

# HHL...news

SEMESTER NEWSPAPER OF HHL – LEIPZIG GRADUATE SCHOOL OF MANAGEMENT

## New Master of Science in Management Program at HHL

HHL – Leipzig Graduate School of Management will roll-out a new Master of Science in Management Program as of September 2006. This step is not only a result of the Bologna Accord, but contributes towards HHL's vision of positioning the school in the European and international league of renowned business schools. In this way HHL's Master of Science Program will follow in the footsteps of the successful and internationally recognized Diploma Program.

The 18 months program is designed for graduates with a first degree in economics or business administration. The program, which is entirely taught in English, covers a wide range of management topics, including vital subjects such as ethics, politics and economics. As with its existing academic programs, HHL puts emphasis on leadership as well as social skills. HHL's Dean, Professor Dr. Hans Wiesmeth, said: "Individual results are important, however the team spirit and output finally determine success. That is why HHL's Master Program includes courses on conflict management and communication skills."

Future students of the Master of Science Program may decide between two out of three choices for their field of specialization. These options are "Finance & Accounting", "Strategic Management & Entrepreneurship" and "Marketing & Logistics". Students may deepen their knowledge in these special fields and set the foundation for distinctive job offers or an academic career. Graduates from this program are typically expected to be

placed with leading consulting firms, investment and commercial banks and industrial companies, primarily in Germany and the rest of Europe.

Modules on Integrated Management and Philosophy, Economics and Politics (in short PEP) contribute to the holistic view in management, which is part of HHL's mission statement. A study period abroad, taken at one out of 80 partner universities of HHL, adds to



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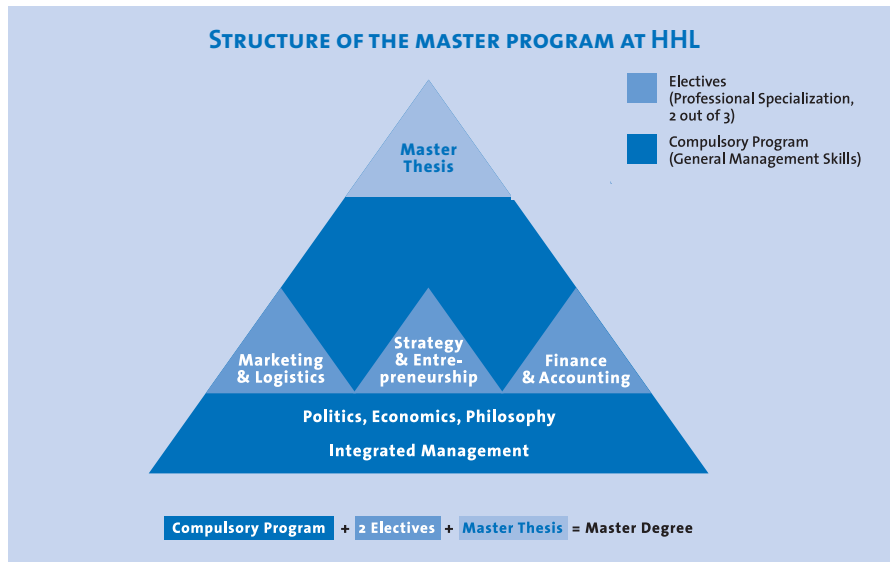


the international experience of the students and spices up the list of courses taken at HHL. Further on an optional internship allows to gain hands-on experience with future employers in the desired field of employment.

**Theory and practice merge** effectively in the Master of Science Program.

Guest professors, company representatives and hands-on case studies allow students to look at thrilling management subjects. Moreover, students have the opportunity to deal with different projects – from developing a business plan for a medium-sized supplier to a financing scheme for a non-profit organization.

**Within 18 months**, students focus on the course content, its practical application and the close contact to professors and guest professors at HHL. Small and intercultural learning groups make studying convenient and exciting. The clearly structured and compact course prepares the well trained participants to start their professional careers after a brief and intensive period of study.



**Admission to the newly created program** is highly competitive and starts with an interview day at HHL. Students present themselves to professors as well as company representatives and demonstrate their skills. The GMAT as well as an outstanding bachelor degree (or equivalent) are further prerequisites to gain admission into the program. The tuition fee for the program is 18,000 Euro and applications for admission have to be submitted by July 20th, 2006 at the latest.

For more information, please visit [www.hhl.de/msc](http://www.hhl.de/msc)

## Graduation of the Diploma Class K16

On Saturday, July 16th, 2005 the official graduation ceremony of the Diploma class K16 took place at Leipzig's Neues Rathaus. This was the 16th Diploma class to graduate from HHL. Students, parents, friends as well as the faculty and staff of HHL came to celebrate this outstanding event.

The ceremony began with the traditional ecumenical prayer at Leipzig's famous church Thomaskirche. Then festivities moved to the New Town Hall. After a musical opening and the honorary speech of the guest speaker Dr. Hans Paul Bürkner, CEO and President of the Boston Consulting Group Germany, 30 students were awarded with diplomas by HHL's Dean, Professor Dr. Hans Wiesmeth.

Furthermore 24 alumni and members of the HHL Community were announced for membership in HHL's Chapter of Beta Gamma Sigma.

HHL named Dean Goodermote Honorary Professor for Entrepreneurship. The title Schmalenbach Scholar for the summer semester 2005 was conferred on Hannes Behacker, K16, in recognition of his academic achievements in conjunction with his outstanding commitment to student affairs and his exemplary contribution to extracurricular activities.

The Society of Friends of HHL (GdF) honoured Ulrike Killy as the top student of K14. The titles of Best Lecturer and Best Staff Members were awarded to Professor Dr. Manfred Kirchgeorg, Dr. Torsten Wulf, Andreas Wilms and Constanze Goodwin.

The special day concluded with a party at the DaCapo, an exclusive location in modern-industrial design.





# HHL Discourse on Corporate Social Responsibility

The annual HHL Discourse on Corporate Social Responsibility (CSR) took place on November 22nd, 2005 with renowned guests from the corporate, media and NGO world. Today companies are often challenged to explain their moves and decisions and not all of them are able to do this in a satisfying manner. Stakeholders, the public voice and politics expect truthful and responsible actions. Even though no one can get away with denying responsibility, it is sometimes quite difficult to determine the views and expectations of corporate social responsibility.

**Professor Dr. Andreas Suchanek**, Dow-Research Professor at HHL and Wittenberg Center for Global Ethics (WCGE), introduced the difficulties between the more measurable fields of management and the heterogeneous ideas of corporate social responsibility. However it has been proven that CSR can only be successful if it is valued as a core business in a company. It is simply not enough, if good actions hold up as an indicator for CSR. In case of Enron, the company was leading in the area of goodwill actions. It is important to live up to the real values and understand that CSR can and should work along the lines of corporate interest. A decoupled CSR approach is not going to sustain for long and finally companies have to realize that truthfulness and responsible action will only demonstrate success over time.



**Professor Dr. Heinz Klinkhammer**, member of the board of Deutsche Telekom AG and responsible for Human Resources, explained that the transformation of Deutsche Telekom from a federal enterprise, has caused a major HR challenge for the company, as it has to reduce its staff dramatically. Within the next two years, DTAG plans to reduce 32,000 jobs which also reflect the changes in the core business of the company, as technical improvements in the conventional telephone network ask for lower manpower. The fact that DTAG is looking towards five billion Euro of profit in 2005, makes it awfully hard to explain to the politics (the federal state still holds 32% of the shares) as well as the public voice that these changes are necessary for the future development of the company.



**Dr. Karen Horn**, business editor at Frankfurter Allgemeine Zeitung, analyzed the reasons for companies investing in Corporate Social Responsibility. One of the motivations is to use CSR as a marketing instrument and thus expect favourable media reports. The second reason would be an interest of the shareholders in seeing "their company" acting responsible and finally CSR enables companies to improve the general framework for their business. What is socially responsible might be comprehensible within the national borders, however standards for CSR differ upon one's origin, cultural background or moral. Therefore it is not advisable to put

up a set of rules for CSR, e.g. by the United Nations, as values differ and can not be globally imposed. Horn also asked for space in self regulation, as this is the best way to agree on values that are supported by society.



**Peter Fuchs**, World Economy, Ecology and Development (WEED), pointed out that companies like Deutsche Telekom have an interest in creating monopolies to maximize their profits. By supporting lobbying they further have an impact on decisions that might be unethical. Fuchs contributed further, that in most companies legal borders determine the actions of management rather than responsible action.

The lively interaction of the audience as well as many asked questions, indicated that the two hour discourse could only be a start into a long-lasting discussion that is required to address the many fold topics in CSR.





## Part-time MBA program at HHL successfully starts its second turn



The second Part-time MBA program at HHL – Leipzig Graduate School of Management started with 27 students on November 18th, 2005. The two-year program of management studies is especially designed for high potential, mid-career professionals seeking to enhance their careers by gaining state-of-art management knowledge. The classes, held in English, take place every second Friday and Saturday at HHL. Students in the Part-time MBA program are an interdisciplinary group of high-potential professionals working in a wide range of industries and performing a variety of business functions. The concentrated and goal oriented curriculum includes case studies

and project work and provides the opportunity for frequent interaction between students. An extensive alumni-network actively promotes establishing new business contacts. The Part-time students are about 33 years old and have an average of eight years work experience. They are currently employed at high-profile German and international firms including Porsche, B. Braun, AMD, Sachsen LB, SAP, Sparkasse Leipzig and Ferrari Germany. About one-third of the Part-time MBA students have their studies paid for by their employers. Upon successful completion of the program, graduates are awarded HHL's internationally accredited Master of Business Administration degree. Applications for the next Part-time program, that begins in November 2006, may be submitted by August 2006, at the latest. The tuition fee for the program is 25,200 Euro.

Further information about the program and admission requirements may be found at [www.hhl.de/part-time](http://www.hhl.de/part-time)

## Minister-President of Saxony visits HHL

On December 16th, 2005, Professor Dr. Georg Milbradt, minister-president of Saxony visited HHL – Leipzig Graduate School of Management to speak to HHL's Dean, Professor Dr. Hans Wiesmeth, HHL's Chancellor Dr. Andreas Schmidt as well as to the Head of the Chamber of Commerce in Leipzig, Böttger von Dittfurth, about recent developments of the business school. Certainly a lot of things have happened since the last visit of Professor Milbradt on October 2nd, 2002, when he attended the tenth anniversary of HHL as one of the honorary



guest speakers. This time the minister-president of Saxony intended to find out more about the new programs at HHL: the Master of Science in Management which will be introduced in fall of 2006 and the Part-time MBA program that started in the second turn in November 2005. The minister-president took notice of the fact that HHL was the first private business school in Germany to be accredited by AACSB in April 2004 and HHL's management confirmed that the school will continue its successful strategy "growth by quality" also in the future. For this plan new premises might be necessary as a limited number of seminar rooms, lecture halls as well as academic and administrative offices currently set a natural hurdle to grow. Professor Milbradt shared some helpful ideas on how to deal with this challenge.

## Joint Graduation of M5 and P1

The graduation of M5 and P1 in August 2005 marked a special milestone in HHL's MBA history: It was the first time, that the new Part-time MBA program finished and took part in the graduation ceremony.

17 members of P1 and 29 members of M5 celebrated their graduation at the elegant and historic Leipzig Stock Exchange – as every year, the celebration was joined by parents and friends. The ceremony commenced with welcome speeches from HHL's Dean, Professor Dr. Hans Wiesmeth, and the Academic Director of the MBA Programs, Professor Richard B. Mancke. It followed the address from Alexander von Witzleben, CEO JENOPTIK AG. After that the winners of the Schmalenbach and DAAD Scholar awards were

announced. Sebastian Weil got the Best Student award M5, Guido Schernewski was the winner of the Schmalenbach award M5. The two DAAD Scholar awards were given to Marc Schumacher, P1, and Ashish Kumar, M5, for overall academic and co-curricular achievements. In 2004 Pedro Vazquez, M4, got the 1,000 Euro DAAD Scholar award. The DAAD has sponsored foreign students at HHL with about 75,000 Euro between 2003 and 2005.





# Dean Goodermote named Honorary Professor at HHL



**Dean Goodermote**, CEO of NSI – a software company – as well as a Venture Partner at ABS Capital Partners has been teaching a course in Entrepreneurship at HHL – Leipzig Graduate School of Management since 2002. He has become some kind of an enigma at HHL, as his reputation precedes his class. To honor his commitment to HHL and his outstanding academic contribution Goodermote was officially presented with the “Honorary title of Professorship” on July 16th, 2005.

He later held various sales and marketing positions with several high-tech companies, developing a high respect for the sales force. He was also the president and chairman at MRO software, where he led the company through its IPO and secondary public stock offerings. His vast knowledge, experience and entrepreneurial spirit that thrives on change and innovation, and his quest for constantly seeking profitable business opportunities, make him an ideal professor to teach a course in Entrepreneurship.

**Goodermote** who has gained many years of senior management and leadership experience, had led a number of technology companies through their expansion stages to become very successful. He started his high-tech career as a ground floor member of a start-up PC software Company in the early 1980's.

**Students** who participate in his class get a taste of what it feels like to be an entrepreneur, even if it is only for one week. By giving birth to an idea, nurturing its development and using a “PITCH” to generate interest from venture capitalist, students learn how to create profitable business opportunities, bring them successfully to market and grow them into thriving businesses which generate wealth.

**These entrepreneurial challenges** were only one of the many interesting discussions echoed later that day, during a dinner party hosted by Dean Goodermote at the Riverboat restaurant in Leipzig. Following warm greetings from Professor Richard B. Mancke, Academic Director of the MBA Programs, and the Dean of HHL, Professor Dr. Hans Wiesmeth, Goodermote proved to everyone that he could make swift and innovative moves not only in the boardroom, but on the dance floor, as well.

## VNG Scholarship awarded to Polish student

One of HHL's main sponsors Verbundnetz Gas AG (VNG) supported a Polish student by funding the Full-time MBA program at HHL. The scholarship that was worth 20,000 Euro was given to the winner of “Grasz o staz”, the annual case challenge for Polish students organized by PricewaterhouseCoopers Poland and Gazeta Wyborcza. Out of 1,800 participating students from all over Poland Justyna Redelkiewicz from Poznan University of Economics was the winner. She also had the opportunity to do a three month internship at the

Marketing Department of VNG. “I was an exchange student at HHL in summer 2003 and have a lot of great memories of the time I spent in Leipzig. So when I heard that the winner in “Grasz o staz” would be offered a full tuition scholarship for the MBA program at HHL, I could not resist the opportunity to fulfill one of my dreams to come back to HHL.” – says Redelkiewicz.

Verbundnetz Gas AG is a gas merchant company and energy service provider in the eastern part of Germany. Its custo-

mers and partners are regional and local distribution companies, power stations and major industrial users. VNG offers highly specialist competencies in the field of energy, environment and marketing. Furthermore, VNG sends natural gas with its own net to third parties, provides gas for export and also makes it accessible at special request for Polish and Czech gas enterprises.



## Leadership with Jack Welch



A special program needs an extraordinary end – that was what HHL led to organize the Part-time MBA trip to Chicago on October 2nd to 8th, 2005. And the “Pioneers” of the Part-time MBA, P1, were very happy with this last highlight.

The five-day course led by Professor Richard B. Mancke, Academic Director of HHL’s MBA Programs, was an optimal mixture of student-led sessions ranging from professional self-assessment tests to multimedia element sessions, a workshop on practical leadership and several guest lectures and talks held at the two Campuses of Chicago University and Northwestern University.

The names of the local guest lecturers read like a “Who is Who” of Business Management: Professor John P. Gould, former Dean of the Graduate School of Business of the University of Chicago, had an exciting two-hour talk with P1 and guided the class throughout the new and fascinating campus of the school. On another occasion, the class visited the famous Kellogg School of Management at Northwestern Univer-

sity to have a lecture on marketing led by Professor Robert Blattberg. The P1 class also had the chance to meet people from the local business community: Court R. Horncastle, Vice President of GlaxoSmithKline held a terrific guest lecture on Leadership and James Stone – a local businessman – introduced P1 to the leading Chicago Business Club and talked about business opportunities in the United States.

The last day of the official part of the Part-time MBA should be the symbolic highlight of the whole two years – P1 was able to meet Jack Welch, the former CEO of General Electric, in a guest lecture and student talk at the University of Chicago. After the lecture Jack Welch discussed questions from P1 on actual challenges of Business and Leadership and signed his latest book for each member of the class.

## Scope and Strategies of Corporate Universities

On October 18th and 19th, 2005, HHL hosted a group of 30 corporate human resource managers as well as executive managers from universities for a seminar on “Advantages and Disadvantages of Corporate Universities”. The seminar was organized by HHL’s executive education subsidiary, HHL Executive, together with Campus Sapiens, a consultancy specialized in the field of training and consulting for universities. In the seminar, different organizational models of Corporate Universities (CU) were presented and discussed.

Professor Dr. Walter Zimmerli, President of Volkswagen’s AutoUni presented the most ambitious and comprehensive model of a “mobility university” offering degree and non-degree education and research on a newly built campus. Uwe Gottwald, Managing Director of DB Akademie, the CU of Deutsche Bahn gave insights into another comprehensive organizational model with its own campus at

the “Kaiserbahnhof” on site of the World Cultural Heritage of the Potsdam Castle “Sanssouci”.

On the other hand, Klaus Lieberam, Director of Lufthansa School of Business and Mario Vaupel, Director of ERGO Academy reflected on their experiences with a leaner organization of a CU focusing on the corporate HR development function as a driving force of innovation within a company. Mihajlo Kolacovic, Managing Director of Jenovation, the CU of Jenoptik, introduced a virtual platform as an outsourced solution for companies that do not want to build up own CUs.

On the whole, the seminar revealed that most of the corporate universities have undergone a period of changes and re-organization. Some CUs have closed down, others have re-opened. In 2005, 31 of the 110 largest companies in Germany maintained a CU as has been revealed by an empirical investigation presented by Matthias Klumpp, Board Member of Campus Sapiens.

A documentation of the seminar can be ordered at a price of 40,00 Euro via e-mail at [executive@hhl.de](mailto:executive@hhl.de)

*Dr. Hans Georg Helmstädter, Managing Director of HHL Executive welcomes the participants*





## Accelerate Society organizes congress on Occupational Orientation

The third student congress of the accelerate society e.V., a student initiative at HHL, took place in Leipzig on October 14th and 15th, 2005. Students from all over Germany participated in the two day event which was organized under the patronage of Dr. Thomas Fischer, the chairman of the board of directors at WestLB AG. The goal of the congress was to develop concepts

that help young adults to find the right direction after finishing school and before entering the business world.

The content of the workshop was about the cooperation of HHL with local firms in the Leipzig region within the network "Occupational Orientation for Pupils and Students". 20 students from nine different German universities and experts from BMW, BASF, the Bertelsmann Stiftung and the consultancy McKinsey worked out detailed suggestions on how to support the network.



The company representatives praised the results of the workshop.

Siegfried Ziegler, human resource manager of BMW Leipzig and co-founder of the Leipzig network was very pleased with the results. Fritz Krieg, the education manager of BASF, emphasized the responsibility of companies towards pupils and teachers. He supported the suggestions of the students to communicate job requirements with their teachers in detail and underlined the importance of doing internships and attending workshops in order to get to know companies.

The feedback of the participating students was very positive. Isabelle Lindel from Cologne was very happy with the coaching, by McKinsey: "The consultants showed us, how to structure a problem in a very short time in order to find a useful solution. Additionally, the teamwork with highly motivated students from all over Germany was a big challenge."

## New Center for Healthcare Management at HHL

No doubt, HHL's core competence lies in general management. So what can the specialized Healthcare Management Center, founded in 2005, add to HHL's portfolio?

If you ask the centers' partners and sponsors – it can do a lot in bringing these core competencies to healthcare practice: With two main sponsors and several research partners the center that has already produced results in two projects, has published five major papers and is presented with its work at the 10th MEDNET World Congress in Prague. A TV report was already broadcasted on the centers' project on Telecare for heart failure patients together with the Heart Center of the University of Leipzig. The center itself is attached to the department of Applied Economic Theory and is led by Professor Dr. Hans Wiesmeth, Dean of HHL and Dr. Christian Elsner, MD, MBA.

With its focus on topics like process-optimization, IT-supported processes and health economics the "Think Tank" has the ability to practically conduct single projects bundling up with the different chairs or practice project groups at HHL.

The main research areas of the center focus on lab diagnostics and their impact on hospital processes, on the topic of telemedicine and its practical impact and on predictive modeling for health insurances. Following the philosophy of HHL these projects always start from practical questions and as a solution not only scientific research is presented but also practical measures are implemented together with practitioners.

For HHL the center will be more than just a single specialty – the center can serve as an example for a synthesis of



scientific but very practical oriented work in a specialized sector and can attract further partners from other disciplines.

Further Information are available at [www.hhl-healthcare.de](http://www.hhl-healthcare.de)



## Online Recruiting Platform passes practice test

In July 2005, HHL's Career Service launched the online recruiting platform. The idea of compiling online Curricula Vitae (CVs) was originally promoted by a group of HHL students from K12 and K13. In 2005, the platform has been successfully implemented so that it now offers a selected number of companies online access to the CVs of HHL students. At the end of the test period in November 2005, 90 per cent of the currently enrolled students were registered and in January 2006 the MBA class, M6, will follow.

After the first four months companies and students were asked for their feedback:

### Companies' point of view

**HHL news:** *What do you think of the initiative to launch an online recruiting platform?*

**Gert Stuerzebecher, Bertelsmann AG:** We appreciate the new initiative. Not only that it helps to simplify our recruiting process, but also the platform is much easier to handle than the resume books and the data is available earlier.

**Björn Röber, goezpartners:**

It is an initiative, which strongly improves the matching of students with prospect employers; not only for job entry, but also for interns during the studies. For us it is a much more convenient instrument to identify high-calibre candidates than the yearbook has been.

**HHL news:** *How do you use the new platform?*

**Gert Stuerzebecher:** Before the company presentation at the campus we go over all CVs using different search criteria and invite students who have an appealing profile that matches our requirements as a worldwide media enterprise.

**Björn Röber:** Firstly, I scan all CVs for individuals with the right experience, skills and motivation for starting a



career within our firm. Then, I apply the "contact per e-mail" function to get directly in touch with those people.

**HHL news:** *What is of special importance in the CVs of the students?*

**Björn Röber:** The special point about the CVs within the online recruiting platform is that students point out their desired position. Thereby, I can directly figure out, whether a student is motivated to apply for the job that I have to offer.

**HHL news:** *Where do you see a need for improvements?*

**Gert Stuerzebecher:** It is one of the best recruiting platforms we have used so far and therefore I do not see any need for improvement. We are very pleased with the platform, it contains detailed information and is easy to use.

**Björn Röber:** You should keep up the quality level high by ensuring complete and up-to-date personal data.

### Students' point of view

**HHL news:** *What do you think of the initiative to launch an online recruiting platform?*

**Christian Angele, K20:** On the one hand it helps me to present myself to a number of companies without having to apply for each position separately, on the other hand I might get interns-

hip offers from firms I have not known or I was not focused on before. It is a very time efficient way to attract several companies at the same time.

**Dennis Metz, K20:** It is a great opportunity to present myself to companies.

**Robert Motzek, K17:** HHL's recruiting portal is one of the most innovative recruiting initiatives that I have ever come across. This pro-active approach of building up relationships with potential employers definitely sets a new standard in the field of recruiting.

**HHL news:** *How easy or difficult was it to fill in your data and how much time did you spend?*

**Christian Angele:** The platform has a very intuitive and easy to use design. 45 minutes are worth the investment.

**Dennis Metz:** The tool is self explanatory. I spent about two hours – including finding the most appealing way to present my past experience.

**Robert Motzek:** One of the platform's greatest advantages is its user-friendliness. In this way, HHL outperforms most of the corporate recruiting platforms that I have been dealing with lately.





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# Exchange students report

## Hong Kong, PR China University of Science and Technology

Although Leipzig is different to Hong Kong in all aspects, I did not have any problems settling in. The longer I stayed, the more I liked it. My exchange semester at HHL was a good opportunity for me to get to know the German culture, the mentality of the people, as well as the historical background of an Eastern German city.

I studied at HHL for two months. One of the reasons for choosing Germany was the language. To me, German is one of the most challenging languages, even though I only had some basic knowledge of the language when I first came to Leipzig. Taking classes and using it on a daily basis made me a little bit more fluent.

Besides studying German, I also had the chance to get to know exchange students from all over the world. As we worked together in teams, it helped me to understand how things are done in other countries and cultures. Outside the classroom we got involved in a lot of activities for cultural exchange, for instance the international party, where everyone prepared a dish from their home countries.

All in all these experience gave me a good insight into the German culture and if I had the chance I would like to come back again.

Brenda Chan



## Russia, Moscow The Russian State University of Trade and Economics

The training style and methodology at HHL are very different to my home university and so the program was particularly interesting and useful for me. HHL focuses more on teamwork, interactive lectures and presentations. I could improve my presentation skills so much. At HHL often you see students spending their nights in the library or discussing coming up presentations in the seminar room at midnight, which I found very impressive.

HHL hosts presentations by renowned companies, where students have the opportunity to become more familiar with these businesses. For me, being a part of the audience was especially useful.



Alongside studying, my exchange semester at HHL also offered me the opportunity to travel in Europe. In 2006 Germany will be hosting the World Cup with several games at the Leipzig stadium which is located opposite of HHL. I will definitely watch these games on tv in Moscow, for sure with some of my new friends from HHL. Of course, we will not only be watching the gripping matches, but also remembering great times in Leipzig.

Vera Bovkun



## USA, Hanover Tuck School at Dartmouth

My decision to study abroad grew out of a desire to increase my exposure to German business and theory, my contact with future German business leaders, and my German language skills. At HHL I was able to accomplish these things, all while learning new things and making friends. I chose HHL because of its reputation as the preeminent business school in Germany, and also because of its location in Leipzig. It was truly an amazing time to be in this city, as it undergoes so many changes while retaining its character and offering a rich history to its visitors.

As the first Tuck student to visit HHL on exchange, I hope I have treaded a path that others will follow. I found the experience in Germany to be of great importance, and not only because of my own German heritage. The country's status as the world's third-largest national economy and economic heart of Europe speaks for itself.

I will always look back fondly on my time in Leipzig and am sure that the relationships I have made here will last for years to come.

Peter Rogers



### France, Strasbourg IECS

I have always enjoyed Germany and its culture. Therefore, going to Leipzig as an exchange student was really important for me. HHL was a very good opportunity to make my wishes come true.



Going abroad for one year is always an interesting experience. Indeed, it gives the possibility to learn a lot of things like cultural aspects of the country but it also helps to learn more about oneself as well. Even coming from an European country it is a big effort to get used to a new way of living and studying. The organization of the courses is different. For instance, I have learned much about how to do a presentation

at HHL. There is also a large choice of courses in many different specializations like production or finance. Likewise, HHL provides the opportunity to attend companies' presentations and to talk to some of their representatives afterwards. Moreover Leipzig is a very attractive city for a foreign student. The school is located in the core of Europe and traveling to cities such as Berlin or Prague is easy.

Marion Fontaine

### Turkey, Istanbul Koc University

As an exchange student from Turkey, I can say that this time that I have spent in Germany was even beyond my expectations. The exchange program at HHL not only gave me the chance to get to know the German culture, but also meet many friends from different countries.

The first thing that I observed in Germany was that people are very well organized. Time management and finishing work on time is an important issue in today's fast moving world, and German people do this scheduling issue very well. Moreover they finish most of their work far ahead the deadline.

Secondly I liked at HHL the great importance of doing presentations. In most of the classes we were expected to do presentations, and I can say for sure that my presentation skills improved a lot at this time.

Evren Buyuk

### Canada, Victoria University of Victoria

In the last few months, HHL has given me the opportunity to work hard and play hard simultaneously. I have been able to take courses and work on school projects with students from Germany, the EU and other parts of the world, giving me a truly international experience. I feel this is an incredibly beneficial experience to have as I enter an internationally diverse business environment when I return home to Victoria. On top of my school studies, I have had the opportunity to experience Germany through FAUST activities, including a trip to Oktoberfest in Munich, and an International Party. I will look back on my time at HHL as a positive compliment to my business education.

Jolene Boehm

## HHL students travel the world

### Denmark, Aarhus Aarhus School of Business

The Aarhus School of Business (ASB) is a business school with university status. It offers a good variety of different courses and is specially well known for its variety of finance courses. The courses are demanding and partly given by internationally well known guest lecturers. Furthermore the exchange program is very well organized. The program started with an introduction week to get used to the study practices in Denmark and to get to know the other exchange students. The exchange program of ASB offers a good opportunity to meet a lot of students from different nations. I

would have never thought that ASB is such an international place. An office helps students from abroad with problems and arranges a lot of activities like trips and parties.



The city of Aarhus is an extremely beautiful place and offers a lot of cultural activities. Furthermore a lovely beach gives you the possibility to relax.

Sabine Jauch, K18

### USA, New York City Columbia Business School

Evacuated from New Orleans because of Hurricane Katrina, I found myself staying with friends in New York City after some days. Since it turned out that I would not be able to return to New Orleans and spend my semester at Tulane University as intended, I had to look for an alternative. That is how I ended up at Columbia Business



School, where five students displaced by Hurricane Katrina were accepted for the fall semester.

**Studying at Columbia** was a great experience. It gave me the possibility to meet and work with many interesting people who had all kinds of backgrounds, although banking is clearly over represented at Columbia. Classes focused a lot on practical issues, guest lectures, discussions and case studies. The work load was quite high, not only because of exams and group assignments, but also because of the extremely high number of recruiting events that were very important to my fellow students.



It seems to be a typical case of blessing in disguise, since I had the unique possibility to study at an Ivy League University, but I also cannot forget the disaster and the damage the hurricane did to lives and property.

Nina Schneider, K18

### New Zealand, Waikato University of Waikato

The **Waikato Management School** is considered to be the No. 1 business school in New Zealand. With the two certifications of EQUIS and AMBA and its current application for an AACSB accreditation the university is going for the "triple crown" and aiming to belong to the best 1% of business schools worldwide. This claim is justified by the good facilities provided and the excellent variety of international and experienced lecturers across all management departments.

The **management school** is located on the campus of the University of Waikato which includes a number of diffe-



rent faculties from all subjects with approximately 11,000 students. All the buildings are arranged in a park-like atmosphere which facilitates a relaxed study environment. The mixture of international and domestic students contributes to the diversity and flair on campus.

**All in all** studying at the Waikato Management School offers the chance for good academic as well as personal experiences.

Steffen Hoppe, Marcus Thieme, both K18

### Spain, Madrid ICADE

The **Universidad Pontificia Comillas** is located in Madrid, at the heart of the political, cultural and economic life of Spain, where it offers a superb variety of nightlife, culture and the Spanish way of life. Its particular style is guaranteed by a rich tradition in the humanities and teaching, backed by the recognition of the business world and the public sector. Founded in 1809 by Pope Leo XIII in Santander and transferred to Madrid during the sixties, the Universidad Pontificia Comillas incorporates the school of engineering ICAI, as well as the ICADE, which conferred degrees in Law and in Economics and Business, besides other faculties like Philosophy and Nursing.

**Although the university** incorporates 10,000 students and 650 exchange students, the ICADE processes a very familiar atmosphere. Courses are given in small groups of 20-30 students solely in Spanish and are quite similar to those at HHL. Optional courses of Spanish are given twice a week to assist foreign students to follow the classes. Exchange students can choose among

four different programs of the ICADE and can therefore opt for the best schedule and intensity of workload.

Verena Köppen, K18

### Beijing, PR China Tsinghua University

**Always being fascinated** by China's breathtaking economic development and the prevalent mix of modern and ancient Chinese culture, I was very glad getting the opportunity to spend a semester at Tsinghua University in Beijing.

**Located on several** former royal gardens of the Qing Dynasty and surrounded by historical sites in northwest Beijing, Tsinghua University is considered as one of the best universities in China. The international MBA program, in collaboration with MIT Sloan School of Management, aims to turn out high-level management talents that become active participants in the development of China's economy. Studying in such an environment was truly challenging for me, especially as class structure and workload corresponded with MIT's schedule. On the other hand, Tsinghua's reputation also facilitated to gain access to real world business practices: for example the Tsinghua open lecture series, with guest speakers such as NYSE CEO John A. Thain or AXA CEO Henri de Castries, were two of my personal highlights.

**But besides the seminars,** Beijing, as the center of the nation's politics, culture and international exchanges, offers numerous famous historical sites such as The Great Wall, The Forbidden City or the Tian'anmen Square. Walking through the city, one can see a centuries-old architectural complex standing side by side with newly-built modern-style buildings and torrents of bicycles flooding by.

Jörn Michael Andreas, K18



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## HHL Entrepreneurs on tour



Christian Fricke, Robert Motzek, Jürgen Reinholz (Secretary of Economic Affairs in Thuringia), Martin Elwert, Jakob Borgmann (from left to right)

The new KfW-Program of International Entrepreneurship at HHL creates extraordinary entrepreneurial spirit in teaching and learning. The integrated program, held by Professor Dr. Kathrin

Möslein, Chair Department of Strategic Management & Organization, offers a comprehensive elective for both the Diploma and the Masters of Science Program and seeks to provide an at-

tractive environment for those seeking to do advanced research and scholarship on entrepreneurial topics.

Four students of K17, Jakob Borgmann, Martin Elwert, Christian Fricke and Robert Motzek presented the results of their current project in “Start-up and Growth Management” at the 2005 G-Forum. Among 300 entrepreneurial researchers and practitioners they discussed their results and had the opportunity to get involved in conversations with personalities such as Dr. Dankwart Plattner, KfW-Bankengruppe, Jürgen Reinholz, Secretary of Economic Affairs, Thuringia, Professor Dr. Albert Mahringer, President and CEO of Siemens, Canada, Professor Dr. Malte Brettel, RWTH Aachen and Dr. Erik Monsen, Max Planck Institute of Economics, Jena.

More information is available at: [www.hhl-gz.de](http://www.hhl-gz.de)

## FAUST Trip to Oktoberfest

The word “Oktoberfest” sounded funny when I heard it for the first time in India! I thought that might be just a festival, which gets its name from a month. What could be so special about it? If I get time I will find out, I thought. If not, then no regrets.

Then on October, 2nd, 2005 FAUST, the initiative for foreign students at HHL, organized a trip to the Oktoberfest in Munich. Our coach left 2.00 am in the morning and arrived at about 8.30 am in Munich. Being very tired and not knowing what to expect I had my doubts if this was a good idea to come here.

We went to one of the biggest tents on the Oktoberfest called the Schützenzelt. It was a tent with a huge capacity and even then people were not finding enough places to sit down. We somehow managed to get seats on the front

benches just next to the band. And then it all started... Everywhere I saw Maß, a huge 1 liter tumbler of beer. Nearly everyone from our group ordered a Maß of beer even though it was only 9 am in the morning! Being in India, it would have been impossible to do so, but not here. We exchange students were soaking in the atmosphere, singing songs like “ein Prosit... ein Prosit... der Gemütlichkeit” and making new friends.

Even though not everyone drank beer we all had a great time. And I have noticed again how important it is for exchange students to go to local events or festivals to understand the culture of the country better. This was one experience I will not forget.

Harmeet Singh Chadha,  
Exchange Student,  
MDI Gurgaon, India





# HHL Alumni Homecoming 2005

The **2005 Alumni Homecoming** took place on the third weekend of October. The first event on the schedule was an informal come-together at the Mayersche Villa on Friday evening. The idea of this session was to exchange ideas about future perspectives of HHL and opportunities for tightening the bonds between the alumni and their Alma Mater. The Alumni association invited Professor Dr. Hans Wiesmeth, Dean of HHL, as a honorary guest to spend the evening with the former students. Professor Wiesmeth took the opportunity to introduce himself and to inform about his recent experiences and new plans.



**Quickly, a committed discussion** evolved, not only between Professor Wiesmeth and the alumni, but also among the alumni themselves. To sum up, the newly introduced Friday evening session turned out to be extremely valuable for those who participated and therefore will become a regular part of the homecoming.

**Saturday started with** a visit of the "Museum for visual arts Leipzig", which recently moved into its new, spectacular premises in the city center. After about one hour of an interesting tour we could experience the museum on our own. Some took this opportunity to walk through the halls of the museum, while others went back to HHL to attend the closing convention of HHL's accelerate society.

**In the afternoon** the official part of the HHL Homecoming 2005, the "Alumni Event" took place. The event was formally opened by Andreas Wilms, president of the board of HHL's Alumni association. Steffen Löbert gave an overview over the recent developments in Leipzig. These remarks were followed by four short presentations of HHL alumni – namely Tassilo Möschke, VNG, Frank Noack, PC-Ware, Sven Petersen, SachsenLB, and Steffen Löbert, PC-Ware – on the topic of "High potentials in Leipzig – perspectives, chances and success stories".

**All these presentations** made one thing clear: HHL provides superior education – and the chances for a challenging job in Leipzig do exist – one just has to take them! Following these presentations the general meeting of HHL's Alumni association was held. The event was closed by the speech of Martin Weiss, partner and co-founder of Solon Management Consulting, which was called "No risk, no fun: A review of 9 1/2 years of entrepreneurship".

**The speech** was extraordinary and fascinating. Martin Weiss did not only tell us about his career, but he also thoroughly elaborated on the myths of entrepreneurship. He made it very clear that there are risks out there – but that we should also see the chances.

**After an interesting day** with a lot of new insights, information and advice, everybody was invited to join the Alumni Dinner. Food and drinks were abundant thanks to the generous sponsoring of Solon Management Consulting. On Sunday morning the alumni met at the popular "Sol y Mar" for an extensive brunch. Everybody enjoyed the food and the informal conversation in a cozy atmosphere.

**This time more than 50 Alumni** participated in the Homecoming. If you are not a member of HHL's Alumni association so far, and if you would like to join, then do not hesitate to apply for membership. The HHL Alumni association is open to graduates of all programs.

Jan Schwind, HHL Alumnus, M3

## Asia Link-Project: Kick off Meeting in Shanghai



HHL – Leipzig Graduate School of Management started an international cooperation project supported by the EU in October 2005. On the initiative of Professor Dr. Manfred Kirchgeorg, Chair Department of Marketing Management, the application for the Asia

Link support program was submitted to the EU in fall 2004. The objective of the co-operation project is to develop an international curriculum for a new Executive-MBA program with the subject Trade Show Management. Both, in Europe and particularly in Asia, managers of Trade Show Management have to meet special challenges. Due to mega events such as the Expo in Shanghai and the Olympic Games in Beijing, companies will more than ever look for qualified managers organizing these and other big events.

Together with professors of the Business School in Antwerp and the School of Economics & Management of the Tongji University, the Department of Marketing Management will work on the development of a curriculum for Trade Show and Convention Management. For the kick-off meeting all project partners met in Shanghai from October 20th to 23rd at the Tongji University. Objectives, activities and schedules were successfully coordinated and Professor Kirchgeorg took also part in a meeting of an official delegation from Leipzig that was visiting the city of Shanghai at the same time. The trip included a meeting with the President of Tongji University and the vice mayor of the city of Shanghai.

## A visit to Porsche in Leipzig



**November, 14th, 2005** – a most unusual Monday with none of the M6 students of HHL complaining of Monday morning blues! The reason was simple – the much awaited Porsche trip was scheduled for the day. Ever since Professor Dr. Manfred Kirchgeorg, Chair Department of Marketing Management, announced the event way back in one of his initial marketing management classes, people have been waiting for it.

In Leipzig, the smallest independent automobile manufacturer in the world is about to move forward to an entirely new direction said Porsche AG President and CEO Dr.-Ing. Wendelin Wiedeking, who also received a honorary doctorate from HHL in April 2005. This new direction is indeed with Porsche's crown jewel a home to a production/assembly facility for the Porsche Cayenne and Carrera GT, a

modern customer centre and a test track that has been certified by the Federation Internationale de l'Automobile racing body and could become the home of a future Formula 1 race.

**Looking back** I would call it an once-in-a-lifetime experience. The car exhibition at the customer center displayed cars that have witnessed the Formula 1. It was a learning experience - call it creativity, quality, marketing or entrepreneurship.

Bidisha Chakrabarty, M6







## Leipzig Days in Krakow



Leipzig delegation at the famous Krakow Market Square

On October 2nd and 3rd, 2005, a delegation of Leipzig business men and women accompanied leading Leipzig politicians to the Polish city of Krakow to celebrate the Leipzig Days. The group was headed by the former

mayor of Leipzig, Wolfgang Tiefensee. HHL was represented by its Chancellor, Dr. Andreas Schmidt. The highly intensive program started with a visit to the current construction site of the new central station which will inte-

grate a large shopping mall. This was followed by a descent into a very old salt mine which is registered on the UNESCO World Heritage List. Approximately 150 meters below ground level is a breathtaking cathedral, shaped entirely out of salt, the white gold of the Middle Ages.

In the evening, a reception in the City Hall and dinner in the oldest restaurant of Krakow set further highlights. The second day began with a tour of a vodka distillery followed by a walk from the town hill with its historical buildings to the market place. After a stroll through the old Jewish quarter of Krakow and lunch in a Jewish restaurant, the delegation concluded its brief sojourn in Krakow, an interesting and growing city. The visit intensified the close links between Krakow and Leipzig which go back to the early 1970s.

## Executive MBA's from the Tongji University visit Leipzig

For the third time HHL hosted a delegation of Executive MBA students from Tongji University in Shanghai. The delegation visited the Leipzig Trade Fair, Siemens, the champagne producer Rotkäppchen and also attended lectures at HHL.

A special event at the beginning was an invitation of Michael Janßen, Head of Communication at BMW Leipzig, with a guided tour through the manufacturing plant. The lectures moderated by Professor Dr. Manfred Kirchgeorg, Chair Department of Marketing Management, were given by experts from science and management practitioners on different topics. Tobias Schenk from the Industrial Investment Council in Berlin, explained his motivation to promote Eastern Germany worldwide. Leo von Sahr, Head of

Deutsche Industriebank in Leipzig, held a lecture about the banking system in Germany and the finance situation worldwide. Professor Dr. Wilhelm Althammer, Chair Department of Macroeconomics, gave a lecture about the Eastern German transformation process after the reunification. Steffen Weidemann from Roland Berger Strategy Consultants presented an introduction into brand management and sales strategies.

Professor Dr. Annette Köhler, Chair Department of Accounting and Auditing, gave the participants an overview about the different accounting standards, particularly between Europe



and the United States of America. At the end of the four days Professor Dr. Manfred Kirchgeorg held two lectures on strategies of the Automotive Industry and how Trade Fairs influence the sales strategy, followed by Uniplan's Dagobert Hartmann, who held a lecture about key success factors for the design a special event.



## The Challenge 2005



Winner team from  
Glasgow's Strathclyde School of Business

**The Challenge 2005**, which was held entirely in English, took place on November 25th, 2005, and focused on DHL's strategic decision to relocate its European aviation hub to the Leipzig/Halle airport. Schools from thirteen European countries were invited to enter the competition at HHL – Leipzig Graduate School of Management.

**The relocation of the DHL aviation hub** to Leipzig/Halle is a great progress for the region and provides a major poten-

tial for gathering innovative conceptions. The highly effective topic that is not only interesting for local students. Student groups from 80 European business schools applied for participation and only the best teams were selected by academic and professional experts to compete with the HHL team in Leipzig. The final list featured winner teams from Scotland, France, Poland, Denmark, India and of course Germany.

**The participating teams** had two weeks time to solve the case and prepare a presentation before arriving in Leipzig on November, 25th, 2005. After the official opening speeches by HHL's Dean, Professor Dr. Hans Wiesmeth, and the sponsors, the second case was handed out to the students. With a time frame of ten hours the students had to solve a problem on site – real life time pressure and a true challenge as all the participants agreed on.

**The next day**, after only a handful of relaxing hours, the teams presented

their results to a truly professional jury. Among them were Michael Reinboth, CEO of DHL HUB GmbH, Günther Illert of Capgemini, officials from regional authorities as well as Professor Dr. Manfred Kirchgeorg, Chair Department of Marketing Management at HHL and Dr. Stefan Spinler, Deputy Chair Production Management at HHL.

**After prolonging** their judging time twice and being impressed by the good results, the jurors then stepped in front of the thrilled crowd and awarded the most coherent and practical concept that was nominated with 1,500 Euro. Glasgow's Strathclyde School of Business finished first followed by GISMA Business School in Hanover.

**The Challenge 2005**, that was originally set up to promote cultural diversity and to augment the school's international reputation by HHL's MBA students, proved again in 2005 to be a highly successful event.

## II. Future Executive Wandern 2005

The second Future Executive Wandern (FEW), was held in Austria in July, 2005. Again a group of about a dozen former, recent and future MBA students met to spend one extensive weekend in the Tirol Alps. The event – first held in 2004 – proved to be one of the best and sustainable networking events of HHL's MBA program. Most of the participants in 2004 – spread all across Europe, throughout various industries and professions – attended the now traditional event. Also we were very proud to have three different MBA classes joining, enlarging our network throughout the program. With Rolf Illenberger we had even a future MBA student and Markus Puttlitz, who started the MBA at HHL before joining INSEAD still keeping close contact with his former classmates.

Two days of fun and hard work started with a reunion in Munich. The prearranged hotel and the next morning Biergarten-breakfast appealed to everyone. All pain was easily forgotten when the untold stories were shared during a rustic dinner in the mountain shelter. Within the evening good advice reached the newer MBA students from the alumni. In one sentence, the FEW was again a huge success tying the group even closer together. In the end we were sadly leaving each other knowing the third FEW will not be before summer 2006.

Daniel Gollmann, HHL Alumnus, M4



2nd row (l. to r.): Leif Cropp (M4), Ulrike Schneider (M4), Rolf Illenberger (M6), Marcus Puttlitz (M4), Thomas Ludwig (M4), Bodo Marr (M4), Frank Prousa (M5); 1st row (l. to r.): Sebastian Weil (M4), Daniel Gollmann (M4), Alexander Heil (M4)



## HHL offers MBA Trial Courses

Starting in the year 2006, the MBA Program of HHL offers the possibility to interested individuals to join “trial” courses of the program. With this opportunity HHL responds to a growing interest of potential applicants to its MBA Programs as well as corporate HR Development managers to experience and test the MBA Programs of HHL. Within the first half a year of 2006, a limited number of qualified participants can join one of the courses listed.

The prices of the trial courses will be 500 Euro per day. If you are interested in taking part in one of these courses and for further information please contact:

Petra Spanka  
Executive Director MBA Program  
Phone: +49-341-9851-734  
e-mail: petra.spanka@hhl.de

DATE	COURSE	INSTRUCTOR
FEBRUARY 17-18	Managerial Economics	Professor Dr. Andreas Suchanek
MARCH 3-4	Marketing	Professor Dr. Manfred Kirchgeorg
MARCH 17-18	Marketing	Professor Dr. Manfred Kirchgeorg
MARCH 31, APRIL 1	Marketing	Professor Dr. Manfred Kirchgeorg
APRIL 7-8	Financial Management	Professor Dr. Bernhard Schwetzler
APRIL 22	Leadership	Professor Dr. Richard Mancke, Ph. D. Guestspeaker Professor Dr. Menno Harms, former CEO of Hewlett Packard
APRIL 22	Managerial Economics	Professor Dr. Hans Wiesmeth
MAY 5	Leadership	Professor Dr. Richard Mancke, Ph. D. Guestspeaker Professor Dr. Kurt Biedenkopf, former Minister-President Saxony
MAY 6	Financial Management	Professor Dr. Bernhard Schwetzler
MAY 19	Managerial Economics	Professor Dr. Hans Wiesmeth
MAY 20	Financial Management	Professor Dr. Bernhard Schwetzler
JUNE 2	Leadership	Professor Dr. Richard Mancke, Dr. Stefan Spinler
JUNE 3	Financial Management	Professor Dr. Bernhard Schwetzler
JULY 14-15	Financial Management	Professor Dr. Bernhard Schwetzler
JULY 28-29	Managerial Economics	Professor Dr. Andreas Suchanek

## Oxford meets HHL

In early November 2005 a link was established between HHL – Leipzig Graduate School of Management and the Said Business School (SBS), University of Oxford by the new Chair of Strategic Management and Organization, Professor Dr. Kathrin Möslein.

Dr. Ian Kessler, lecturer at SBS and Fellow at Templeton College, delivered a module on human resource management to students of the Diploma program. The approach adopted, both in terms of course content and teaching style, drew upon that used at Oxford. Students covered a range of topics from a theoretical and practical perspective, looking at strategic human resource management, rewards, communication, managing

diversity, organizational, culture and trade unions. There were lively discussions on a range of issues related to lectures and cases.

HHL was delighted to experience the Oxford style of teaching and learning and hopes to welcome Ian Kessler again in 2006.

Professor Dr. Kathrin Möslein, Dr. Ian Kessler and students from K 19





## New Approach to analyze Corporate Brands

The Department of Marketing Management at HHL initiated a new cooperation on corporate branding with the market research company TNS Infratest Bielefeld and the brand consultancy Publicis Sasserath. An empirical study founded on the broad knowledge of all cooperation partners will bring new insights about the stakeholder-specific effects of corporate brands. In order to reach this purpose, a survey of seven important current and potential stakeholder groups will be conducted. As a partial result, it will provide details about the relevance of different image dimensions of a corporate brand. Additionally, a generic model for the controlling, evaluation and management of corporate brands, which can also be applied to other corporations, will be developed, based on the empirical results of the survey. The integration of the communication-based network connections between different stakeholder groups, based on a social network approach can be considered

as a significant progress in scientific research. Publications with the detailed results and the comprehensive stakeholder model are targeted to researchers as well as practitioners and can be expected during 2006.



## Marketing Strategy for the European Market


One of HHL's learning paradigms is to apply theoretical models and frameworks on business world challenges in the class room. So this term again, the joined execution of the Procter & Gamble Marketing Strategy Case on Charmin's market entry in Germany, Austria and Switzerland has been an interesting lesson to the students of the Marketing Strategy course. Five groups of students were asked to analyze the current toilet tissue market situation, define psychographic and economic goals and to develop a sound market entry strategy for the countries selected. Answers had to be found to questions, such as "Which branding strategy would be appropriate in this situation?" or "Which mix of marketing instruments would you apply in case of a launch?" During a final presentation every group had to present its solutions to a jury of Procter & Gamble executives. Altogether the lesson gave a very valuable insight into the world of marketing business. Furthermore, the students had the chance to learn from the attending professionals during a final case discussion.

## First international Handbook on "Trade Show Management"

After the successful introduction of the German handbook on Trade Show Management in 2003, the English edition of the book was published in October 2005. More than one year Professor Dr. Manfred

Kirchgeorg, Chair Department of Marketing Management, and his team prepared the editing of the English version. 79 international experts of science and practice helped to make

the book possible. It is the first compendium on Trade Show Management worldwide, which gives an extensive overview concerning problems in Trade Show Management. In many countries around the globe, trade shows and exhibitions are one of the most important sales and communication tools. The new book on Trade Show Management provides an indepth insight into aspects of this fascinating topic, seen from the angle of scientists, trade show organizers, exhibitors, associations and trade show service providers. From the 18th to the 21st of October 2005 the book was presented to trade show experts at the 72nd UFI Congress in Moscow. Further information is available at [www.trade-showmanagement.com](http://www.trade-showmanagement.com).



*"Trade Show Management offers a comprehensive and detailed insight into the nature of Trade Show Management today. It is an eminently readable book, a rich source of information and hands-on knowledge that is suitable for experts and 'outsiders' alike."*

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## Awarded Doctoral Degrees

06/2005 Peter Nischalke  
**Die Organisation wachsender Unternehmen**

Department of Strategic Management and Organization

06/2005 Andreas Scharff  
**Kundenabwanderung bei Übernahmen und Fusionen aus Kundensicht**

Department of Marketing Management

07/2005 Anna Holzner  
**Nutzenorientiertes Pricing von Messeleistungen**

Department of Marketing Management

10/2005 Susanne Dröge  
**Linkages between Trade Policy and Environmental Policy**

Department of Macroeconomics

10/2005 Marcel Engh  
**Markenmanagement für Pop Music**

Department of Marketing Management

10/2005 Tim Habermann  
**Integrationsstreiber in der Leistungserstellung**

Department of Strategic Management and Organization

## Talks at Conferences

Professor Dr. Manfred Kirchgeorg  
**Automotive Cluster Ostdeutschland – Verbundinitiative neuer Generation**

9. Dresdner Leichtbausymposium 2005, Dresden, June 16th, 2005

**Ecological Discontinuities and Sustainability Management**

Conference of the Academy of Management, Honolulu, USA, August 10th, 2005

**Neueste Entwicklungen und Konzepte des Automotive Cluster Ostdeutschland**

1. Netzwerktreffen der regionalen Kompetenzpartner für Wirtschaftsförderung, Vattenfall Europe, Berlin, September 30th, 2005

**Moderation of the 49th Conference on “Corporate Social Responsibility”**

Wissenschaftliche Gesellschaft für Unternehmensführung und Marketing e.V., Gütersloh, October 14th, 2005

Professor Dr. Annette G. Köhler  
**Aktuelle Corporate Governance – Entwicklungen in Deutschland – Auswirkungen auf Rechnungslegung und Wirtschaftsprüfung**

13. Siegener Kolloquium für Rechnungslegung, Prüfungswesen und Steuerlehre, Attendorf-Niederhelden, September 23rd, 2005

**Discussion of the paper „Auditors perceived reputation - modelling the effects of shredded reputation events”**

3rd EARNet Symposium (European Auditing-Research Network), Amsterdam, Netherlands October 28th-29th, 2005

Christian Lazar

**Corporate Governance Project Workshop/ National Bureau of Economic Research (NBER)**

Harvard University, Boston, USA, July 28th-29th, 2005

Christian Lazar, Marc Steffen Rapp, Andreas Wilms

**Ph.D. Seminar (universitätsübergreifendes Doktorandenseminar des Hypo Vereinsbank-Stiftungsfonds)**

Humboldt University Berlin – School of Business and Economics, October 21st-22nd, 2005

Professor Pierfrancesco La Mura, Ph.D.

**Correlated equilibrium with quantum signals**

Stochastic Methods in Game Theory, Erice, Italy, October 25th-3rd, 2005

Professor Dr. Kathrin Möslein

**Key note speech at the TUM Business Alumni Conference**

Munich, October, 2005

Marc Steffen Rapp

**Workshop “Finanzierung und Steuern”**

University of Hanover, June 11th, 2005

## Participation in Conferences

Lars Fiedler

**9th International Conference on Corporate Reputation, Image Identity, and Competitiveness**

May 19th-22nd, 2005, Madrid, Spain

Ronny Gebhardt

**59. Deutscher Betriebswirtschaftler-Tag “IFRS in Rechnungswesen und Controlling”**

September 26th-27th, 2005, Frankfurt/Main, Germany

Elmar Günther, Marcela Parodi

**Forschungstagung Marketing an der Universität Trier**

October 28th-29th, 2005, Trier, Germany

Professor Dr. Manfred Kirchgeorg  
**Jahrestagung des Verbandes der Hochschullehrer**

June 2005, Kiel, Germany

Professor Dr. Manfred Kirchgeorg  
**Brand Evaluation Forum**

June 17th, 2005, Frankfurt, Germany

Professor Dr. Annette G. Köhler  
**76. Sitzung des Arbeitskreises „Externe und Interne Überwachung der Unternehmung“ der Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.**

September 30th, 2005, Bernried, Germany

Professor Dr. Annette G. Köhler, Ronny Gebhardt, Jan Mauelshagen  
**Doctoral seminar together with the University of Ulm**

September 12th-13th, 2005, Jungholz, Austria

Professor Dr. Annette G. Köhler, Jan Mauelshagen

**3rd EARNet Symposium (European Auditing Research Network)**

October 28th-29th, 2005, Amsterdam, Netherlands

Professor Pierfrancesco La Mura, Ph.D.  
**Risk, Uncertainty and Decision 2005 Conference**

June 22nd-24th, 2005, Heidelberg, Germany

Professor Dr. Arnis Vilks  
**Belief Change in Rational Agents: Perspectives from Artificial Intelligence, Philosophy, and Economics**

September 7th-12th, 2005, Schloss Dagstuhl, Germany

Professor Dr. Hans Wiesmeth  
**Developing Tomorrows Leaders: What Businesses Really Need**

AACSB International Conference December 4th-6th, 2005, Atlanta, USA

**publications**

Professor Dr. Manfred Kirchgeorg  
**Prävention und Eindämmung von Ad-hoc-Risiken durch ein strategisches Management von Stoffkreisläufen**  
in: Management von Ad-hoc-Risiken, Hrsg. Burmann, Chr., Freiling, J., Hülsmann, M., Wiesbaden 2005, p. 269-290

Professor Dr. Manfred Kirchgeorg  
**Marktforschung, Kunden- und Konkurrenzanalyse - Gewinnung der marktorientierten Basisinformationen für den Innovationsprozess**  
in: Handbuch Produktentwicklung, Hrsg. Schäppi, B., Andreasen, M.M., Kirchgeorg, M., Radermacher, F.-J., Vienna, Austria, Munich 2005, p. 141-168

Professor Dr. Manfred Kirchgeorg  
**Marketingprozesse**  
in: Handbuch Produktentwicklung, Hrsg. Schäppi, B.; Andreasen, M. M.; Radermacher, F.-J., Vienna, Austria, Munich 2005, p. 699-723

Professor Dr. Manfred Kirchgeorg  
**Identitätsorientierter Aufbau und Gestaltung von Regionenmarken**  
in: Markenmanagement, 2. Aufl., Hrsg. Meffert, H., Burmann, Chr., Koers, M., Wiesbaden 2005, p. 589-617

Professor Dr. Manfred Kirchgeorg  
**Auslandsmessen öffnen die Tür für internationale Geschäfte**  
in: Absatzwirtschaft, 48. Jg. 2005, Nr. 10, p. 96-97,

Professor Dr. Manfred Kirchgeorg  
**Lockmittel**  
in: Financial Times Deutschland, Beilage „enable“ Nr. 10, 2005, p. 18-19

Professor Dr. Manfred Kirchgeorg,  
Werner M. Dornscheidt, Wilhelm Giese, Norbert Stoeck (Eds.)  
**Trade Show Management - Planning, Implementing and Controlling of Trade Shows, Conventions and Events**  
Wiesbaden 2005

Prof. Dr. Manfred Kirchgeorg,  
Dr. Oliver Klante  
**Ursachen und Wirkungen von Markenerosion**  
in: Moderne Markenführung, Hrsg. Esch, F.-R., 4. Aufl., Wiesbaden 2005, p. 329-350

Professor Dr. Manfred Kirchgeorg,  
Professor Dr. Monika Winn  
**Herausforderungen an das Nachhaltigkeitsmanagement bei zunehmenden ökologischen Diskontinuitäten**  
in: Management von Ad-hoc-Risiken, Hrsg. Burmann, Chr., Freiling, J., Hülsmann, M., Wiesbaden 2005, p. 245-268

Professor Dr. Annette G. Köhler  
**Audit Committees in Germany – Theoretical Reasoning and Empirical Evidence**  
in: Schmalenbach Business Review 2005, Vol. 3, p. 229-252

Professor Dr. Annette G. Köhler,  
Professor Dr. Kai-Uwe Marten  
**Diskussionsstand der IFRS-Konversion nicht kapitalmarktorientierter Unternehmen in Deutschland – Empirischer Befund –**  
in: IFRS für den Mittelstand?, Tagungsband zur Fachveranstaltung des Ulmer Forums für Wirtschaftswissenschaften (UFW) e.V., Hrsg. Marten, K.-U. / Quick, R. / Ruhnke, K., Düsseldorf 2005, p. 1-29

Professor Dr. Annette G. Köhler,  
Professor Dr. Kai-Uwe Marten  
**Abschlussprüferaufsichtskommission**  
in: Die Betriebswirtschaft 2005, Vol. 4, p. 427-429

Professor Dr. Kathrin Möslein  
**Der Markt für Managementwissen**  
Gabler Verlag, Wiesbaden 2005

Professor Dr. Kathrin Möslein,  
Ralf Reichwald, Jörg Siebert  
**Leadership Excellence: Learning from an Exploratory Study on Leadership Systems in Large Multinationals**  
in: Journal of European Industrial Training (JEIT), 3, 2005, p. 184-198

Professor Dr. Kathrin Möslein,  
Ronald J. Ferguson, Michèle Paulin,  
Christina Müller  
**Relational governance, communication and the performance of biotechnology partnerships**  
in: Journal of Small Business and Enterprise Development (JSBED), 3, 2005, p. 395-408

Professor Dr. Kathrin Möslein  
Frank Piller, Petra Schubert,  
Michael Koch  
**Communities for Co-Design: Customer Collaboration as an Enabler of Mass Customization**  
Full paper, Annual Conference of the Academy of Management, Honolulu, USA, 2005

Professor Dr. Kathrin Möslein,  
Christoph Berger, Frank Piller,  
Ralf Reichwald  
**Co-designing modes of Cooperation at the Customer Interface: Learning from Exploratory Research**  
in: European Management Review, 2, 2005, p. 70-87

Professor Dr. Kathrin Möslein,  
Michael Koch  
**Identities Management for E-Commerce and Collaboration Applications**  
in: International Journal of Electronic Commerce (IJEC), 3, 2005, p. 11-29

Professor Dr. Kathrin Möslein,  
Frank Piller, Petra Schubert,  
Michael Koch  
**Overcoming Mass Confusion: Collaborative Customer Co-Design in Online Communities**  
in: Journal of Computer Mediated Communication (JCMC), Vol. 10, 4, 2005

Professor Dr. Kathrin Möslein,  
Natasha Munshi, Adegoke Oke,  
Phanish Puranam, Maria Stafylarakis,  
Steve Towells, Andy Neely  
**Leadership for Innovation**  
Summary Report from an AIM Management Research Forum, London, UK, 2005



## New ways to customers

Professor Dr. Kathrin Möslein,  
Pierpaolo Andriani, Calvin Jones,  
Markus Perkmann, Lisa De Propriis,  
Vania Sena, Rick Delbridge,  
Andy Neely

### Challenging Clusters: The Prospects and Pitfalls of Clustering for Innovation and Economic Development

Summary Report from an AIM Management Research Forum,  
London, UK, 2005

### Die Anpassung von Optionsbedingungen bei Kapitalerhöhungen – Diskussion am Beispiel europäischer Kaufoptionen

in: BankArchiv, Zeitschrift für das gesamte Bank- und Börsenwesen,  
Vienna, Austria, 53. Jg., p. 691-701.

A new survey “UNIPLAN LiveTrends 2005/2006” was conducted by the Department of Marketing Management at HHL in cooperation with UNIPLAN International GmbH & Co. KG. The most current results regard the suitability of communication instruments in the customer relationship process. The study provided detailed results for optimizing Live Communication instruments and trade fair concepts of a new generation.

398 marketing managers of leading companies in nine selected industries in the area Marketing and Communication were interviewed. The results of this survey provided marketing managers with the following:

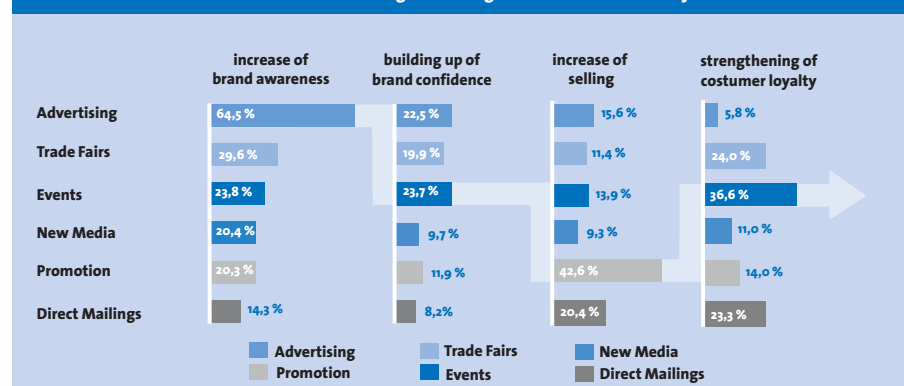
- Information about trends for the strategic adjustment of communication activities.
- Important benchmark information that is both cross-industry and industry-specific for the planning of brand communication.
- Assistance for the optimization of the employment of Live Communication instruments in the customer relations cycle.

Today it is more important than ever to differentiate from competitors. The classic objectives such as increasing of brand awareness, building up brand confidence, increasing sales and strengthening customer loyalty are still present. But there is a new challenge which is often easily overlooked by existing structures and ways of thinking. It is the variety and possibility of communication instruments that can be used. Therefore, the question which instrument is suitable for which objective, is becoming more important.

The survey analyzes the efficiency of communication instruments in different stages of the customer relationship process. Advertising for instance can be used for increasing the brand awareness but is not suitable for strengthening customer loyalty.

Events and Trade Fairs are suitable for initial contacts, for building up confidence and customer loyalty. These instruments advance to all-round instruments in the customer relations cycle. The results will be documented extensively in working papers and articles.

“How far are the following communication instruments most suitable for your company or its range of business to reach the following marketing and communication objectives?”





## practical projects BWL

### DEPARTMENT OF ACCOUNTING AND AUDITING COST ACCOUNTING AND PRICE SETTING FOR VARIOUS CUSTOMERS OF THE TUI VERTRIEB & SERVICE GMBH

Partner: TUI Vertrieb & Service GmbH

TUI Vertrieb & Service GmbH, a specialized subsidiary of TUI, plays an important service role within the company's value chain. Sales, logistics and flight services are the main business pillars of this company. The sales department mainly consists of a call center that answers incoming calls of TUI and its subsidiaries from travel agencies. The aim of the practical project was the development of an appropriate cost accounting and price setting system for the call center. Additionally, a reporting system with performance figures was created to amend the developed system. Achieving that goal means to allocate all costs properly to the customers and derive possible prices. Afterwards appropriate performance figures can be deduced by identifying important cost drivers and influences on the price setting.

### DEPARTMENT OF ACCOUNTING AND AUDITING DEVELOPMENT OF A MARKETING PLANNING AND CONTROLLING TOOL

Partner: Vita 34 AG

In this project students were cooperating with "VITA 34 AG", a biotech Start-up located in Leipzig that specializes in the preparation and the storage of umbilical cord blood. Stem cells which are extracted out of this blood can be used for diverse medical therapies (e.g. cancer treatment or regenerative medicine). The aim of the practical project was the development of a marketing planning and controlling tool. To achieve this goal different marketing measures and their effects on customer inquiries as well as sales had to be analyzed retrospectively. The Chair of Accounting and Auditing greatly appreciated the financial support of this project by the society "Gesellschaft der Freunde der HHL e.V."

### DEPARTMENT OF FINANCE DEVELOPING A FINANCING CONCEPT FOR THE EDIFICIAL RECONSTRUCTION OF A PUBLIC SCHOOL

Partner: Wilhelm-Ostwald-Gymnasium,  
Leipzig

The Wilhem-Ostwald-Gymnasium is one of few grammar schools in Germany specializing in mathematics and natural sciences. Its pupils regularly take part in national and international competitions and often return decorated with awards and prizes. However, the premises, in which the school is located, are in a bad state and need reconstruction. Due to the tense budgets of the city of Leipzig, which is responsible for the premises, the headmistress of the school considers alternative forms of financing. Therefore, the goal of the project was to develop a financing concept for the necessary reconstruction works, which will approximately amount to nine million Euro.

### DEPARTMENT OF MARKETING MANAGEMENT BRAND MANAGEMENT CONCEPT FOR KINOWELT'S DVD LABEL "ARTHAUS"

Partner: Kinowelt AG

Movies like "Million Dollar Baby" and "The Graduate" are designed for a special audience, that likes to be entertained with content other than the mainstream. Many movies of this kind are offered by "Arthaus", a label of Leipzig's Kinowelt AG. To further encourage the success of this niche, the movie provider decided to rethink its current marketing and branding strategy. The students' task was to consult Kinowelt on developing a brand management concept for these movies, which, in case of a success, are going to be introduced country-wide. In doing so a decision-oriented marketing approach will be applied to ensure applicable results for Kinowelt.

### DEPARTMENT OF SUSTAINABILITY AND GLOBAL ETHICS THE LONG WAY TO FAIR CLOTHING

Partner: Gesellschaft für technische Zusammenarbeit (GTZ)

During a practical project in co-operation with the "Gesellschaft für

technische Zusammenarbeit" (GTZ), HHL students evaluated the economic effects of improved social standards in textile-manufacturing countries on the German apparel industry. As a key result the project clarified that the way to acceptable labour conditions around the world is still long and can best be mastered by working on a common perception of all parties about the situation and a realistic consensus about achievable goals and milestones.

## Guest Professors in winter semester 2005/06

**Professor Arshad Ahmad**  
Concordia University Montreal, Canada  
Finance

**Professor Dr. Harald Hungenberg**  
Universität Erlangen/Nürnberg  
Managing Global Corporate

**Dr. Ian Kessler, BA, MA, Ph.D.**  
Said Business School & Templeton  
College, University of Oxford  
Human Resource Management

**PD Dr. Peter Kesting**  
HHL – Leipzig Graduate School of  
Management  
Entrepreneurship

**Dr. Eric Monsen**  
Max Planck Institute of Economics, Jena  
Start-up and Growth Management

**PD Dr. Frank T. Piller**  
MIT Sloan School of Management,  
Cambridge  
Strategic Management and Organization

**Professor Robert Rickards, Ph.D.**  
Fachhochschule Harz  
Financial Accounting, Cost Accounting

**PD Dr. Dr. Helmut Schneider**  
Westfälische Wilhelms-Universität  
Münster  
Marketing Management

**Dr. Niklas Wagner**  
TUM Business School, Munich  
Entrepreneurial Finance

**Dr. Thorsten Wulf**  
ENPC Paris  
Management of Organization





## Guest Lecturers in winter semester 2005/06

**Professor Dr. Jürgen Althans**  
Gruner & Jahr, Hamburg

**Mathias Aschenbrenner**  
Procter & Gamble, Frankfurt

**Dr. Carsten Bartsch**  
Weserbergland AG, Hameln

**George L. Brenninkmeijer**  
Business Angel Club, Berlin

**Ian Diamond**  
Independent Management Advisor,  
London, UK

**Dr. Marcel Engh**  
Sony BMG Music Entertainment,  
London, UK

**Erwin Gabler**  
International Consultant and  
Entrepreneur, Wolfboro, USA

**Dr. Heino Faßbender**  
McKinsey & Company  
Frankfurt/Main

**Karen Florschütz**  
Siemens AG, Munich

**Tjark Freundt**  
McKinsey & Company, Berlin

**Gerrit Heimberg**  
Volkswagen AG, Wolfsburg

**Dr. Reinhard Katz**  
BASF AG, Ludwigshafen

**Dr. Oliver Klante**  
Otto Group, Hamburg

**Holger Linn**  
Capiton AG, Berlin

**Michael Petersen**  
Spreadshirt GmbH, Leipzig

**Alec Rauschenbusch**  
Grazia Equity GmbH, Stuttgart

**Julia Schmid-Schönbein**  
Deutsche Bahn AG, Berlin

**Helmut Schönenberger**  
UnternehmerTUM GmbH, Munich

**Marc Schumacher**  
E. Breuninger GmbH & Co,  
Stuttgart

**Hans H. Steinbeck**  
IBM, Stuttgart

**Christopher R. Tunnard**  
Independent Management Advisor,  
Boston, USA, London, UK

## AOM Symposium on Ecological Discontinuities

The impact of ecological discontinuities become apparent in New Orleans and Florida as well as in other parts of the world. The Department of Marketing Management chaired by Professor Dr. Manfred Kirchgeorg deals with the analysis of increasing impacts of these discontinuities on customer behaviour and marketing. Together with colleagues and managers from Canada, Australia and the



USA Kirchgeorg organized a symposium themed "Terrorism, climate change and managing discontinuities in the 21st century" at the yearly conference of the Academy of Management in Hawaii. Chair and discussant was Professor Andrew Van de Van from the University of Minnesota. The speakers at the symposium made clear that companies have to cope with massive discontinuities caused by terrorism and increasing climate extremes in the next decades. Based on system-theoretical models, theories of organizational change, risk management approaches and interdisciplinary research of panarchy models, central influencing factors and prevention actions for the management of discontinuities were developed. Not only researchers, but also practitioners like Bruce Sampson, Sustainability Manager of BC Hydro in Canada, reminded that nowadays companies have to deal with these new management challenges. When the symposium took place the destructions of hurricane "Katrina" in New Orleans were not conceivable.

## Start-up Forum of VIEW in Leipzig

On November 29th, 2005 interested business founders, entrepreneurs, consultants and other service providers had the opportunity to join the 41st Start-up Forum of VIEW. The successful event was presented by Professor Dr. Bernhard Schwetzler, who is the founder and chairman of the "Association for Innovation, Business Start up and Growth" (VIEW). Oliver Bücken was invited as a guest speaker and presented "Unternehmer TUM – das Zentrum für unternehmerisches Denken und Handeln an der Technischen Universität München". Afterwards the HHL students Jakob Borgmann, Martin Elwert, Christian Fricke, and Robert Motzek presented their project "HHL Gründerzentrum". The idea of a "Gründerzentrum" was developed

during a seminar at the Department of Strategic Management and Organization. Finally two HHL students, Sebastian Paal and Dennis Born, presented their Start-up named "Baella Consulting". For more information, please, visit [www.baella.com](http://www.baella.com).

### CONTACT:

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[www.hhl.de/view](http://www.hhl.de/view)





## GdF Regional Award conferred to student group and Marketing Management Department

The Society of Friends of HHL (GdF) awarded its annual "Regional Award" to the student group *sife@hhl* and to HHL's Department of Marketing Management. The award consists of a certificate and a prize of 500 Euro. It was conferred by GdF-President Professor Dr. Hans Göschel on the occasion of HHL's Community Meeting on November 22nd, 2005. GdF's "Regional Award" recognizes extraordinary contributions by students, faculty and staff of HHL to the well-being of Leipzig and the Leipzig region, Göschel explained.

*sife@hhl* is a student group which reaches out to the local community by leveraging on skills and knowledge acquired at HHL. *sife@hhl* projects include introductory courses on business administration, economics, and business ethics for Leipzig high-school students and an analysis of the sponsor structure for the local soccer club FC Sachsen.

The award was also conferred to HHL's Marketing Management Department for promoting the organization of the clustering process in the "Mitteldeutschland" region. Under the leadership of Professor Dr. Manfred Kirchgeorg, the organization developed the model of the clustering process for the regional marketing group (Regionen-

marketing Mitteldeutschland) and the "Automotive Cluster Ostdeutschland" (ACOD). Kirchgeorg is also an academic member of the board of the automotive cluster and the cluster council of regional marketing.

Göschel also announced that GdF financially supported two other projects at HHL in 2005. One is a student consulting project supervised by HHL's Department of Accounting and Auditing in cooperation with VITA 34, a Leipzig biotech start-up company. VITA 34 specializes in the extraction and storage of umbilical cord blood. In the future, this blood will be used for diverse medical therapies cancer treatment or regenerative medicine. The students developed a performance measurement system for the company's marketing function.

The second project is the establishment of a privately operated children day care center in Leipzig. The association's head Jörg Wolf, deputy of IT at HHL, received funds, that will be used for a comprehensive business plan for a new day care model for children. Both the regional award and the funding of projects are ongoing concerns of The Society of Friends. Suggestions for the regional award and applications for funding as well as requests for more detailed information on the requirements should be directed to:

Dr. Judith Marquardt  
Executive Assistant  
Tel.: + 49-341-9851-623  
e-mail:  
[judith.marquardt@hhl.de](mailto:judith.marquardt@hhl.de)

## New team members in Marketing, PR and TQM

Susanne Fechner, M.A. and Eileen Klötzer, M.A. joined HHL in September 2005 to support the Marketing, PR and TQM team in marketing activities and communication. They are involved in organizing media relations, editing the HHL news and managing internal and external events. Within their time as



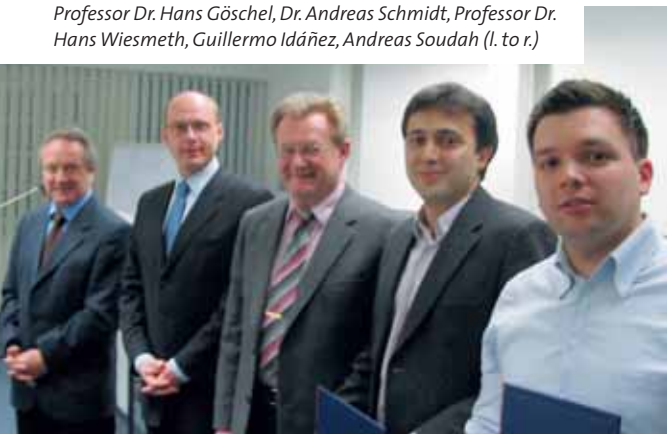
maternity cover both will be intensively involved in promoting the big success of HHL. Fechner started her professional career at MDR Leipzig and as a trainee at TBWA/PR

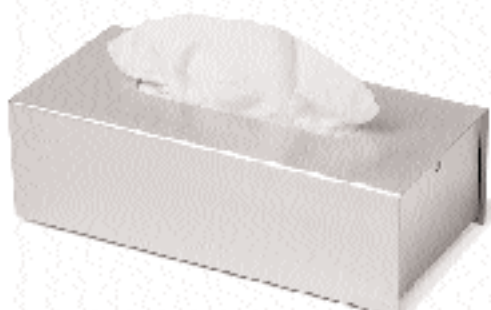
Munich – one of the biggest network agencies. Working as a public relations consultant Fechner specialized on PR for fashion, food and sports. In 2002 she finished her studies of History of Art and Journalism at the University of Leipzig and Bologna/Italy.

Eileen Klötzer gained international experience by working as a PR and Marketing executive at Allied Computer Industries plc and OnSpeed in London. Within these roles Klötzer intensively specialized on IT PR and Marketing and was responsible for the UK and German markets. In 2002, she successfully finished her studies of Cultural Studies and Media Science at University of Leipzig. Additionally Klötzer was involved in different projects for instance at the Design Museum London.



Professor Dr. Hans Göschel, Dr. Andreas Schmidt, Professor Dr. Hans Wiesmeth, Guillermo Idáñez, Andreas Soudah (l. to r.)





Leider haben wir in diesem Quartal  
nur 24 offene Stellen.

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ZUKUNFT DIE IMPULSGEBER VON MORGEN.**

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### A New Team – Department of Strategic Management and Organization



In September 2005 Professor Dr. M. Kathrin Möslin joined HHL – Leipzig Graduate School of Management as the new Chairholder of the Department of Strategic Management and Organization. In addition to Dipl.-Kffr. Juliane Schneider, who already has more than two years experience as research associate at the department, two new members strengthen the team: Dipl.-Ing.-Ök. Christine Gille and Dipl.-Kfm. Emilio Matthaei.

With Professor Möslin HHL wins a dedicated scientist. She has been researching, teaching and consulting in the field of strategic leadership and innovation since the early 1990s. Her current research focuses on organizational change, corporate innovation and leadership

development. She has extensive teaching experience at Bachelor, Diploma, Master and Executive programs in Germany and abroad. Prior to joining HHL, Möslin acted as Associate Director of the Advanced Institute of Management Research (AIM) at London Business School. She holds a doctorate and “habilitation” from TUM Business School at Technische Universität München. Möslin is co-author of four books and more than hundred papers and articles, member of several scientific and professional organizations in the field of computer science and strategic management and a founding member of the European Academy of Management and the Special Interest Group on “Innovation & Knowledge” of the Strategic Management Society, where she has been elected representative at large in 2005.

Dipl.-Ing.-Ök. Christine Gille joined the Department of Strategic Management and Organization in September 2005 and supports the team as an office manager. Gille studied at the Technische Hochschule Leipzig and holds a degree in economics and engineering. After her studies, Gille worked as research assistant at the Bauakademie Leipzig and joined afterwards the Bau- und Montagekombinat Süd in Leipzig. She was recently working for Opelbank GmbH in Leipzig

preview

European Ivy League 2006

MBA Career Fair in Hanover

New ranking results underline HHL's excellent performance

where she held numerous positions such as head of book-keeping and consultant to dealer services.

Dipl.-Kfm. Emilio Matthaei joined the team as a research associate in October 2005. Matthaei is familiar with the HHL community, as he graduated from HHL's Diploma Program, K16, majoring in Strategic Management and Organization as well as Entrepreneurship. Throughout his studies he obtained an undergraduate degree in Economics from the Rheinische-Friedrich-Wilhelms-Universität in Bonn and spent a semester abroad at the University of Victoria, Canada. Matthaei gained practical and international experience in internships at corporations such as BASF AG, KPMG DTG and Deutsche Bank AG. He was engaged in international surroundings during his work, exemplified by work experiences in Singapore.

## impresum

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