (an initiative of SAP and Social Impact), students gained insights into the area of social entrepreneurship. During the seminar, students worked together in groups to build up businesses that aim to solve social problems, and developed these ideas over the course of the semester. Students received personal coaching from Social Impact and SAP employees. The course also involved excursions to SAP as well as to a Social Impact Lab. Towards the end of the seminar, students presented their social business ideas along with a crowdfunding video in front of a jury of practitioners. The most promising ideas received an award and a seed funding.



### MAN 662 – SOCIAL VALUE CREATION SEMINAR WITH ADIDAS (SPRING 2017)

In collaboration with adidas, students developed solutions for real-life challenges in CSR and sustainability management. Students worked together in groups to develop the measurement of the social/community value of adidas. In a kickoff workshop, the chair introduced the theoretical background of shared value creation and adidas executives provided an overview of the CSR strategies and integrated performance measurement currently employed at adidas. In addition, guest lectures provided practical examples of impact measurement tools. Furthermore, the course included an excursion to the adidas headquarters in Herzogenaurach where students presented their interim results to the adidas management.

## PRINCIPLE 3 | METHOD – SEMINARS (4/5)

### MAN 663 - DIGITAL SOCIAL INNOVATION LAB (SPRING 2019)

In cooperation with Social Entrepreneurship Baden-Württemberg (SocEntBW) and SAP, this seminar gives students the possibility to create their own digital social start-ups. During the seminar, students work in teams to create ideas for digital social businesses and develop them in the course of one semester until they can be implemented. This includes the development of a social business model canvas, as well as a mock-up for the idea (e.g., a website or an application). Throughout the course, students gain a deeper understanding of the potential of digital technology to remedy social and environmental

problems, with insights into the areas of digitalization, sustainability, and social entrepreneurship. Real-life social entrepreneurs and SAP executives support the students as mentors and coaches during the program. At the end of the seminar, students pitch their ideas at the final event in front of a jury of experts. The best idea will receive an award and all participants experience further support through a strong network from SocEntBW and SAP, so that they are empowered to actually implement their social business models and launch them on the market.



## PRINCIPLE 3 | METHOD – SEMINARS (5/5)

### WORKSHOP “THEORETICAL PERSPECTIVES ON CORPORATE SOCIAL RESPONSIBILITY”

On April 2nd to April 5th, 2019, Prof. Dr. Edinger-Schons co-taught a doctoral course together with Prof. Christopher Wickert from VU Amsterdam on the topic of “Theoretical Perspectives on Corporate Social Responsibility”. The course was a part of the so-called ProDok series of the German Academic Association for Business Research (VHB).

The content of the 4-day workshop was to discuss and develop a common understanding of fundamental theoretical approaches in CSR research. The goal was not only to help the participants gain a sound understanding of this research field, but also to link the state-of-the-art of literature and emerging hot topics with relevant research questions. The workshop included thematic discussions on various topics as well as first-hand practical advice by the workshop leaders, e.g., on the publication process in CSR

research, career planning, and involvement of practitioners in research. The ProDok CSR course is primarily aimed at young scientists in business administration whose research focuses on the areas of CSR, corporate sustainability, and the fundamental relationships between business and society.

To find out more about the course please visit: <https://vhbonline.org/veranstaltungen/prodok/kurse-2019/1904mg02/>

After a successful collaboration throughout the 4-day workshop, the course participants decided to stay in contact through a LinkedIn group called “Junge ForscherInnen CSR” which is open to other interested researchers and can be accessed via: <https://www.linkedin.com/groups/8771010/>



## PRINCIPLE 3 | METHOD – THESIS SUPERVISION (1/7)

### THESIS SUPERVISION

One of the most effective ways to achieve a comprehensive responsible management education is letting students work on their own projects regarding sustainability and social responsibility. The Business School of the University of Mannheim does not only encourage this independent way of learning through its interactive seminars, but also supervises numerous term papers, bachelor's, and master's theses that allow students to develop their own research. The presented topics only show a selection of currently conducted theses at our Business School that are concerned with socially responsible and sustainable behavior in business.

SUPERVISING CHAIR	TYPE OF THESIS	TOPIC
Chair of Finance	Master's thesis	Performance of Socially Responsible Investments
Chair of Business Administration and Accounting	Bachelor's thesis	Learning Curve: Cost and Price Dynamics of Lithium-Ion Batteries (the cost reduction in Lithium-Ion batteries facilitates a pathway to decarbonisation of energy production)
	Master's thesis	Voluntary vs. Mandatory Reporting: Implications of Mandatory European Sustainability Reporting (the disclosure of CSR measures may lead to increased CSR)
Chair of Organization and Innovation	Master's thesis	Moving Towards Circular Business Models
Chair of Business Administration, Human Resource Management and Leadership	Bachelor's thesis	How Does Environmental CSR Affect Employees' Attitudes and Behavior?
	Master's thesis	The Effects of Corporate Social Responsibility on Employees' Perception of Work
	Master's thesis	Perceived CSR and Organizational Attractiveness: The Impact of Individual Cultural Orientation
Chair of International Finance	Master's thesis	Stranded Asset Risk in Financial Markets (stranded asset risk premia associated with fossil fuel reserves are important to identify potential drivers for a green economy)
Assistant Professorship for E-Business and E-Government	Master's thesis	It's for girls ... or is it? Determinants of Girls' Adoption and Rejection of Gender-specific Games

## PRINCIPLE 3 | METHOD – THESIS SUPERVISION (2/7)

SUPERVISING CHAIR	TYPE OF THESIS	TOPIC
Chair of Accounting and Capital Markets	Bachelor's thesis	Mandatory CSR Reporting: Current Status and Early Evidence
	Bachelor's thesis	Sustainability Reporting – Overview, Trends, and Outlook
	Bachelor's thesis	Does the Capital Market Benefit from the Disclosure of CSR Information?
	Bachelor's thesis	The Power of the People: The Relevance of an Entity's Workforce
	Term paper	Non-financial Performance Data and Related Reporting: A Review of Recent Literature
	Master's thesis	On the Relation of CSR Reporting and CSR Performance
	Master's thesis	CSR Reporting in Germany - Automated Approaches to Measure Quality and Quantity
	Master's thesis	Making Europe Green Again? An Analysis of the Implementation and Expected Impact of the EU Non-financial Reporting Directive



## PRINCIPLE 3 | METHOD – THESIS SUPERVISION (3/7)

SUPERVISING CHAIR	TYPE OF THESIS	TOPIC
Chair of Service Operations Management	Term paper	The Potential of Servicizing as a Sustainable Business Model
	Term paper	Industry 4.0 and the Circular Economy for Sustainable Operations
	Bachelor's thesis	Green Products - Consumer Preferences and Producer Motives
	Bachelor's thesis	The Throwaway Mentality in the Developed World and the Influence of Planned Obsolescence
	Bachelor's thesis	Literature Review on Transportation Planning Process Aiming for Environmental Impact Reduction
	Bachelor's thesis	The Potential of Leasing/Servicizing as a Sustainable Business Model
	Master's thesis	Green Product Design and Pricing - A Conjoint Analysis Based Approach to Green Laptop Design at Dell
	Master's thesis	Green Product Design and Pricing in the Meat Industry
	Master's thesis	Planned Obsolescence in Product Design: Critical Review and Servicing Opportunities
	Master's thesis	Decision Support for Sustainable Supplier Management
Chair of Information Systems II	Bachelor's thesis	Determinants and Consequences of Digital Illiteracy: Investigation on the Exclusion of Several Groups of People (Among Others Elderly People or People with Lower Education) from Online Markets and/or Money Savings from Online Opportunities
	Bachelor's thesis	Trial Design and Simulation of Event-Based Pricing for Electric (Aims at Increasing the Share of Renewable Energy)
	Master's thesis	Understanding Data Center Energy Usage: Benefits and Losses of Abstraction
	Master's thesis	Simulating a Data Centre's Flexibility in Power Demand
	Master's thesis	Quantitative Analysis of the EV Grid Integration Market

## PRINCIPLE 3 | METHOD – THESIS SUPERVISION (4/7)

SUPERVISING CHAIR	TYPE OF THESIS	TOPIC
Chair of Information Systems II	Master's thesis	A Simulation-based Study to Assess the Market Potential of Integrating Electric Mobility in a Low-Voltage Grid in Vilshofen, Bavaria
	Master's thesis	Assessing the Economic Potential of Demand Response for High Performance Computing Centers with Linear Optimization
	Master's thesis	A Comparison of Approaches to Demand Response with Data Centres
Chair of Strategic and International Management	Term paper	The Influence of Organizational Misconduct on Firm Performance
	Term paper	Antecedents of Organizational Misconduct and Wrongdoing
	Bachelor's thesis	License to Operate: How do Firms Gain Legitimacy? A Multi-theoretical Explanation
	Bachelor's thesis	Application of Expectancy Violations Theory in the Management Literature: A Review
	Bachelor's thesis	Organizational Scandals as an Emerging Topic in the Management Literature: A Review
	Master's thesis	Shareholder Perspective on Corporate Illegality: Influence on Trading Volume and Long-Term Ownership Distribution



## PRINCIPLE 3 | METHOD – THESIS SUPERVISION (5/7)

SUPERVISING CHAIR	TYPE OF THESIS	TOPIC
Chair of Public and Nonprofit Management	Master's thesis	Intersectoral Cooperation Networks in order to Overcome Catastrophes
	Master's thesis	Risk Management in Venture Philanthropy
	Master's thesis	Multi-stakeholder Partnerships in the Context of Sustainable Development
	Master's thesis	Performance Management in Corporate Foundations
	Master's thesis	Pay-what-you-want
Chair of Corporate Social Responsibility	Master's thesis	#DieselGate: Just How Guilty is Volkswagen? An Empirical Test of the Lange and Washburn Model on Corporate Social Irresponsibility Attributions based on the Volkswagen Scandal
	Master's thesis	An Evidence of Mediation Effect: Islamic Spirituality, Organisational Spirituality and Work Attitudes, Spring 2017 (as part of an exchange program with the Durham Business School)
	Master's thesis	CSR Storytelling and Culture
	Master's thesis	The End of Car Ownership? Empirical Analysis on the Effect of Materialism and Status Consumption on Behavioral Intention to Use Future Shared Autonomous Vehicles
	Master's thesis	I Care, I Share? An Investigation of the Role of the Attitude towards Consumption in the Sharing Economy
	Master's thesis	The Impact of Paper Towels - A Field Experiment on the Effectiveness of Motivational Appeals
	Master's thesis	A Virtuous Cycle? An Empirical Analysis of the Link Between Symbolic and Substantive CSR in Organizations based on Secondary Data
	Master's thesis	Corporate Values and CSR Initiatives - Insights on Successful CSR Strategy Implementation
	Master's thesis	Benefits and Challenges of NPOs when Conducting Corporate Volunteering Programs - A Qualitative Analysis of NPOs' Decision Criteria for Striking Up Social Partnerships with Corporations

## PRINCIPLE 3 | METHOD – THESIS SUPERVISION (6/7)

SUPERVISING CHAIR	TYPE OF THESIS	TOPIC
Chair of Corporate Social Responsibility	Master's thesis	The Role of Mixed Information on Consumer Perceptions Towards Sustainable Companies
	Master's thesis	Name it or Frame it? The Influence of Appeals for Stigmatized Causes on the Willingness to Donate
	Master's thesis	Can Investors Have it all? An Empirical Investigation of Impact Investing
	Master's thesis	Overcoming the Barriers to Green Consumption: The Case of Eco-Cosmetics
	Master's thesis	Do Employees Refuse Support? The Effect of Company Involvement in Corporate Volunteering
	Bachelor's thesis	Understanding the Psychology of Sustainable Consumption: A Comparison of Theory of Planned Behavior and Cognitive Dissonance Theory Approaches
	Bachelor's thesis	Similarities and Differences in Perceptions of CSR in Different Cultural Contexts
	Bachelor's thesis	Joining Forces – An Overview of Approaches to Employee Engagement in CSR
	Bachelor's thesis	How do Employees Perceive Corporate Social Responsibility? An Overview of Individual Evaluation Processes and Their Theoretical Foundations
	Bachelor's thesis	Descriptive versus Image Appeals - The Impact of Different Appeals on Sustainable Consumer Behavior
	Bachelor's thesis	New Knowledge through Corporate Volunteering - The Influence of Employees' Volunteer Work on Organizational Knowledge Creation
	Bachelor's thesis	How Employees Change Their Company - A Literature Review of Internal Change Agents and Social Innovations
Bachelor's thesis	How Does Sustainability Trickle Down? – An Overview of CSR-related Multilevel Research in Organizations	

## PRINCIPLE 3 | METHOD – THESIS SUPERVISION (7/7)

SUPERVISING CHAIR	TYPE OF THESIS	TOPIC
Chair of Corporate Social Responsibility	Term paper	Showing off with Sustainability: The Moderating Role of Status Motivation in Consumers' Ambivalent Responses to Companies' Sustainable Actions
	Term paper	The Effect of Different Forms of Communication on Intention to Donate to Stigmatized Causes
	Term paper	The Effect of Company Involvement on the Workplace Outcomes of Corporate Volunteering
	Term paper	The Influence of Mixed Information on Sustainable Purchasing Decisions
	Term paper	Consumer Perceptions of Corporate Social Responsibility in the Luxury Context
	Term paper	The Effect of Skills-based vs. Inclusive Volunteering Programs on Employees' Intention to Participate in Corporate Volunteering
	Term paper	Overcoming the Stigma – How NGOs can Effectively Communicate Stigmatized Causes
	Term paper	Effective Communication About CSR Value Creation and its Influence on Company Identification and Purchase Intention – A Customer Perspective
	Term paper	Effective Communication About CSR Value Creation and its Influence on Company Identification and Intention to Invest – An Investor Perspective
Chair of Marketing and Innovation	Term paper	Data Privacy
	Term paper	Personalized Pricing
	Term paper	Frugal Innovations in Emerging Markets

## PRINCIPLE 3 | METHOD – PRACTITIONERS’ LECTURES (1/2)

Students at the Business School of the University of Mannheim should not only gain theoretical knowledge on sustainability and social responsibility, but also get insights into the practical application of such topics. Therefore, we constantly invite high-caliber practitioners to the university to tell students about their practical experiences.



AFB SOCIAL & GREEN IT

*Alexander Kraemer*

Introduction to Impact Evaluation – A Practical Approach



AMNESTY INTERNATIONAL

*Annette Hillerich*

Corporate Social Irresponsibility



BILFINGER

*Dr. Melanie Pooch*

Corporate Social Responsibility at Bilfinger



CARE NETHERLANDS

*Solange Hai*

Women’s Empowerment and Enterprise Development



COMMERZBANK

*Rüdiger Senft*

Corporate Social Responsibility at Commerzbank



DECATHLON

*Marina Stassinopoulos*

Corporate Social Responsibility at Decathlon



GIZ

*Katharina Hetze*

Corporate Sustainability at GIZ



HELIOZ

*Martin Wesian*

A Practical Perspective to Social Entrepreneurship



KIPEPEO

*Martin Kluck*

Social Entrepreneurship: The Story of Kipepeo

## PRINCIPLE 3 | METHOD – PRACTITIONERS' LECTURES (2/2)



KPMG

*Christian Hell*

Sustainability Reporting and Climate Risk



LISTNRIDE

*Johannes Stuhler and Gert-Jan van Wijk*

A Practical Perspective to the Sharing Economy



NESTLÉ

*Achim Drewes*

Creating Shared Value at Nestlé: Measuring Value for Society



PREMIUM COLA

*Uwe Lübbermann*

Rewrite the Rules (a 100% sustainable, democratically organized business)



SAP

*Alexandra van der Ploeg*

Corporate Social Responsibility at SAP



SocENTBW

*Manuel Kreitmeir*

Social Entrepreneurship – “Better Business for a Better World”



# PRINCIPLE 3 | METHOD

## – THE SOCIAL SUSTAINABILITY PROJECT AND THE SOCIAL CLASS PROJECT

### SOCIAL SUSTAINABILITY AND SOCIAL CLASS PROJECT

An (E)MBA at the Mannheim Business School consists of far more than simply managerial hard and soft skill courses. Business ethics and social responsibility are core elements of the school's educational concept and should also be present in the curriculum. That is why each MBA and EMBA program embraces a mandatory Social Sustainability Project (MBA) or Social Class Project (EMBA). Through innovative and unique teaching methods, the participants' prior knowledge in ERS is combined with real-life cases in cooperation with companies and/or charitable institutions, mainly from the region. Generally, these projects are planned in diverse teams of (E)MBA participants.

The projects are designed to fulfill several objectives, e.g., to develop a strong community spirit – an esprit de corps – within the class; to work together on an issue that goes beyond the curriculum and to experience project management, with a strong drive towards professionalism and success; and – as already mentioned above – to give back to the community. It is up to the class to decide on the scope and objective of the project, and what they would like to achieve. The list of previous social projects is impressive and symbolizes our commitment to taking responsibility for society.

For instance, previous teams have conducted art workshops for children undergoing treatment at a local hospital, introductory Internet classes for senior citizens, or have enhanced youth engagement through sports programs and charity concerts.

### GENERAL GOALS OF THE PROJECTS

- ✓ Training the students' abilities to work in a diverse team
- ✓ Improving the students' project management skills
- ✓ Showing active social commitment for the Rhine-Neckar Metropolitan Region
- ✓ Applying the MBA students' unique skills in a positive and meaningful way



## PRINCIPLE 3 | METHOD – SELF-LEARNING



### CSR YouTube CHANNEL

Since 2016, the Chair of Corporate Social Responsibility has its own YouTube channel that serves to make video-taped material openly accessible to not only students but also the greater public. Uploaded videos include guest lectures, self-made documentary movies from students, as well as short clips of recent events and activities of the chair.

Visit the YouTube channel at:

<https://www.youtube.com/c/ChairofCSRUniMannheim>

### MASSIVE OPEN ONLINE COURSES

In 2017, the first Massive Open Online Course (MOOC) of the Mannheim Business School on the topic “Value Based Management” was published online. The Chair of CSR designed the module on “Corporate Social Responsibility”. Since March 2019 another course related to sustainability and social responsibility is available on the Business School’s MOOC platform. Its topic is “Corporate Volunteering”.

For more information please go to:  
<https://www.mbsx.education>

01

Course starts: 04 Feb. 2018

MBSx  
CV  
Corporate Volunteering

MBSx  
VBM  
Value-Based Management

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## PRINCIPLE 3 | METHOD – EXTRACURRICULAR ACTIVITIES (1/3)

### UNI-CLEVERLINGE<sup>2</sup> – START SOMETHING FOR A CHILD TODAY!

As education opportunities are largely dependent on the educational path of one's own family, it is important to support affected children already in elementary school. Therefore, the Kinderhelden gGmbH and the Mannheim Mozart School have been working together with the University of Mannheim, Business School on a special project: A group of 40 pupils from third and fourth grade are being tutored by personal mentors before they attend secondary school.

For more information please visit:

<https://www.kinderhelden.info/portfolio/uni-cleverlinge/>

### ABSOLVENTUM VOLUNTEERING FAIR - "EHRENAMTSBÖRSE"

The "Ehrenamtsbörse" has been taking place annually since 2009 at the University of Mannheim. The aim of this event is to inspire students and members of the alumni organization AbsolventUM e.V. for a social commitment. Various charities from Mannheim and the surrounding area offer opportunities for volunteering. Different activities of social commitment are offered. Over the years, the fair has constantly been expanded and cultural institutions from the Rhine-Neckar region have become involved.

For more information please visit:

[https://www.absolventum.de/public/cms\\_page.aspx?pagelId=47](https://www.absolventum.de/public/cms_page.aspx?pagelId=47)



### KINDER-UNI

This program enables children to study various topics in the university's lecture halls, and thus familiarizes children to university studies from a young age.

### SOCIAL PROJECT CONTEST

The Business School of the University of Mannheim and the Mannheim Business School are tendering the Social Project Contest. A sustainable or charitable project, which is lacking financial start-up capital, is supported.

## PRINCIPLE 3 | METHOD – EXTRACURRICULAR ACTIVITIES (2/3)



### SEMI-ANNUAL DIGITAL CHANGEMAKERS SUMMIT

Once every semester, in October and April, students from all programs and majors are invited to join a sustainability conference organized by the Chair of Corporate Social Responsibility of the University of Mannheim.

Formerly known as CSR weekend, the event's name was changed to "Digital Changemakers Summit" due to the increased focus on developing digital solutions to social and environmental problems.

At previous events, guest speakers from renowned companies (e.g., SAP, BASF, Henkel, Sennheiser), NGOs (e.g., WWF), and other relevant institutions have presented their experiences and insights on Corporate Social Responsibility and sustainable business. In addition, on the second day, participants are encouraged to join a hackathon to

solve real life issues related to sustainability and social responsibility in workshops using design thinking methods.

The hackathon aims to interactively develop a mock-up of a digital solution to a pressing social or environmental problem, as well as to create a social business model canvas for its application.

The summit is a unique opportunity to theoretically and practically explore various perspectives on CSR, to engage in discussions with fellow students and guest speakers, and to get an overview on current trends and topics surrounding CSR. All participants receive a certificate confirming their participation.

## PRINCIPLE 3 | METHOD – EXTRACURRICULAR ACTIVITIES (3/3)



### SHARING AND DONATIONS EVENT

The Chair of CSR has organized several so-called *Sharing and Donation Events*. Participants bring items that they no longer need or have any use for, like clothes, shoes, bags, CDs, books, audio books, or toys. They then swap their own things for items brought by others. Everything that does not find a new owner is donated to local NGOs. In previous years, organizations like the Red Cross and Amalie, a consultation and support service for women in prostitution, were happy to receive many of these items. The goal of the *Sharing and Donations Event* is not only to support local charities but also to raise awareness for a more sustainable use of consumer goods in our consumerist society. By giving items to other participants who are happy to receive them, students learn to appreciate the value of goods that they themselves might perceive as “useless” or “worthless”.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (1/11)

### STUDENT ORGANIZATIONS

The Business School of the University of Mannheim is proud to support a plethora of student organizations, many of which are centered around the topics of sustainability and social responsibility. On the following pages, we will present only a selection of the multitude of these initiatives.



### ENACTUS MANNHEIM

With more than 100 members, Enactus is one of the largest student organizations at the University of Mannheim. By using entrepreneurial methods and innovation, members tackle social, economic and ecological problems in the Rhine-Neckar Region, Germany and all around the world. The student organizations aims to enable progress by allowing people to sustainably help themselves. Throughout its 13-year history, the group has empowered over 1,800 individuals and has reached millions of people in the progress. The students are supported by over 30 regional and global corporations and several professors and faculty members of the University of Mannheim. Two of the current major projects are called *BLAUHERZ* and *Effishent*. While *BLAUHERZ* locally produces fashionable clothing and accessories for disabled people and integrates refugees in the German labour market, *Effishent* innovates in Aqua-/Hydroponics to end malnutrition in rural areas of our planet.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (2/11)

### FUSO.MA

Following the theme “Rhine-Neckar. One Region. One Vision”, the student organization FUSO.MA strives to ensure a better connection between companies and the non-profit sector in the Rhine-Neckar metropolitan region in order to develop sustainable collaborations to tackle social issues.

The initiative’s specific goals are:

- ✓ enabling companies and non-profit organizations to meet on eye level
- ✓ establishing exchange in a “mutual language”
- ✓ promoting innovative intra- and intersectoral collaborations
- ✓ connecting science and experience in a profitable way
- ✓ and by all that strengthening the Rhine-Neckar metropolitan region

The students implement these objectives by organizing two events per year where non-profit organizations, companies, scientists and people from the city or other intermediary associations can come together. Intersectoral communication is made possible in various discussions and workshops.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (3/11)

### MANNHEIM FORUM

Students participating in this initiative are responsible for organizing an annual forum with high-caliber participants from science, politics and the corporate world to discuss pressing societal issues. The Mannheim Forum as a platform offers its participants an open dialogue to broaden their own horizons and to get to know fellow students from other disciplines.

The Mannheim Forum 2019, the seventh edition of this congress, focused on the guiding theme "new orientation" and offered more than 500 participants various opportunities to exchange ideas with fascinating speakers from different areas of society, among others Annegret Kramp-Karrenbauer, CDU party leader, Kevin Kühnert,

chairman of the JuSos, Barbara Hendricks, former Federal Minister of the Environment, Tianling Wang, the Chinese Consul General, and Peter Kurz, the Mayor of Mannheim. In addition, the congress offered various in-depth workshops, corporate events, and a gala evening.

Apart from being a platform for the discussion of pressing societal issues, the Mannheim Forum also aims to pioneer a more sustainable conference concept. For instance, the congress emphasizes the reduction of plastic waste in such events and partners with initiatives as well as municipal organizations to make the forum as plastic-free as possible.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (4/11)



### INFINITY MANNHEIM

Infinity Mannheim fosters the entrepreneurial skills of students at Mannheim University and encourages them to apply their knowledge to develop sustainable innovations for future society. At Infinity, three different fields of sustainability are covered, namely ecological, social and economic sustainability.

Not only the concept of sustainability, but also the underlying success formula of Infinity is built on three pillars. The initiative empowers students in three steps through lectures, workshops and practical projects. In the lectures, Infinity raises awareness for sustainable challenges and existing

solutions among students. In the workshops, practical problem solving skills of participants are promoted. Lastly, in practical entrepreneurial projects, the members of Infinity get to apply the gained knowledge and skills and develop hands-on solutions for social problems, thereby leaving a sustainable impact.

Thus, Infinity plays an important supportive role for students in becoming responsible actors in society by providing knowledge to act sustainable in daily live, and by fostering entrepreneurial skills to put ideas into practice.

## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (5/11)

### GREEN OFFICE MANNHEIM

Green Office Universität Mannheim is a student initiative promoting sustainability on campus and in the university's environment in general. The long-term goal of the organization is to establish an official Green Office integrated into the administrative structure of the university and funded by the university. The Green Office should consist of a team of university staff and student assistants that is responsible for stimulating environmental, social and economic sustainability in every aspect concerning the university. It is especially devoted to establishing connections between existing efforts to create a more sustainable university by coordinating different projects and providing an overview over sustainability on campus.

The planned Green Office aims to be a contact point to create projects furthering sustainability. More concrete efforts will be undertaken in the integration of sustainability into research and education by including the issue even further in lectures and seminars and by providing on-the-job trainings for staff. Moreover, the

Green Office wants to promote sustainability in everyday life on campus by improving waste reduction and separation and transferring to green water and power supply. In order to achieve transparency, the Green Office will report regularly on the university's sustainable activities.

In addition to the long-term goal of introducing an official Green Office, the student initiative has been working on several other projects fostering awareness and providing information on sustainability topics. Recent activities include a swap party for clothes to promote the reuse of second hand clothes and to discourage fast fashion, as well as an event at the university cafeteria calling the students' attention to the waste created by flyers which can usually be found in great amounts in lecture halls. In addition, a big event happening once a year is called 'Hochschultage Nachhaltigkeit', a week-long festival with lectures and information on topics connected to sustainability, such as mobility, waste or the global economy.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (6/11)



### UNICEF

The UNICEF initiative at the University of Mannheim is a group of approximately 45 students from various programmes and backgrounds aiming to collect donations and raise awareness for UNICEF projects all over the world. To achieve this, several smaller subgroups focus on organizing events, preparing and spreading information material and creating media content, among other activities.

For example, once per year, a charity run is organized by the initiative. In the course of this event, local partners make donations based on how many laps are run by, on average, roughly 400 participants on a route close to the university. Apart from the charity run, members of the group invite guest speakers to the University of Mannheim who provide insights into topics with a connection to UNICEF in several lectures each year. Recent guest lectures addressed the everyday life of children in Jordan and Kenya, for example. Additionally, the UNICEF



group organizes benefit concerts, poetry slams and similar events where funds are raised for projects of the broader UNICEF organization. The initiative also regularly partakes in campaigns organised by UNICEF Germany. For example, the group recently organised an event where over 50 people in Mannheim performed in a play based on instructions they received via headphones at the exact same time as thousands of people all over Germany.

With all its activities, the initiative continues to assume social responsibility in accordance with the mission put forward by UNICEF worldwide: to advocate for the protection of children's rights, help meet their basic needs and to expand their opportunities to reach their full potential.

## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (7/11)

### AEGEE-MANNHEIM

The student initiative AEGEE-Mannheim is part of one of the biggest international student organizations in Europe. Its vision is to make Europe diverse, politically and socially interconnected without visible borders, and to boost the active participation and contribution of young people to a well-functioning, peaceful Europe. In cooperation with Europe on Track (a project by AEGEE-Europe), the student initiative regularly organizes workshops and discussions on various topics, such as sustainability, and invites sustainably operating local companies to share their experiences. For instance, some of the latest events included a „Short Guide to Climate

Change“, a lecture on „Sustainable Energy“, and a guest talk from the MVV that tried to answer the question „Where does the trash go?“.

In addition, one main focus of the initiative is the empowerment of young people to become active European citizens. In order to reach this goal the students organize information sessions, for instance about the EU institutions or the European elections, personal trainings, for instance about persuasiveness, and excursions, for instance to the European Central Bank, to the EU institutions in Brussels, or to the Demokratieforum Hambacher Schloss.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (8/11)



### AIESEC MANNHEIM

AIESEC in Mannheim is one chapter of AIESEC which is the world's largest youth-run organization. It is an international non-governmental and not-for-profit organization that provides young people with leadership development, cross-cultural global internships, and volunteer exchange experiences across the globe. The volunteering projects are aimed at tackling the 17 social development goals of the UN, the internships are more generally targeted at fostering economic growth. The organization focuses on empowering young people to make a positive impact on society. The AIESEC network includes approximately 44,280 members in 127

countries. In Mannheim, the student organization offers opportunities for volunteering, start-up internships and professional internships for young people between the age of 18 and 30. Last year, 31 people were sent abroad.

In the local bi-weekly meetings, organization members discuss about how they can foster intercultural understanding through the exchanges and internships abroad, as well as about how social responsibility and sustainability can further be integrated into the offers of the organization – and each member's everyday life.

## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (9/11)

### Q-SUMMIT

Similar to Mannheim Forum, the initiative Q-Summit is responsible for the organization of an annual conference. The Q-Summit 2019 was now the third conference on (social) entrepreneurship and innovation at the University of Mannheim. With over 1000 participants, it is the largest event of its kind in Germany solely organized by students.

Founders, investors, corporates, and students visited speeches, took part in workshops, and enjoyed other activities that were held at the castle of Mannheim. This year, the conference was hosted by Céline Willers and lasted three days. A highlight was the PwC Pitch Battle, the Social Pitch Contest, the panel discussion on

Digital Social Responsibility (see next page), as well as the exciting speeches by Kai Herzberger, the Director of Facebook Germany, Christian Rasche, CIO of Coca Cola Germany, and other top-class speakers. The outside yard of the University became the Innovillage where Q-Summit's partners, start-ups and corporates, presented their companies and networked extensively. In the evenings, all participants enjoyed drinks and food accompanied by music and dancing.

The University of Mannheim is already looking forward to Q-Summit 2020 and excited to strengthen the roots of (social) entrepreneurship in the Rhine-Neckar region.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (10/11)

### Q-SUMMIT – PANEL DISCUSSION ON DIGITAL SOCIAL RESPONSIBILITY

As an integral part of the Q-Summit 2019, the student initiative co-organized a panel discussion on the topic of Corporate Digital Responsibility together with Prof. Dr. Laura Marie Edinger-Schons. The panelists were Dr. Danyal Bayaz, member of the German Bundestag and the Green Party, Manuel Kreitmeier, social entrepreneur and co-founder of Social entrepreneurship Baden-

Württemberg, and Vinay Singh, Data Science Manager at BASF SE. The discussion circled around the potential benefits and challenges of digitalization for sustainable development and the roles that various societal actors like corporates, social enterprises, politics, and academia can play in shaping the digital transformation.



## PRINCIPLE 3 | METHOD – STUDENT ORGANIZATIONS (11/11)

As mentioned earlier, the presented organizations and initiatives are only a few examples for our students' commitment to sustainability and social responsibility. There are many more of these initiatives at the University of Mannheim that give the students an early opportunity to become responsible leaders. Examples include the AEGEE Mannheim, the Amnesty International Student Group, the Green Office Mannheim, the KinderHelden Student Group, or the Unicef Student Group Mannheim.

For more information on student initiatives at the University of Mannheim, please visit:  
<https://www.uni-mannheim.de/en/campus/initiativen-und-fachschaften/student-organizations/>



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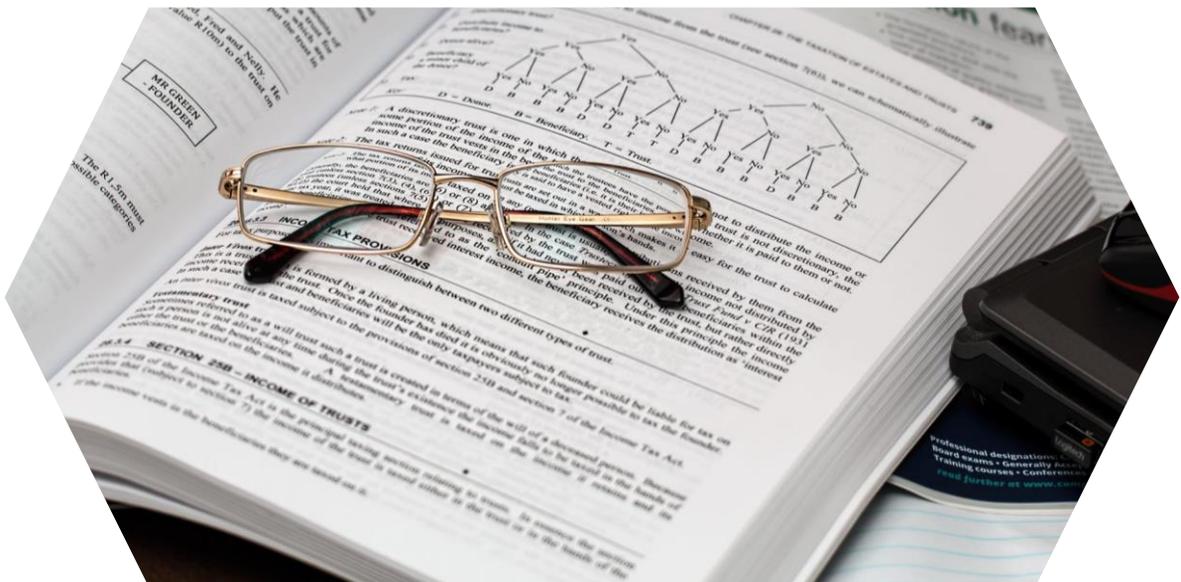
## PRINCIPLE 4 | RESEARCH

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.



# PRINCIPLE 4 | RESEARCH – PAPER PUBLICATIONS (1/5)

CHAIR	TOPIC OF PAPER
Chair of Corporate Governance Prof. Dr. Alexandra Niessen-Ruenzi	Niessen-Ruenzi, A., & Ruenzi, S. (2018). Sex matters: Gender bias in the mutual fund industry. <i>Management Science</i> .
Mannheim Institute for Sustainable Energy Studies (MISES) Prof. Stefan Reichelstein, Ph.D.	Glenk, G. und Reichelstein, S. (2019). Economics of converting renewable power to hydrogen. <i>Nature Energy</i> , 4, 216-222.
	Comello, S., Reichelstein, S., & Sahoo, A. (2018). The road ahead for solar PV power. <i>Renewable and Sustainable Energy Reviews</i> , 92, 744-756.
	Reichelstein, S., & Sahoo, A. (2018). Relating product prices to long-run marginal cost: Evidence from solar photovoltaic modules. <i>Contemporary Accounting Research</i> , 35(3), 1464-1498.
	Reichelstein, S., Bebb, D., & Comello, S. (2017). Restructuring a utility: RWE's carve-out of innogy. <i>Case studies</i> .
	Comello, S. D., Glenk, G., & Reichelstein, S. (2017). Levelized cost of electricity calculator: a user guide. <i>Sustain. Energy Initiat.</i>
	Psarras, P. C., Comello, S., Bains, P., Charoensawadpong, P., Reichelstein, S., & Wilcox, J. (2017). Carbon capture and utilization in the industrial sector. <i>Environmental Science &amp; Technology</i> , 51(19), 11440-11449.



## PRINCIPLE 4 | RESEARCH – PAPER PUBLICATIONS (2/5)

CHAIR	TOPIC OF PAPER
<p>Mannheim Institute for Sustainable Energy Studies (MISES)  <i>Prof. Stefan Reichelstein, Ph.D.</i></p>	<p>Comello, S., &amp; Reichelstein, S. (2017). Cost competitiveness of residential solar PV: The impact of net metering restrictions. <i>Renewable and Sustainable Energy Reviews</i>, 75, 46-57.</p>
	<p>Comello, S. D., Reichelstein, S. J., Sahoo, A., &amp; Schmidt, T. S. (2017). Enabling mini-grid development in Rural India. <i>World Development</i>, 93, 94-107.</p>
<p>Chair of Corporate Finance  <i>Prof. Ernst Maug, Ph.D.</i></p>	<p>Kim, E. H., Maug, E., &amp; Schneider, C. (2018). Labor representation in governance as an insurance mechanism. <i>Review of finance</i>, 22(4), 1251-1289.</p>
	<p>Antoni, M., Maug, E. G., &amp; Obernberger, S. (2017). Private equity and human capital risk. <i>European Corporate Governance Institute (ECGI)-Finance Working Paper</i>, (518).</p>
<p>Chair of Business Administration, Public and Nonprofit Management  <i>Prof. Dr. Bernd Helmig</i></p>	<p>Englert, B., &amp; Helmig, B. (2018). Volunteer performance in the light of organizational success: A systematic literature review. <i>Voluntas: International Journal of Voluntary and Nonprofit Organizations</i>, 29(1), 1-28.</p>
	<p>Pinz, A., Roudyani, N., &amp; Thaler, J. (2018). Public–private partnerships as instruments to achieve sustainability-related objectives: the state of the art and a research agenda. <i>Public Management Review</i>, 20(1), 1-22.</p>
	<p>Pinz, A., Friedrich, M., &amp; Thaler, J. (2019). Does ownership influence the relationship between staff turnover and performance? An empirical investigation in non-profit and for-profit-microfinance organisations. <i>Accounting, Finance &amp; Governance Review: AFGR; Journal of the Irish Accounting and Finance Association</i>.</p>
<p>Chair of Corporate Social Responsibility  <i>Prof. Dr. Laura Marie Edinger-Schons</i></p>	<p>Edinger-Schons, L. M., Lengler-Graiff, L., Scheidler, S., &amp; Wieseke, J. (2018). Frontline employees as corporate social responsibility (CSR) ambassadors: A quasi-field experiment. <i>Journal of Business Ethics</i>, 1-15.</p>
	<p>Edinger-Schons, L. M., Sipilä, J., Sen, S., Mende, G., &amp; Wieseke, J. (2018). Are two reasons better than one? The role of appeal type in consumer responses to sustainable products. <i>Journal of Consumer Psychology</i>, 28(4), 644-664.</p>
	<p>Schons, L. M., Cadogan, J., &amp; Tsakona, R. (2017). Should charity begin at home? An empirical investigation of consumers' responses to companies' varying geographic allocations of donation budgets. <i>Journal of Business Ethics</i>, 144(3), 559-576.</p>

## PRINCIPLE 4 | RESEARCH – PAPER PUBLICATIONS (3/5)



CHAIR	TOPIC OF PAPER
Chair of Corporate Social Responsibility <i>Prof. Dr. Laura Marie Edinger-Schons</i>	Schons, L. M. (2017). When do companies have a positive duty to engage in philanthropy? An empirical application of Mieth's five criteria for positive duties of individuals in the corporate context. <i>zfwu Zeitschrift für Wirtschafts-und Unternehmensethik</i> , 18(3), 370-400.
	Schons, L. M., Scheidler, S., & Bartels, J. (2017). Tell me how you treat your employees. <i>Journal of Marketing Behavior</i> , 3(1), 1-37.
	Scheidler, S., Edinger-Schons, L. M., Spanjol, J., & Wieseke, J. (2018). Scrooge posing as Mother Teresa: How hypocritical social responsibility strategies hurt employees and firms. <i>Journal of Business Ethics</i> , 1-20.
Chair of Economic and Business Education – Workplace Learning <i>Prof. Dr. Andreas Rausch</i>	Gerholz, K., Holzner, J., & Rausch, A. (2018). Where is the civic responsibility in service learning? A process-oriented empirical study. <i>Zeitschrift für Hochschulentwicklung</i> , 13(2), 61–80. DOI: 10.3217/zfhe-13-02/04

## PRINCIPLE 4 | RESEARCH – PAPER PUBLICATIONS (4/5)

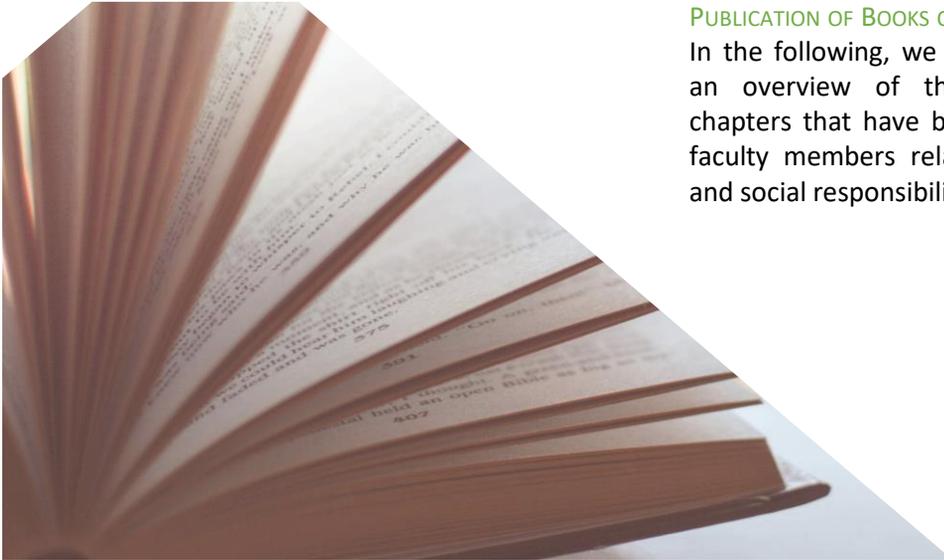
CHAIR	TOPIC OF PAPER
Assistant Professorship for E-Business and E-Government <i>Prof. Dr. Julia Krönung</i>	Pethig, Florian; Noeltner, Markus; Cabinakova, Johana; Kroenung, Julia (2017): "Don't call me refugee!" The role of social identity in the adoption of refugee-specific mobile applications", in: <i>Proceedings of the International Conference on Information Systems (ICIS 2017)</i> ; Seoul, South Korea.
	Cabinakova, Johana; Kroenung, Julia (2017): "Maternal identity and maternal role attainment – Determinants of mothers' participation in maternal virtual communities", in: <i>Proceedings of the European Conference on Information Systems (ECIS 2017)</i> ; Guimaraes, Portugal.
	Pethig, Florian; Noeltner, Markus; Kroenung, Julia (2016): "What makes them play? Hedonic vs. symbolic aspects of girls' intention to adopt gender-specific hedonic information systems", in: <i>Proceedings of the International Conference on Information Systems (ICIS 2016)</i> ; Dublin, Ireland.
	Kroenung, Julia; Noeltner, Markus (2016): "Computer-based stereotype threats as a new theoretical perspective on IS avoidance by elderly people", in: <i>Proceedings of the European Conference on Information Systems (ECIS 2016)</i> ; Istanbul, Turkey.
Chair of Business Administration, Finance, and Financial Institutions <i>PD Dr. Maximilian Wimmer</i>	Yue Qi, Ralph E. Steuer and Maximilian Wimmer (2017), An Analytical Derivation of the Efficient Surface in Portfolio Selection with Three Criteria, <i>Annals of Operations Research</i> 251(1), pp. 161-177 (methodological framework suitable for integrating sustainability as a criterion for portfolio selection)
	Gregor Dorfleitner, Sebastian Utz and Maximilian Wimmer (2018), Patience pays off - corporate social responsibility and long-term stock returns, <i>Journal of Sustainable Finance and Investment</i> , 8, pp. 132-157
Chair of Information Systems II <i>Prof. Dr. Christian Becker</i>	Eider, M., Sellner, D., Berl, A., Basmadjian, R., de Meer, H., Klingert, S., ... & Stolba, M. (2017, May). Seamless Electromobility. In <i>Proceedings of the Eighth International Conference on Future Energy Systems</i> (pp. 316-321). ACM.
	Benedikt Kirpes, Sonja Klingert, Robert Basmadjian, Hermann de Meer, Markus Eider, Maria Perez Ortega. EV Charging Coordination to Secure Power Grid Stability, <i>1st E-Mobility Power System Integration Symposium</i> , Berlin, October 2017

## PRINCIPLE 4 | RESEARCH – PAPER PUBLICATIONS (5/5)

CHAIR	TOPIC OF PAPER
Chair of Information Systems II Prof. Dr. Christian Becker	Klingert, Sonja, and Maria Perez Ortega. "E-MMM: A Market Maturity Model for Electric Mobility Grid Integration." <i>2nd E-Mobility Power System Integration Symposium</i> , Stockholm, October 2018
	Klingert, Sonja. "Mapping Data Centre Business Types with Power Management Strategies to Identify Demand Response Candidates." <i>Proceedings of the Ninth International Conference on Future Energy Systems</i> . ACM, 2018.
	Klingert, S., & Becker, C. (2017). Economics-inspired modeling of data centre power flexibility. <i>Computer Science-Research and Development</i> , 1-3.
	Basmadjian, R., Botero, J. F., Giuliani, G., Serra, X. H., Klingert, S., & De Meer, J. "Making Data Centres Fit for Demand Response: Introducing GreenSDA and GreenSLA Contracts." <i>IEEE Transactions on Smart Grid</i> , 9.4(2018): 3453-3464.



## PRINCIPLE 4 | RESEARCH – BOOK / CHAPTER PUBLICATIONS



### PUBLICATION OF BOOKS OR BOOK CHAPTERS

In the following, we will provide you with an overview of the books and book chapters that have been published by our faculty members relating to sustainability and social responsibility.

CHAIR	TOPIC OF BOOK / CHAPTER
<p>Chair of Corporate Social Responsibility <i>Prof. Dr. Laura Marie Edinger-Schons</i></p>	<p>Edinger-Schons, L. (2017). Tue Gutes und rede darüber? Erfolgreiche Corporate-Social-Responsibility-Strategie und Kommunikation durch Verständnis von Kundenpräferenzen und -skepsis. In Stehr, C. CSR und Marketing CSR und Marketing : Nachhaltigkeit und Verantwortung richtig kommunizieren (S. 145-168). Berlin ; Heidelberg: Springer Gabler.</p>
	<p>Ruiner, C., Apitzsch, B., Hagemann, V., Salloch, S., Edinger-Schons, L. M. and Wilkesmann, M. (2016). Ärztliches Handeln zwischen professionellem Ethos und finanziellen Anreizen. In Burzan, N. Materiale Analysen : Methodenfragen in Projekten (S. 167-185). Wiesbaden: Springer VS</p>
	<p>Kraemer, Alexander, and Edinger-Schons, Laura Marie (2019). CSR und Social Enterprise. Beeinflussungsprozesse und effektives Schnittstellenmanagement. Springer.</p>
<p>Chair of Business Administration, Public and Nonprofit Management <i>Prof. Dr. Bernd Helmig</i></p>	<p>Englert, B. (2019). Personalmanagement in Nonprofit-Organisationen : zur Rolle des Person-Environment Fit. Wiesbaden: Springer Gabler.</p>
	<p>Pinz, A. (2017). Management in Nonprofit-Mikrofinanzorganisationen: eine Analyse der Wertschöpfungsprozesse im Kontext institutioneller Pluralität. Wiesbaden: Springer Gabler.</p>

## PRINCIPLE 4 | RESEARCH – ONGOING RESEARCH PROJECTS (1/6)



The researchers at the Business School of the University of Mannheim actively engage in research regarding sustainability and responsible management. The work-in-progress projects represent the most recent, upcoming research around this topic.

CHAIR	TOPIC OF RESEARCH PROJECT
Chair of Corporate Finance <i>Prof. Ernst Maug, Ph.D.</i>	The Effect of Corporate Finance Transactions on Employees - Including their Health
Mannheim Institute for Sustainable Energy Studies (MISES) <i>Prof. Stefan Reichelstein, Ph.D.</i>	Economics of Converting Renewable Power to Hydrogen (with G. Glenk)
	The Emergence of Cost Effective Battery Storage (with S. Comello)
	Investing in Behind-The-Meter Battery Storage: Demand Charges and Price Arbitrage (with S. Comello)
	Operational Volatility and the Synergistic Value of Vertically Integrated Energy Systems (with G. Glenk)
Chair of Accounting and Capital Markets <i>Prof. Dr. Holger Daske</i>	The Impact of Gender-related Disclosures in Corporate Reports on Gender Equality in Organizations

## PRINCIPLE 4 | RESEARCH – ONGOING RESEARCH PROJECTS (2/6)

CHAIR	TOPIC OF RESEARCH PROJECT
Chair of Business Administration, Public and Nonprofit Management <i>Prof. Dr. Bernd Helmig</i>	Managing Logics Multiplicity in Nonprofit Microfinance Organizations
Assistant Professorship for E-Business and E-Government <i>Prof. Dr. Julia Krönung</i>	Pethig, Florian; Kroenung, Julia: “Specialized information systems for digitally disadvantaged – Impact of stigma consciousness and access barriers on use intentions”, in: <i>Journal of the Association for Information Systems (JAIS)</i> (forthcoming)
	Zarifis, Alex; Cheng, Xusen; Kroenung, Julia: “Collaborative consumption for low and high trust requiring business models: From fare sharing to supporting the elderly and disabled”, in: <i>International Journal of Electronic Business (IJEB)</i> (forthcoming)
	IT and Age: Stereotype Threat Effects on Older Adults (Cooperation with Psychology Department)
	Specialized Information Systems: Design of Anti-Discriminatory Information Systems for the Digitally Disadvantaged (focus on users with physical or sensory impairments)
Chair of Business Administration, Finance, and Financial Institutions <i>PD Dr. Maximilian Wimmer</i>	Sustainable Index Tracking: Construction of Portfolios that Track the Financial Return of a Standard Stock Index while Increasing the Portfolio Sustainability
Chair of Information Systems II <i>Prof. Dr. Christian Becker</i>	EyeT Lab: Design and Implementation of a Framework for Mobile Phones to Allow for a Hands-free Control of the Device in Order to Enable/Support Handicapped People in Controlling Their Smartphones
	WheelShare: Creation of an Accessible Road Map for Wheelchair Users (Use of Machine Learning to Classify the Accessibility of the Sidewalks; Use of Crowdsensing Technologies to Gather Data About These Sidewalks)
Chair of Service Operations Management <i>Prof. Dr. Cornelia Schön</i>	An Integrated Optimization Approach to Green Product and Supply Network Design
	Sustainable Value Creation with a Focus on Servicizing and Planned Obsolescence
Chair of Corporate Governance <i>Prof. Dr. Alexandra Niessen-Ruenzi</i>	Child Care and Women’s Careers in Firms
	As Goes California so Goes the Nation: Gender Quotas and Board Structure
	The Impact of Work Group Diversity on Performance

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## PRINCIPLE 4 | RESEARCH – ONGOING RESEARCH PROJECTS (3/6)

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CHAIR	TOPIC OF RESEARCH PROJECT
Chair of Corporate Social Responsibility <i>Prof. Dr. Laura Marie Edinger-Schons</i>	Scheidler, Sabrina, Edinger-Schons, Laura Marie and Wieseke, Jan: “Not Guilty? The Many Faces of Corporate Social Irresponsibility and the Role of Consumers’ Perceived Culpability as a Determinant of Boycotting”, conditional accept in Journal of Business Research.
	Edinger-Schons, Laura Marie, Lengler-Graiff, Lars, Scheidler, Sabrina, Mende, Gina, and Wieseke, Jan: “Listen to the Voice of the Customer- a Field-Experimental Study on Customer Involvement in Corporate Social Responsibility”, 2nd round R&R in Business Ethics – A European Review.
	Sipilä, Jenni, Alavi, Sascha, Edinger-Schons, Laura Marie, Dörfer, Sabrina, and Schmitz, Christian: "The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context“, R&R in Journal of the Academy of Marketing Science.
	Blatt, Inken and Edinger-Schons, Laura Marie “Is Sharing up for Sale? Ethical Implications of Market Exchanges in the Sharing Economy“, R&R in Journal of Business Research.
	Edinger-Schons, Laura Marie, Sen, Sankar, Scheidler, Sabrina, and Wieseke, Jan: “I Don’t Buy Your Story! A Field Experimental Study on the Detrimental Effects of Storytelling in Corporate Social Responsibility Communication“, intended for submission in Journal of Business Ethics.
	Willeke, Ornella and Edinger-Schons, Laura Marie: “How Consumers React to Brand Generated Sustainability Messages Communicated via Social Media“, intended for Submission in Journal of Marketing.
	Verbücheln, Michael, Edinger-Schons, Laura Marie, and Bhattacharya, CB: “One Size Does Not Fit All- an Investigation of the Effectiveness of Traditional and Skills-Based Employee Volunteering Programs“, intended for Submission in Academy of Management Journal.
	Edinger-Schons, Laura Marie, Korschun, Daniel, and Raithel, Sascha: “CEOs as Politicians – Stakeholder Perceptions of Corporate Political Activism“, intended for submission in Journal of Marketing.

## PRINCIPLE 4 | RESEARCH – ONGOING RESEARCH PROJECTS (4/6)

CHAIR	TOPIC OF RESEARCH PROJECT
Chair of Corporate Social Responsibility <i>Prof. Dr. Laura Marie Edinger-Schons</i>	Güntürkün, Pascal, Haumann, Till, and Edinger-Schons, Laura Marie: “Getting the ‘right’ CSR insurance: When CSR activities buffer or bolster the adverse impact of corporate scandals on marketing outcomes” intended for Submission in Journal of Business Ethics.  Bhattacharya, CB, Sen, Sankar, and Edinger-Schons, Laura: “From Bystanders to Owners – Enhancing Employee Engagement in Sustainability”, intended for submission in Journal of Marketing.
Chair of Economic and Business Education – Workplace Learning <i>Prof. Dr. Andreas Rausch</i>	Civic Engagement and Social Responsibility  The Assessment of Domain-specific Problem-solving Competence in the Context of Office Work (Social Responsibility as one of Many Criteria in the Scoring of Proposed Problem Solutions)  Fostering Problem-solving Competence in the Context of Office Work (including Social Responsibility) by Means of Computer-based Case Studies



## PRINCIPLE 4 | RESEARCH – ONGOING RESEARCH PROJECTS (5/6)

### EXEMPLARY DESCRIPTION OF CURRENT RESEARCH PROJECTS

In order to better illustrate the type of research projects that are currently being worked on at the Business School of the University of Mannheim, we want to show some examples of recent projects conducted by our researchers.

#### “ONE SIZE DOES NOT FIT ALL - AN INVESTIGATION OF THE EFFECTIVENESS OF TRADITIONAL AND SKILLS-BASED EMPLOYEE VOLUNTEERING PROGRAMS”

Most large companies have implemented corporate volunteering programs, offering their employees the possibility to volunteer for social causes during their regular work-hours. Although these programs take various different forms, and although there are good reasons to expect that one type of program does not fit all employees, previous studies have neglected this issue. In this project, the team intends to answer the question whether varying forms of employee volunteering lead to different benefits for the volunteers themselves as well as for the company.



#### “IS SHARING UP FOR SALE? ETHICAL IMPLICATIONS OF MARKET EXCHANGES IN THE SHARING ECONOMY.”

The so-called “sharing economy”, meaning peer-to-peer based sharing of resources, is growing at an ever increasing pace. Based on social exchange and relational models theory, this paper proposes that the success of market-pricing business models in the sharing economy in terms of motivating users to participate depends on whether the exchange relationship is perceived as a social or economic exchange. Further, the team proposes that market exchanges in the sharing economy may cause a crowding-out of prosocial behaviors of sharing. We test our hypothesized framework in two experimental studies (N1=440; N2=60).

## PRINCIPLE 4 | RESEARCH – ONGOING RESEARCH PROJECTS (6/6)



### “PARTNERS IN CRIME? THE IMPACT OF CONSUMERS’ CULPABILITY FOR AND CONSUMER BENEFITS FROM CORPORATE SOCIAL IRRESPONSIBILITY ON THEIR BOYCOTT ATTITUDE”

Corporate social irresponsibility (CSI) covers a diversity of wrongdoings from tax evasion to bad working conditions in supply chains. A typical consumer reaction to CSI is to boycott. Recently, claims have grown louder that not only companies but also consumers are to be blamed for CSI because their consumption demands provide the grounds for some of these events to occur. To date, no research has investigated how perceptions of consumer culpability affect consumers’ boycott attitude. This study provides insights by using consumers’ (N=5,662) unaided recall of CSI incidents and thereby adds a consumer culpability path to the corporate culpability path to boycott.

### “LISTEN TO THE VOICE OF THE CUSTOMER - FIRST STEPS TOWARDS STAKEHOLDER DEMOCRACY”

Recently, calls have grown louder for more stakeholder democracy and empowerment, especially in the area of Corporate Social Responsibility (CSR) activities. Despite the relevance of the subject, the impact of customer involvement in CSR on their company-related attitudes and behaviors still represents a major research void. The paper develops a conceptual framework of consumer involvement. The framework is then tested in a large-scale field experimental study with two time points (N=3,397). More specifically, consumer reactions to three different degrees of customer involvement (i.e., information, feedback, involvement based on Morsing and Schultz 2006) are tested in two different CSR domains (i.e., business process versus philanthropic CSR).



## PRINCIPLE 4 | RESEARCH – THIRD-PARTY FUNDED PROJECTS (1/4)

### “IMPACT MEASUREMENT OF CORPORATE CITIZENSHIP” – JOINT RESEARCH PROJECT WITH BASF

Together with BASF, which funded the project, the Chair of Corporate Social Responsibility started a joint research project on the topic of impact measurement of corporate citizenship in the beginning of 2018. BASF and the Chair of CSR kicked off their collaboration in fall 2017 with an intense one-day workshop in order to develop impact measurement goals for the “Gemeinsam Neues Schaffen” program, a project contest, in which a total funding of €200,000 was allocated. The Chair of CSR was interested in observing the impact that the sponsored projects achieved on the level of their target groups as well as the determinants of successful impact measurement in social organizations. For several months, the Chair collaborated closely with 15 social projects. The second round of this project has just started and now also includes empowering the social projects by offering workshops on social impact measurement at the University of Mannheim.



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### I-SHARE FUNDING EXTENDED

Since 2015, the German Federal Ministry for Education and Research (BMBF) has funded the i-share project, a collaborative work to capture the economic, ecological and social impact of the sharing economy in Germany. The i-Share research network consists of different chairs of the University of Mannheim, the Hertie School of Governance (Berlin), the University of Göttingen, the University of Augsburg, and the Plattform GmbH.

In November 2018, the BMBF granted additional money for a second project phase with focus on the working environment. One main research question is to find out which instruments and actions are taken by sharing economy organizations to create and maintain sustainable working conditions. Results will be provided to the public, policy makers and practitioners alike.

For more information please visit:  
[www.i-share-economy.org](http://www.i-share-economy.org)

## PRINCIPLE 4 | RESEARCH – THIRD-PARTY FUNDED PROJECTS (2/4)

### RELEASE OF NEW STUDY ON CORPORATE VOLUNTEERING

Together with the organization Wider Sense (formerly Beyond Philanthropy) from Berlin, which funded the project, the CSR Chair issued a report on corporate volunteering, which is a trending topic in corporate citizenship management. Indeed, more than 90% of the Fortune 500 companies now offer corporate volunteering of some kind. For companies that want to support the voluntary work of their employees, corporate volunteering is a balancing act that has to be mastered through partnerships at eye level, trusting cooperation and transparent communication.

The report sheds light on the corporate volunteering activities of the German DAX 30 companies. These companies respond to the challenges of corporate volunteering in very different ways. Although this diversity should not be considered as problematic per se, it is nevertheless important to define common landmarks for the implementation of corporate volunteering. The team derived insights from interviews with the DAX 30 companies, non-profit organizations, and a cross-sectional survey of more than 1,200 employees.

To download the report please follow this link:  
<https://www.bwl.uni-mannheim.de/en/details/we-are-pleased-to-present-our-new-study-die-richtige-aufstellung-fuer-corporate-volunteering-eins/>



## PRINCIPLE 4 | RESEARCH – THIRD-PARTY FUNDED PROJECTS (3/4)



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### “DO IT! - IDENTIFYING SOCIO-CULTURAL BARRIERS TO IT CAREER CHOICES OF WOMEN”

In the digital age, Germany is far from exploiting its full innovation potential in educating tomorrow's professionals. While the percentage of male students in information systems and business informatics in Germany is relatively high, female students only account for 20% of all students in this subject area, despite the fact that young women use information technology (IT) actively and very frequently in their everyday lives.

The research project "Do IT!" focuses on this seemingly paradox phenomenon and aims to examine why young women show little interest in the STEM subject area information systems and business informatics despite their daily use of IT. To this end, the project draws on the use of IT by young women, and links

determinants of young women's IT use from research on IT adoption with determinants of degree course and career choice from research on STEM education toward a better understanding of their interplay in young women's everyday lives. The identified relationships result in testable hypotheses in the second project phase. These are in turn empirically tested toward verifying socio-cultural and psychological reasons for which young women avoid a career in information systems and business informatics whilst taking into account their daily use of IT. The last project phase looks into the dynamics of degree course and career choice based on a characteristic scenario from the everyday working life of an information systems professional.

## PRINCIPLE 4 | RESEARCH – THIRD-PARTY FUNDED PROJECTS (4/4)

### “HORIZON 2020: ELECTRIFIC”

According to the German government, one million electric vehicles (EVs) are intended to use the country's roads by 2020. Acceptance of e-mobility and the seamless integration of EVs (e.g. cars, busses, scooters) into the electric grid is an ambitious task since EVs still have to deal with strong acceptance problems. In addition to the acquisition costs, primarily the low range of the battery deters potential customers. Also, the massive spread of EVs may cause another problem: Charging all EVs within similar charging periods (mostly at night), would mean a huge pressure on the power grid and might lead to instability and blackouts of the electricity system.

The goal of ELECTRIFIC, a three-year project funded by the EU-program “Horizon 2020”, is the development of a complex navigation system for EVs. The ELECTRIFIC research team at the

University of Mannheim is led by the Chair of Information Systems II. It is an interdisciplinary group of researchers which also includes members of the Chair of Consumer Psychology and Economic Psychology, as well as the Chair of Software Engineering. The project is intended to extend the life of the EVs' batteries, to increase the attractiveness of the vehicles and to optimize the users' behavior. Another major impact of ELECTRIFIC are benefits for the electricity grid. Grid-aware EV travel planning and energy management is intended to prevent grid instabilities, improve the power quality, preclude severe voltage fluctuations and increase the share of renewable energies in the energy mix. This is particularly important not only for the evolution of e-mobility but also for the energy turnaround.



## PRINCIPLE 4 | RESEARCH – CONFERENCE PRESENTATIONS (1/7)



CHAIR	CONFERENCE	TOPIC OF PRESENTATION
<p>Chair of Corporate Social Responsibility  <i>Prof. Dr. Laura Marie Edinger-Schons</i></p>	<p>AMA Winter Marketing Educators' Conference, Austin, 2019</p>	<p>Best Paper in Track: Consumer Complexity Award: Sipilä, Jenni, Alavi, Sascha, Edinger-Schons, Laura Marie, Dörfer, Sabrina, and Schmitz, Christian: "The Double-Edged Sword of Corporate Social Responsibility in the Luxury Context."</p>
		<p>Sipilä, Jenni, Blatt, Inken, Edinger-Schons, Laura Marie (2019): "Overcoming the Stigma - Donations to Stigmatized Causes."</p>
		<p>Sipilä, Jenni, Alavi, Sascha, Habel, Johannes, Müller, Urs, and Edinger-Schons, Laura Marie: "The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness."</p>

## PRINCIPLE 4 | RESEARCH – CONFERENCE PRESENTATIONS (2/7)

CHAIR	CONFERENCE	TOPIC OF PRESENTATION
Chair of Corporate Social Responsibility <i>Prof. Dr. Laura Marie Edinger-Schons</i>	5th International Workshop on the Sharing Economy, Mannheim, Germany	Blatt, I. and Edinger-Schons, L. M. (2018). Is Sharing up for Sale? Market Exchanges in the Sharing Economy.
	8th Business and Society Research Seminar 2018, Mannheim, Germany	Blatt, I. and Edinger-Schons, L. M. (2018). Is Sharing up for Sale? Market Exchanges in the Sharing Economy.
		Sipilä, Jenni, Blatt, Inken, Edinger-Schons, Laura Marie (2019): "Overcoming the Stigma - Donations to Stigmatized Causes."
		Verbücheln, M., Edinger-Schons, L. M. and Bhattacharya, C. B. (2018). How to do Corporate Volunteering Right - Investigating the Optimal Design of Volunteering Programs.
	Annual Meeting of the Academy of Management (AOM)	Verbücheln, M., Edinger-Schons, L.M., & Bhattacharya, C.B. (2018). How To Do Corporate Volunteering Right – Investigating The Optimal Design of Volunteering Programs.
	AMA Winter Marketing Educators' Conference, Orlando	Edinger-Schons, L. M., Mende, G. and Sipilä, J. (2017). Meat is Murder! How Guilt Appeals Work
	CSR Communication Conference, Vienna, Austria	Edinger-Schons, L. M. and Willeke, O. (2017). How Consumers React to Brand Generated Sustainability Messages Communicated via Social Media
		Güntürkün, P., Haumann, T. and Edinger-Schons, L. M. (2017). Getting the 'Right' CSR Insurance : When CSR Activities Buffer or Bolster the Adverse Impact of Corporate Scandals on Marketing Outcomes
		Rothenhöfer, L., Edinger-Schons, L. M., Koch-Bayram, I. and Scheidler, S. (2017). Communicating Responsibility Makes a Change! The Impact of Corporate Social Responsibility and Supervisor Communication on Employee Reactions during Change

## PRINCIPLE 4 | RESEARCH – CONFERENCE PRESENTATIONS (3/7)

CHAIR	CONFERENCE	TOPIC OF PRESENTATION
Chair of Corporate Social Responsibility <i>Prof. Dr. Laura Marie Edinger-Schons</i>	CSR Communication Conference, Vienna, Austria	Blatt, I. and Edinger-Schons, L. M. (2017). For the Sake of the Environment - Conviction or Concern for Status? An Experimental Study on the Effectiveness of Motivational Appeals
		Edinger-Schons, L. M., Lengler-Graiff, L. and Scheidler, S. (2017). Listen to the Voice of the Customer – A Field-Experimental Study on Customer Involvement in Corporate Social Responsibility
Chair of Public and Nonprofit Management <i>Prof. Dr. Bernd Helmig</i>	SustEcon Conference: The Contribution of a Sustainable Economy to Achieving the SDGs	How can we Measure the Impact of the Sharing Economy? A Conceptual and Empirical Impact Model
	11th EIASM Workshop on the Challenges of Managing the Third Sector	The Relationship Between Staff Turnover and Performance of Nonprofit and For-profit Microfinance Organizations
Chair of Economic and Business Education <i>Prof. Dr. Carmela Aprea</i>	International Conference on Poverty Alleviation through Debt Prevention	Financial Education Against Poverty – An Expedient Solution
Chair of Corporate Governance <i>Prof. Dr. Alexandra Niessen-Ruenzi</i>	Stanford Institute of Theoretical Economics	Child Care and Womens’ Careers in Firms
	European Economic Association	The Impact of Female Role Models on Women’s Self Selection in Competition
	Royal Economic Society	Child Care and Women’s Careers in Firms
	IAREP SABE	The Impact of Female Role Models on Women’s Self Selection in Competition
	Verein für Socialpolitik	The Impact of Female Role Models on Women’s Self Selection in Competition
Chair of Corporate Finance <i>Prof. Ernst Maug, Ph.D.</i>	Fifth Annual Corporate Finance Conference at Lancaster University	Private Equity and Human Capital Risk (investigates the impact of corporate finance transactions on employees, including their health)

## PRINCIPLE 4 | RESEARCH – CONFERENCE PRESENTATIONS (4/7)

CHAIR	CONFERENCE	TOPIC OF PRESENTATION
Chair of Corporate Finance <i>Prof. Ernst Maug, Ph.D.</i>	First International FDZ Data User Workshop in Michigan	Private Equity and Human Capital Risk (investigates the impact of corporate finance transactions on employees, including their health)
	Ackerman Conference on Corporate Governance at Bar Ilan University	Labor Representation in Governance as an Insurance Mechanism
	Duke-UNC Conference on Corporate Finance	Labor Representation in Governance as an Insurance Mechanism
	Singapore International Conference on Finance	Labor Representation in Governance as an Insurance Mechanism
	Rothschild Caesarea Center 11th Annual Conference	Labor Representation in Governance as an Insurance Mechanism
	CEPR/Study Center Gerzensee European Summer Symposium	Labor Representation in Governance as an Insurance Mechanism



## PRINCIPLE 4 | RESEARCH – CONFERENCE PRESENTATIONS (5/7)

CHAIR	CONFERENCE	TOPIC OF PRESENTATION
Chair of Business Administration, Finance, and Financial Institutions <i>PD Dr. Maximilian Wimmer</i>	Green Summit Liechtenstein 2018	Sustainable Index Tracking: Construction of portfolios that track the financial return of a standard stock index while increasing the portfolio sustainability
	Australasian Finance and Banking Conference 2018	Sustainable Index Tracking: Construction of portfolios that track the financial return of a standard stock index while increasing the portfolio sustainability
	International Conference on Multiple Criteria Finance, Investment and Insurance	Sustainable Index Tracking: Construction of portfolios that track the financial return of a standard stock index while increasing the portfolio sustainability
	Mini-conference on Portfolio Theory and Derivatives Pricing	Sustainable Index Tracking: Construction of portfolios that track the financial return of a standard stock index while increasing the portfolio sustainability
Chair of Information Systems II <i>Prof. Dr. Christian Becker</i>	IEEE International Conference on Pervasive Computing and Communications (PerCom 2017)	Towards Gaze-Based Mobile Device Interaction for the Disabled
	IEEE International Conference on Pervasive Computing and Communications (PerCom 2017)	Hips do Lie! A Position-aware Mobile Fall Detection System. (About the Design and Implementation of a Self-adaptive Fall Detection System to Support Unobtrusive Fall Detection for Elderly People)
	IEEE International Conference on Pervasive Computing and Communications (PerCom 2019)	WheelShare: Crowd-sensed Surface Classification for Accessible Routing
	DACH Energieinformatik 2017	Economics-inspired Modeling of Data Centre Power Flexibility
	EV Grid Inetgration Symposium 2017	EV Charging Coordination to Secure Power Grid Stability
	EV Grid Integration Symposium 2018	E-MMM A Market Maturity Model for Electric Mobility Grid Integration
Int. Workshop on Energy Efficient Data Centers	Mapping Data Centre Business Types with Power Management Strategies to Identify Demand Response Candidates	

## PRINCIPLE 4 | RESEARCH – CONFERENCE PRESENTATIONS (6/7)

CHAIR	CONFERENCE	TOPIC OF PRESENTATION
Chair of Information Systems II <i>Prof. Dr. Christian Becker</i>	GFI Workshop ELECTRIFIC	ELECTRIFIC: Seamless Electromobility
Chair of Economic and Business Education – Workplace Learning <i>Prof. Dr. Andreas Rausch</i>	17th Biennial Conference EARLI 2017, Tampere, Finland	Gerholz, K.-H., Holzner, J. & Rausch, A. (2017). Key situations in service learning initiating reflection of civic engagement. A process-oriented analysis in higher education. <i>17th Biennial Conference EARLI 2017, Aug., 28th – Sep., 2nd, Tampere, Finland</i>
Chair of Strategic and International Management <i>Prof. Dr. Matthias Brauer</i>	Academy of Management 2017	The Good in Being Notoriously Bad: Repeated Acts of Corporate Illegality and Investor Reactions
	Strategic Management Society 2017	“Swamping an Industry”: How Industry Pervasiveness Influences Investor Reactions to Corporate Illegality
	Academy of Management 2019	“Doing Well” despite “Doing Bad”? Investor Response to Repeated Illegal Behavior



## PRINCIPLE 4 | RESEARCH – CONFERENCE PRESENTATIONS (7/7)



CHAIR	CONFERENCE	TOPIC OF PRESENTATION
<p>Chair of Marketing and Innovation <i>Prof. Dr. Sabine Kuester</i></p>	<p>Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017</p>	<p>Janda, S. und Hillebrand, C. (2017). Exploring heterogeneity in the BOP consumer market. In Robinson, L., Australian and New Zealand Marketing Academy Conference (ANZMAC) 2017 : Marketing for Impact : proceedings, 4 – 6 December 2017, RMIT University, Melbourne, Australia (S. 366). ANZMAC conference proceedings, Australia-New Zealand Marketing Academy: Melbourne, NZ.</p>
	<p>25th Innovation and Product Development Management Conference (IPDMC) 2018</p>	<p>Janda, S., Kuester, S. und Schuhmacher, M. C. (2018). Innovation at the Bottom-of-the-Pyramid (BOP): a conceptualization of BOP innovation capability. In , 25th Innovation and Product Development Management Conference (IPDMC) : June 10-13, 2018, Faculty of Engineering, University of Porto, Portugal (S. ). EIASM Conference Proceedings Series, EIASM: Brussels.</p>
	<p>AMA Winter Academic Conference 2019</p>	<p>Janda, S. und Ohnesorge, F. (2019). How are we actually doing? Performance assessment of BOP innovation projects. In Lam, S., 2019 AMA Winter Academic Conference : Understanding Complexity, Transforming the Marketplace, February 22-24, 2019, Austin, TX (S. MC-2). AMA Educators' Proceedings, American Marketing Association ; Curran: Chicago, IL ; Red Hook, NY.</p>

## PRINCIPLE 4 | RESEARCH – AWARDS

**MAX-WEBER-AWARD FOR BUSINESS ETHICS**  
by the German Economic Institute  
for the Chair of Corporate Social  
Responsibility  
Prof. Dr. Laura Marie Edinger-Schons  
2018

**PRIZE FOR EXCELLENT DISSERTATIONS**  
by the Karin-Islinger-Foundation  
for the Chair of Business Administration,  
Public and Nonprofit Management  
Prof. Dr. Bernd Helmig  
2018

**WOLFGANG-RITTER-AWARD**  
for the habilitation project of  
Prof. Dr. Laura Marie Edinger-Schons  
Chair of Corporate Social Responsibility  
2017

**ROMAN HERZOG RESEARCH AWARD**  
„SOZIALE MARKTWIRTSCHAFT“  
for the habilitation project of  
Prof. Dr. Laura Marie Edinger-Schons  
Chair of Corporate Social Responsibility  
2018

**BEST PAPER AWARD**  
Green Summit 2018, Liechtenstein  
for PD Dr. Maximilian Wimmer  
Chair of Business Administration, Finance,  
and Financial Institutions

**INNOVATIONS THAT INSPIRE-AWARD**  
by the Association to Advance Collegiate  
Schools of Business (AACSB)  
for the course “CSR Video Documentaries“  
Chair of Corporate Social Responsibility  
Prof. Dr. Laura Marie Edinger-Schons  
2017

**BEST PAPER AWARD**  
AMA Winter Marketing  
Educators' Conference  
for Prof. Dr. Laura Marie  
Edinger-Schons  
Chair of Corporate Social  
Responsibility  
2019



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## PRINCIPLE 4 | RESEARCH – BROADER SOCIETAL CONTRIBUTION

### REVELATION OF THE CUM-EX TAX SCANDAL

Prof. Dr. Christoph Spengel, Chair of Business Administration and Taxation II at the University of Mannheim, has played a crucial role in revealing a major tax scandal in Germany, the so-called Cum-Ex tax issue. Apart from giving various interviews on TV, radio and in newspapers, he has been invited as an expert on the issue by the German parliament's committee of enquiry, as well as the European Parliament. Through his investigations, Prof. Dr. Spengel has made a major contribution towards revealing irresponsible behavior in management. Below, we present a selection of his publications and lectures on the Cum-Ex tax scandal.

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#### PUBLICATIONS

Replica to Spatscheck/Spilker: Cum-/Ex-Transaktionen im Fokus der Steuerfahndung (with Thomas Eisgruber), in: Der Betrieb (DB) 2017, p. 750-751

Unzulässige Verrechnungspraxis deutscher Banken bei Cum/Ex-Geschäften, in: Finanz-Rundschau (FR) 2017, p. 545-553

Kollektivversagen: Cum/Cum, Cum/Ex und Hopp!, in: Wirtschaftsdienst (WD) 2017, p. 454-455

Dividendenstripping durch Cum/Ex- und Cum/Cum-Geschäfte – Analyse aktueller Entwicklungen (with Verena Dutt, Heiko Vay), in: Steuer und Wirtschaft (StuW) 2018, p. 229-238

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#### LECTURES

Dividendenstripping: Cum/Ex-Deals und Cum/Cum-Deals – Der größte Steuerskandal Deutschlands, Forschungsseminar Jura, 15.2.2017, Mannheim

Cum/Ex-Deals und Cum/Cum-Deals – Der größte Steuerskandal der Bundesrepublik, MaTax Lecture, 4.7.2017, Mannheim

Dividendenstripping in Deutschland - welche Verfehlungen können wir uns noch leisten?, Fachinsitut der Steuerberater e.V., 8.1.2018, Düsseldorf

Cum/Ex-Deals und Cum/Cum-Deals – Der größte Steuerskandal Deutschlands ist immer noch nicht beendet, Frühjahrstagung der Wissenschaftlichen Kommission Betriebswirtschaftliche Steuerlehre im Verband der Hochschullehrer für Betriebswirtschaftslehre e. V., 2.3.2018, Jena

Cum Ex scandal: Financial Crime and the Loopholes in the Current Legal Framework, Public Hearing in the European Parliament, 26.11.2018, Brüssel

Cum/Cum und Cum/Ex – was tun?, Einweihung der Tafel der Förderer der Universität Mannheim, 30.11.2018, Mannheim

Die größten Steuerräuber Deutschlands: Cum/Ex, Cum/Cum und Cum/Fake, Praxisvortrag im Modul Unternehmensbesteuerung an der Universität Paderborn, 10.12.2018, Paderborn



## PRINCIPLE 5 | PARTNERSHIP

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

# PRINCIPLE 5 | PARTNERSHIP – PARTNER ORGANIZATIONS



## PARTNER ORGANIZATIONS

As a modern institution for business education, we understand that a truly responsible management education is only possible if you have the right support and partners on your side. Therefore, the Business School of the University of Mannheim collaborates with various for-profit and non-profit organizations to include sustainability and responsible management topics in the university's education, as well as in real-life business practices. The presented logos show a selection of renowned organizations that our Business School partners with.



## PRINCIPLE 5 | PARTNERSHIP – ACADEMIC PARTNERSHIPS

### ACADEMIC PARTNERSHIPS

The University of Mannheim, Business School considers academic partnerships an essential part of its strategy to spread research results and become inspired by the work of other academic institutions. Apart from various partnerships with the world's top universities for student exchanges, double degree programs or research collaborations, our Business School also deems it extremely important to win partners in order to specifically solve issues regarding sustainability and social responsibility.

#### Universities

The Business School of the University of Mannheim is proud to uphold partnerships with various other universities worldwide in order to advance research and practical projects on sustainability and social responsibility. Some examples include:

- Baruch College, NY, USA
- Czech Technical University in Prague, CZ
- European School of Management and Technology, Berlin, DE
- IESEG School of Management, Puteaux, FR
- Indian Institute of Management, IN
- Lappeenranta University of Technology, FIN
- Leibnitz Rechenzentrum, DE
- Loughborough University, UK
- San Diego State University, CA, USA
- Stanford University, CA, USA
- Universitat Politècnica de Catalunya, E
- Université Catholique de Louvain, Belgium
- Université de Lausanne, Lausanne, CH
- University of Illinois at Chicago, IL, USA
- University of Texas at Austin, USA
- University of Warwick, UK
- Vienna University of Economics and Business

#### Institutes and Centers

The University of Mannheim employs senior fellows/faculty directors of the following institutes:

- Steyer-Taylor Center for Energy Policy and Finance, Stanford University
- Sustainable Energy Initiative, GSB, Stanford University
- Woods Institute for the Environment, Stanford University

#### i-Share Project Partners

In the course of the i-Share research project, the Business School of the University of Mannheim closely collaborates with different institutes and universities:

- Center for Small and Medium Sized Business Research, Mannheim, DE
- Georg August University, Göttingen, DE
- University of Augsburg, Augsburg, DE



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## PRINCIPLE 6 | DIALOGUE – THE EUROPEAN SOCIAL ECONOMY SUMMIT



Apart from corporate and academic partnerships, the University of Mannheim, Business School also continuously strives for impactful relationships with public institutions, such as the City of Mannheim. Recently, we have entered another, very important collaboration with regard to the so-called “Social Economy Roadmap Mannheim 2019”.

### THE EUROPEAN SOCIAL ECONOMY SUMMIT

The City of Mannheim and the European Commission will organize the “European Social Economy Summit” during the German Council Presidency on November 25-27, 2020. The patron is the Federal Minister for Family Affairs, Dr. Franziska Giffey. The “European Social Economy Summit” was last held in Strasbourg in 2014 with over 2,000 participants.

The international congress, which will take place at the m:con congress center Rosengarten, will deal with framework conditions and challenges as well as international relations in the European social economy. Solutions will be presented both from the welfare sector as the carrier of the German social economy and from the field of

social entrepreneurship. Until the Summit, there will be a series of smaller events in Mannheim on these topics. As part of the membership of the Department of Economic and Structural Development in the “European Social Economy Regions” network, a kick-off event took place on May 2nd.

Within this event, the City of Mannheim celebrated Mannheim’s admission to the “European Social Economy Regions” (ESER) network together with various representatives of the local social economy. The local partners presented their activities and the Social Economy Roadmap Mannheim 2019 was presented to the public at this first kick-off event. The event took place at the Atlantis cinema in Mannheim. Prof. Dr. Laura Marie Edinger-Schons, Michael Verbücheln, and Dr. Dominika Wruk represented our faculty at the event, and reported about our activities. Among the guests was also Dr. Engelmann, Head of Advanced Technologies, Clusters and Social Economy at the DG GROW of the EU Commission, who explained the European perspective on the importance of social innovations.



## PRINCIPLE 6 | DIALOGUE

We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organisations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

## PRINCIPLE 6 | DIALOGUE – TALKS (1/3)

The Business School of the University of Mannheim is always eager to involve as many parties as possible in a dialogue around global social responsibility and sustainability. One very effective way to address a multitude of different stakeholders is giving talks at various types of events with differing participant groups.

CHAIR	EVENT	TOPIC OF PRESENTATION
Chair of Corporate Finance <i>Prof. Ernst Maug, Ph.D.</i>	Roundtable of the European Corporate Governance Institute (ECGI)	Discussion of Board-level Employee Representation to Improve the Well-being of Employees
Mannheim Institute for Sustainable Energy Studies (MISES) <i>Prof. Stefan Reichelstein, Ph.D.</i>	Conference of the Schmalenbach Association, Duesseldorf, DE	In the Interplay of Innovation Dynamics, Subsidization, and Regulation – Competitiveness of Solar Energy
	Jefferson Innovation Workshop, Washington, DC	Delegate at the Innovation Workshop Focusing on Sustainable Energy
	6th Mannheim Energy Conference, ZEW, Mannheim, DE	The Road Ahead of Solar PV
	Energy@Stanford Conference, Stanford University	The Rapid Growth of Solar PV
	Energy 3.0, Stanford University	Prospects for the Solar PV Industry
	Energy and Climate Change, Washington, DC	Panelist on Sustainable Energy
Chair of Economic and Business Education <i>Prof. Dr. Carmela Aprea</i>	Conference on Debt Prevention, Erfurt, DE	The Impact of Poverty on the Ability to Think and Act
Chair of Business Administration, Public and Nonprofit Management <i>Prof. Dr. Bernd Helmig</i>	Research Seminar at the Universitat de Barcelona, Spain	Management of Logics Multiplicity in Hybrid Organizations – The Role of Organizational Culture
Chair of Information Systems II <i>Prof. Dr. Christian Becker</i>	Meeting of the “Partner der Mannheimer BWL e.V.” 2018	Development of Alternative Input Methods for Mobile Devices to Support Users with Disabilities

## PRINCIPLE 6 | DIALOGUE – TALKS (2/3)

CHAIR	EVENT	TOPIC OF PRESENTATION
Chair of Information Systems II <i>Prof. Dr. Christian Becker</i>	Regionalkonferenz Energiewende 2017	ELECTRIFIC Fahren mit grüner Energie: Herausforderung für Mensch, Batterie und Netz
Chair of Corporate Social Responsibility <i>Prof. Dr. Laura Marie Edinger-Schons</i>	Invited Research Presentation at Warwick Business School	The Purposeful Firm
	Invited Research Presentation at the Wittenberg Center for Global Ethics	Biased Philanthropy and Stakeholder Participation
	Invited Research Presentation at University of Zürich	Consumer Involvement in CSR Decisions
	Invited Research Presentation at KEDGE Marseille	Creating Joint Impact of Research Projects through Collaborations with Partner Companies
	Invited workshop at the Business & Society Conference in Lille, France	How to Access Companies for Research Collaborations
	20th Sustainable Business Summit	Understanding Impact and Success – A Research Project on Corporate Volunteering at SAP



## PRINCIPLE 6 | DIALOGUE – TALKS (3/3)



### NEW WORK SUMMIT: KEYNOTE TALK

On May 2<sup>nd</sup> 2019, Prof. Dr. Laura Marie Edinger-Schons from the University of Mannheim, Business School gave one of the keynote talks at the so-called “New Work Summit”. This event, which took place in the MAFINEX Technology Center Mannheim, grew out of a collaboration of the organization SocEntBW, the PHOENIX-program of the German Federal Labour Office, the talent agency Head Map, as well as the specialists from Hotalents. In various input sessions, workshops, a fishbowl discussion and many other formats, the summit addressed stressing topics regarding changes in our modern work environments.

Prof. Edinger-Schons’ talk focused on the topic of “Purpose” in big corporations and whether the currently trending purpose rhetoric actually motivates employees to become change agents within the organization and to engage in more sustainable behaviors. She presented findings from a current research project which reveals that employee empowerment is a crucial contingency factor. Purpose statements that are issued by top management only translate into more sustainable behaviors if employees feel that they have the necessary autonomy.

## PRINCIPLE 6 | DIALOGUE – CONFERENCE ORGANIZATION (1/2)

### THE BUSINESS AND SOCIETY SEMINAR 2018

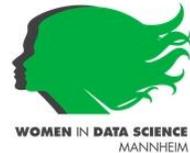
In June 2018, the Chair of CSR hosted the 8<sup>th</sup> edition of the Business and Society Research Seminar, themed “The Transformation towards Sustainable Business: Empowering Stakeholders for Sustainable Innovation, Production, and Consumption.” The international and interdisciplinary seminar, taking place in the Mannheim Business School Study and Conference Center, had approximately 80 participants. The seminar was especially targeted to PhD candidates and emerging scholars, who had the opportunity to discuss their research with leading scholars and develop their networks. The two-day research event consisted of plenary, thematic, and workshop sessions, all of which were held in an inspiring, sociable, and convivial academic setting. Furthermore, emphasis was placed on collaboration and dialogue with business practitioners.

The keynote speakers were Prof. Andrew Crane and Prof. Sankar Sen. In addition, Prof. CB Bhattacharya gave a dinner speech on the topic “Engaging Employees to Create a Sustainable Business”, and Uwe Lübbermann, founder of Premium Cola, gave a practitioner keynote on the topic of consensus democracy.

Overall, the feedback from the participants has been very positive. The keynote speeches as well as some of the plenary sessions are available on the CSR Chair’s YouTube channel (<https://www.youtube.com/c/ChairofCSRUniMannheim>). Furthermore, the newspaper “Mannheimer Morgen” published an article about the event, which is available on the Chair’s website.



## PRINCIPLE 6 | DIALOGUE – CONFERENCE ORGANIZATION (2/2)



### WOMEN IN DATA SCIENCE WORKSHOP

The Stanford-based Women in Data Science (WiDS) initiative aims to inspire and educate data scientists worldwide - regardless of gender - and support women in this field. WiDS started as a conference at Stanford in November 2015. Now, WiDS includes global conferences, as well as a multitude of regional events worldwide, featuring leaders in the field talking about their work, and their journeys.

Following the success in 2018, the International Program in Survey & Data Science (University of Mannheim) and SAP Next Gen were proud to partner with Stanford University once again to bring the WiDS conference to Mannheim in 2019. The one-day event unites local industry and academic leaders, as well as students and post-doc

researchers to share their experience and yet learn about the latest data science-related innovation and impact.

Prof. Frauke Kreuter, who organized the 2019 event, is director of the International Program in Survey and Data Science, head of the Statistical Methods group at the Institute for Employment Research, and professor at the University of Mannheim. One of the keynote talks was given by Jutta Mata, professor of Health Psychology at the University of Mannheim and Associated Research Scientist at the Max Planck Institute for Human Development, Berlin, Germany. Further, Prof. Laura Marie Edinger-Schons contributed a workshop on the topic of digital social innovation.

## PRINCIPLE 6 | DIALOGUE – MEMBERSHIPS/NETWORKS

### MEMBERSHIPS AND NETWORKS

The Business School of the University of Mannheim leverages on networks to interact with different stakeholders and gain access to highly specialized communities in the fields of sustainability and social responsibility. Our researchers are members in the following networks or communities:

- “Frauen mit Format“ – Women’s network for women in science and business
- Association for Information Systems (AIS), including the special interest group social inclusion (SIGSI) and the AIS women’s network
- Bürgerbewegung Finanzwende e.V.
- European Corporate Governance Institute (ECGI) in Brussels
- FidAR e.V. – initiative for more women in supervisory boards
- INFORMS - leading international association for professionals in operations research and analytics, focus on sustainability as contemporary topic of growing importance
- Real Time Expert Opinion Poll on Corporate Political Activism at Drexel University
- UNICEF Germany



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A BETTER TOMORROW

# FUTURE MILESTONES



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# FUTURE MILESTONES

## FURTHER INTEGRATION OF THE PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION IN THE ACTIVITIES OF THE BUSINESS SCHOOL OF THE UNIVERSITY OF MANNHEIM

The University of Mannheim, Business School seeks to further the activities concerning all aspects of responsible management education and research in the upcoming years.

This includes an extension of the existing teaching formats, especially by broadening the digital and open access offers (e.g., MOOCs). The school will make a concerted effort to anchor the topics in all suitable ongoing curricular as well as extra-curricular activities.

Further, the academic staff of the University of Mannheim, Business School will continue to engage in top-level research concerning the topics of business ethics, sustainability, and corporate social responsibility. A specific focus will be put on new ways to communicate research results crossing the boundaries of both academic subjects as well as bridging the gap between academia and business practice.

With its strong focus on collaborations with businesses, the Business School of the University of Mannheim will seek to extend these activities in the upcoming years and will thereby aim to further contribute to amplifying the debate around the topics of business ethics, sustainability, and corporate social responsibility in the academic world, in business practice, as well as in the wider society.

We are open to partnerships and discourse with other schools and organizations who share these interests.

If you have any further questions, please do not hesitate to contact us via:

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