

# 11<sup>th</sup> Dissertation Award

## IMU Research for Practice Award 2023

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 2023, the IMU will tender its eleventh 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 2023 prize is **Jens Hasselbächer**, Member of the Management Board at **R+V Versicherung AG**. With over 16,000 employees as well as about 9 million private and corporate customers, R+V is one of the leading insurance companies in Germany. Founded in 1922 and marking 100 years of existence in 2022, R+V has over decades developed into a leading German insurer. R+V offers a comprehensive, high-quality product portfolio providing customers highly tailored, innovative insurance solutions. In particular, R+V stands for thinking cooperatively and focusing on people. An integral part of the corporate culture at R+V is acting responsibly and sustainably, which is also reflected by the support of various social projects that offer solutions to fundamental societal problems.

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 2021 and October 2022 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 23<sup>rd</sup>, 2023**
- ▶ **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>, 2022**

### BENEFITS



Award for PhD Dissertation



Network and Reputation



Prize Money: **2,000 €**



Deadline: **November 30<sup>th</sup>, 2022**

### FOR FURTHER INFORMATION, PLEASE CONTACT

**Florian Holz, M. Sc.**  
Institute for Market-Oriented  
Management

University of Mannheim  
L 5, 1 | 68131 Mannheim |  
Tel. +49 621 181 1549  
[florian.holz@uni-mannheim.de](mailto:florian.holz@uni-mannheim.de)

Sponsored by  
**R+V Versicherung AG**

