

# 12<sup>th</sup> Dissertation Award IMU Research for Practice Award 2024

Institute for Market-Oriented Management  
University of Mannheim



## WHAT IS IT ABOUT?

The Institute for Market-Oriented Management (IMU) at the University of Mannheim (Germany) is a **forum for dialogue between academia and practice**. The IMU intends to foster research and generate scientific findings relevant for market-oriented management. The academic directors of the IMU are Prof. Dr. Dr. h.c. mult. Christian Homburg and Prof. Dr. Sabine Kuester.

In 2024, the IMU will tender its twelfth dissertation award for **scientifically and methodically excellent marketing, sales, and market-oriented management PhD dissertations** which derive **highly relevant managerial implications**. The sponsor of the 2024 prize is **Dr. Jan Becker, CEO at Porsche eBike Performance GmbH**. Commonly known for its high-quality cars, Porsche founded Porsche eBike Performance GmbH in 2022 to drive the transformation of mobility with smart, innovative electrical solutions. Based in Ottobrunn near Munich, the company develops electric drive systems for e-bikes. These include motors, batteries and the necessary software architecture for connectivity solutions. Combining tradition and innovation, Porsche eBike Performance GmbH plays an important role in shaping the future of sustainable mobility.

Together with the company donor, the IMU board will select the winning dissertation. The award is endowed with **2,000 Euros** in prize money.

## REQUIREMENTS AND APPLICATION PROCEDURE

- ▶ The PhD dissertation should be related to a **marketing, sales, or market-oriented management topic**
- ▶ The PhD dissertation needs to be **completed** (defended) **between May 2022 and October 2023 in Europe** (Dissertations from the University of Mannheim are not eligible for this award)
- ▶ The PhD dissertation must be written in **German or English**
- ▶ The winner is expected to present the dissertation findings and managerial implications (15 minutes including discussion) to the attendees of the **Institute's Spring Conference on March 14<sup>th</sup>, 2024**
- ▶ **Application documents** (in English or German):
  - 1) Short cover letter + CV
  - 2) PhD Dissertation in short version (max. 5 pages) **including an overview of managerial implications**
  - 3) Complete PhD dissertation
  - 4) Dissertation evaluation
- ▶ Please submit the documents **electronically via email** to [award@uni-mannheim.de](mailto:award@uni-mannheim.de)
- ▶ Closing date for application is **November 30<sup>th</sup>, 2023**

## BENEFITS



Award for PhD Dissertation



Network and Reputation



Prize Money: **2,000 €**



Deadline: **November 30<sup>th</sup>, 2023**

## FOR FURTHER INFORMATION, PLEASE CONTACT

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