



# **SRH Berlin University of Applied Sciences –**

## Annual Report on Scientific and Artistic Activities 2021

Berlin School of Management

Berlin School of Technology

Dresden School of Management

Berlin School of Popular Arts

Berlin School of Design and Communication

September 2022

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# 1 Introduction

The foundation of academic work at the SRH Berlin University of Applied Sciences is research and art. The SRH Berlin University of Applied Sciences therefore publishes an annual report summarizing the scientific and artistic outputs and activities of professors and research associates of the five SRH schools in 2021: the Berlin School of Management, the Berlin School of Technology, the Dresden School of Management, the Berlin School of Popular Arts, and the Berlin School of Design and Communication.

The academic staff at the SRH Berlin University of Applied Sciences successfully transitioned most of their work to the online setting in 2020. Still, in 2021, academic work at the SRH Berlin University of Applied Sciences was strongly influenced by the coronavirus, posing challenges to research and artistic activities in 2021. Despite these challenges, the SRH Berlin has continued to grow together, as more and more professors are working at different schools at the same time. Furthermore, in 2021 a new SRH school, the SRH Campus Hamburg, was in the process of being founded.

In the present report, we first provide an overview of the highlights at each school throughout the year 2021, outlining the research workshops, conferences, and expert talks given by SRH researchers. Next, we introduce the research profile of SRH Berlin University of Applied Sciences, presenting the university's research strategy, third-party funded projects, institutes, the Ethics Committee, and the winner of the research award 2021. In this part, we also present the newly established "lighthouse projects," which build an important part of the structural basis of the university's research strategy.

The next section introduces the profiles of the professors and research associates at all five schools. At the end of the research report, we give an overview of the research/artistic outputs and activities from professors and research associates at the SRH Berlin University of Applied Sciences that was published in 2021. In total, the year 2021 has been a fruitful year for the SRH Berlin University of Applied Sciences with 26 third-party-funded projects, more than 150 publications, two newly established research institutes, and one new school in the process of being founded.

## 2 School Highlights

### 2.1 Highlights at the Berlin School of Management

#### Special publication achievements of professors/research associates

Bachmann, S., & Ternès von Hattburg, A., (2021). *Effiziente Krisenkommunikation – transparent und authentisch. Wie Kommunikation in extremen Situationen heute aussehen muss, um Organisationen zukunftsfähig zu machen. 2., erweiterte und aktualisierte Auflage.* Springer Gabler.

Creon, L. E., & Schermuly, C. C. (2021). A new path to training transfer: Transformational trainers and psychologically empowered training participants. *International Journal of Training and Development*. Advance online publication. <http://doi.org/10.1111/ijtd.12256>

Drazic, I. & Schermuly, C. C. (2021). Too old for agility? Employee age and readiness for change towards scrum – The moderating roles of age climate and subjective Age. *Work, Aging and Retirement*, 7(3), 174-196. <https://doi.org/10.1093/workar/waab005>

Koch, J., & Schermuly, C. C. (2021). Managing the Crisis: How COVID-19 Demands Interact with Agile Project Management in Predicting Employee Exhaustion. *British Journal of Management*, 32(4), 1265-1283.

Schermuly, C. C., Wach, D., Kirschbaum, C., & Wegge, J. (2021). Coaching of insolvent entrepreneurs and the change in coping resources, health, and cognitive performance. *Applied Psychology*, 70(2), 556-574. <https://doi.org/10.1111/apps.12244>

Seizov, O., & Wulf, A. J. (2021). Communicating Legal Information to Online Customers Transparently. Some Benefits and Principles of Better Customer Relationship Management", *Journal of International Consumer Marketing*, 33(2), 159-177.

Stefanov, A., Bunte, C., & Schubert, T. H. (2021). *Digitalisierung Made in China: Wie China mit KI und Co. Wirtschaft, Handel und Marketing transformiert.* BoD–Books on Demand.

#### Hosted conferences/workshops/expert talks

On March 23, Prof. Dr. Dr. Alexander J. Wulf co-organized the German-Japan Joint Symposium on "Smart City and its Ethical, Legal and Social Issues". The conference was hosted by the RIKEN AIP AI Ethics and Society Team. Other Co-organizers were Osaka University Research Center on Ethical, Legal and Social Issues (ELSI Center) General Research Division and the German Federal Institute for Research on Building, Urban Affairs and Spatial Development.

Furthermore, on March 31, Prof. Dr. Ian Towers organized the Berlin Symposium for Entrepreneurship and Management in Additive Manufacturing. This was an online event which brought together leading industry professionals and academics to discuss the latest developments and trends in additive manufacturing.

### **Further projects and activities**

The project "The ABC of Online Disclosure Duties. Towards a More Uniform Assessment of the Transparency of Consumer Information in Europe" is part of the research carried out by the Contractual Management Institute (CMI). The project investigates how online disclosures, that is, legal information provided by businesses for consumers online, can be designed in a transparent manner. The aim is to help businesses across the EU to standardize and simplify their disclosures and inform consumers more effectively. The project is led by Prof. Dr. Alexander Wulf.

Prof. Dr. Ines Carstensen successfully concluded her scientific monitoring of the MacVillage project by presenting the "MacVillage Handbook" on innovation generation in rural areas to the European partners from Italy, Slovenia, Hungary, Germany and Austria. In a three-and-a-half-year process, new methods were piloted to launch innovations in European rural areas together with cultural- & creative industries (CCI). The team developed and tested new methods using approaches from Frugal Innovation. At the end of the process, 21 products and business ideas emerged in the partner countries, which form the start for new generations of innovation. The project was funded by the INTERREG Central Europe Programme of the European Regional Development Fund. Further information can be found at <https://www.interreg-central.eu/Content.Node/MaC-Village.html>

### **Other special achievements**

The Berlin School of Management signed an agreement with the Liverpool John Moores University to offer the Doctor of Business Administration degree in partnership with them.

Furthermore, Prof. Dr. Carsten Schermuly and Prof. Dr. Carolin Graßmann received the Business Henley Award for the Coaching Research Paper of the Year for their article "Coaching with Artificial Intelligence: Concepts and Capabilities" published in the Human Resource Development Review.

## **2.2 Highlights at the Berlin School of Technology**

### **Special publication achievements of professors/research associates**

Iliev, A. I., & Stanchev, P. L. (2021). Smart Services Using Voice and Images. In *Transactions on Large-Scale Data-and Knowledge-Centered Systems XLVII* (pp. 137-154). Springer, Berlin, Heidelberg.

Islam, S., Patil, S. S., Rafajlovski, G., Hartmann, M., & Creutzburg, R. (2021). Technical design and operational control of a decentralized microgrid in rural area. *Electronic Imaging, 2021(3)*, 97-1.

Pfeiffer, T., Batcheva, D. T., Dilip, K. H., Choi, B. K., Beck, G., & Hartmann, M. (2021). Optical determination of filter effectiveness in potentially aerosol contaminated classrooms during the COVID-19 pandemic. *Electronic Imaging, 2021(3)*, 144-1.

Rojek, L., Islam, S., Hartmann, M., & Creutzburg, R. (2021). IoT-based real-time monitoring system for a smart energy house. *Electronic Imaging, 2021(3)*, 38-1.

### **Events promoting the transfer between research/art and practice/teaching**

Prof. Dr. Gesa Beck organized a colloquium of the Berlin School of Technology at the SRH Hochschule Berlin every second Wednesday of the month.

### **Other special achievements**

Prof. Dr. Gesa Beck initiated and chaired the technical committee "Circular Materials" of the DGM (German Materials Society) with international visibility and new conference topics in the international Materials Week 2021 and the international Material Science Engineering 2022.

Prof. Dr. Alexander Iliev won the best paper award "Crystal Cube Prize" at the 21<sup>st</sup> International Conference on Computer.

## **2.3 Highlights at the Dresden School of Management**

### **Special publication achievements of professors/research associates**

Gellweiler, S. (2021). Greenwashing. In: Buhalis, D. (ed). *Encyclopedia of Tourism Management and Marketing*. Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing.

Antonschmidt, H., & Lund-Durlacher, D. (2021). Stimulating food waste reduction behaviour among hotel guests through context manipulation. *Journal of Cleaner Production*, 329, 129709.

Bohne, H. (2021). Recruiting for luxury: Case studies of luxury hotel brands and their co-operative activities for recruiting, in: *Research in Hospitality Management, special issue: Luxury*, 11:1, März 2021, pp. 45-51.

### **Hosted conferences/workshops/expert talks**

On December 14, an online round table for Tourism, Events and Hospitality was held. The round table included a workshop with Industry representatives on the following topics: future fields of content; new subject areas, thematic links and focal points; further important competencies for graduates; adequate time models/study formats; internationality of the programs.

Furthermore, the following experts gave speeches as part of the module "Logistics in the Tourism and Event Sector": Gustav Fenz (Head of Marketing & Sales Projekt Spielberg GmbH & Co KG) on Red Bull Racecourse logistics, and Martin Bardy (CEO siflux - Crowd Safety Management) on Crowd Management at Events.

As part of the module „Culture and Festival Management,“ Dr. Ulrich Fuchs (former Vice-Director of the European Cultural Capital of Marseille; head of the European ECOC Selection Committee) held an expert talk on Cultural events in the context of urban development: the role of European Capital of Culture. Neil Petersen (former Head of International Relations and Liverpool Welcome for Liverpool ECoC 2008; ECOC 2022 Advisor) talked about Cultural events in the context of urban development and the role of European Capital of Culture Liverpool (ECOC 2008). Lastly, Dr. h. c. Sissy Thammer (Director & CEO Festival Jünger Künstler Bayreuth) gave a lecture about the challenges of festival management.

### **Events promoting the transfer between research/art and practice/teaching**

A joint project with DEHOGA Saxony was carried out to increase the attractiveness of the hospitality industry as an employer in the district of Sächsische Schweiz-Osterzgebirge. Joint

workshops in the region in 2020-2021 were held for the creation of an employer branding guide. The joint final event was in July 2021.

A guest lecture was given by Stefanie Braungardt from Landestourismusverband Sachsen e.V. (LTV SACHSEN) in International Tourismmanagement (ITEM) on the topic "Tourism policy". Another guest lecture was given by Cathleen Scheiner from Stadtmarketing Halle (Saale) GmbH in Destination Management (ITEM) on the topic "Visitor management - examples from practice". Furthermore, a research cooperation has been established with the University of the South Pacific, Fiji, University of Mallorca and BREDA University of Applied Sciences.

Between April and June 2021, seminar concepts were developed to introduce staff of the Dresden Schauspielhaus to sustainability in general and in relation to their workplace as part of the module "Praxisprojekt Tourismus & Events". Furthermore, event concept ideas for the city cycling race "Jedermann Rennen" were developed in August 2021 in cooperation with Umweltzentrum Dresden e.V. & Internationale Sachsen-Tour e.V.

Between April and September 2021, event concept for the 30th company anniversary of Umweltzentrum Dresden ("30 Jahre Umweltzentrum Dresden") were developed as part of module "Event & Konzept Management" and the module "Projekt zum Event- und Konzeptmanagement" in cooperation with Umweltzentrum Dresden e.V. Furthermore, as part of the module "Event & Concept Management" and "Industry Project Event & Concept Management" event concept for the Chinese Moon Festival 2022 were developed in cooperation with Chinesisch-Deutsches Zentrum e.V.

### **Further projects and activities**

An ongoing research project by Prof. Dr. Hannes Antonschmidt investigates the impact of the corona crisis on the innovation behavior of hospitality businesses. Furthermore, an empirical research project was carried out by students on the topic of "Sustainable travel behavior of GEN Z" in Consumer Insights (IMM).

### **Other special achievements**

The "European Tea Culture Research Circle" as a European Research Alliance of Hospitality and Gastronomy Universities was initiated and is led by Prof. Dr. Hartwig Bohne.

## **2.4 Highlights at the Berlin School of Popular Arts**

### **Special *research* publication achievements of professors/research associates**

Biehl, B. (2021). The "Watching Dead": Connecting through popular culture and TV series. *Organizational Aesthetics*, 10(2), 8-11. - <https://oa.journals.publicknowledgeproject.org/index.php/oa/article/view/241>

Bisges, M. (2021). Nachfolgende Generationen könnten ein verstärktes Empfinden für geistiges Eigentum entwickeln. *VBKI Spiegel*, 3(21), 37-39.

Bromley, P., Girgensohn, K., Northway, K. & Schonberg, E. (2021). From the Special Issue Editors. *Writing Center Journal*, 38(3), 11-22.

Kleiner, Marcus S. (2021), The Admiration, in: *The Bloomsbury Handbook of the Anthropology of Sound*, New York/London, p. 267-278.

- Kleiner, Marcus S. (2021), *Deutschland 151. Porträt eines bekannten Landes in 151 Momentaufnahmen*, Neuss
- Sennewald, N. (2021): Writer Types, Writing Strategies: Introducing a Non-English Text, *Schreiben und Denken*, to an English Audience. *The Writing Center Journal*, 38(3), 165–175.
- Sennewald, N., Girgensohn, K. (2021): Kreatives Schreiben studieren. 7 Thesen für das 21. Jahrhundert. In: Backes, M., Willms, W. (eds.): *Kontexte kreativen Schreibens. Eine Standortbestimmung in Theorie und Praxis*. Berlin: Frank & Timme, S. 81-105.
- Starcke, K., Mayr, J. & von Georgi, R. (2021). Emotion modulation through music after sadness induction – The iso principle in a controlled experimental study. *International Journal of Environmental Research and Public Health*, 18, 12486.
- Tams, S., Biehl, B., Eliseev, N. (2021) The inner Louis-Vuitton-circle: Arts-based research inquiry into Russian luxury. *Society*, 5 - <https://link.springer.com/article/10.1007/s12115-021-00611-w>
- Starcke, K., Zimmermann, S. & von Georgi, R. (2021). Play it, Sam! Psychological and physiological discomfort after music abstinence. *Psychology of Music*, 28 (online first), 1-20. / IF=2.20

### **Special artistic publication achievements of professors/research associates**

- Beuthner, M. (2021). Media-Project "Aufgenommen - Migration und Integration neu denken", production of a video-podcast in cooperation with Culture Coaches, Berlin, interview-videos with nine experts.
- Girgensohn, K. et al (2021). "Über Schreiben/Überschreiben" #1 mit Lene Albrecht, Livestream-Reihe auf YouTube. - <https://www.youtube.com/watch?v=-Qz1KmrIwa8>
- Keßler, R. (2021). Robert Keßler Trio, CD-Release „Bloodline“, GLM Music - <https://www.glm.de/produkt/robert-kessler-bloodline/>
- Lingnau, R. (2021). "Music Production in a Nutshell" – Six episodes of video tutorials on music production as well as a library of native African percussion sounds, accompanied by on-location video shootings, for public use as a collaborative outcome of the DAAD-Project Skills, Employability, Sustainable Development for the Humanities (SESDH) in cooperation with the Department of Creative Arts at the University of Dar es Salaam in Tanzania.
- Secara, M. (2021). Release of album production "Songs of Berlin", Berlin Jazz Orchestra conducted by Jack Cooper, Soloist: Marc Secara, GAM Records.
- Secara, M. (2021). Jubilee concerts "20 years Berlin Jazz Orchestra" (recorded November 18 in Berlin and November 19 in Rheinsberg).
- Sennewald, N. et. al. (2021). Der Tod der Zeilen. Lesung der Drittsemester-Studierenden, YouTube. - <https://www.youtube.com/watch?v=6-s4uU6gIRs>

### **Hosted conferences/workshops/expert talks**

- Prof. Régine Provvedi carried out the SRH project "Film series with diverse filmmakers" with Prof. Teigler.

Prof. Dr. Svenja Tams initiated and hosted four monthly ‘Sustainability Dialogue’ videocasts with professors and guests from different schools of SRH Berlin University of Applied Sciences. Furthermore, Prof. Dr. Svenja Tams offered a joint interactive full-day workshop for students from SRH Berlin School of Popular Arts (SOPA) and students from the University of Portsmouth (UoP). The workshop deepened students’ understanding of brand management, with particular attention to cross-cultural differences in consumers’ engagement with sustainability.

### **Events promoting the transfer between research/art and practice/teaching**

In April, Prof. Marcus S. Kleiner gave an online speech entitled „Die „Netflixisierung“ von Politik. Wie beeinflussen Politserien unsere Wahrnehmung?“ in the web talk series „Politische Kommunikation, Medien-/Netzpoltik“. The subsequent discussion was held by Prof. Marcus S. Kleiner and Valentin Christian Abel. The event was organized by the Friedrich Naumann Stiftung/Reinhold-Maier-Stiftung.

In July, Prof. Dr. Katrin Girgensohn gave a workshop entitled “Creative Writing about Teaching” at the (virtual) Conference of the European Association for Teaching Academic Writing (EATAW) at the Technical University of Ostrava, Czech Republic.

In August, Prof. Marc Secara gave a lecture to the Youth Jazz Orchestra of NRW in Wolfenbüttel. In September, he lectured at the Landesmusikakademie NRW in Estill Voice Training and Complete Pop Choir.

Prof. Marco Kuhn contributed to the UK-German Funding Initiative in the Humanities call in collaboration with the University for the Creative Arts London with the topic “Sonic Boundaries: Designing new musical instruments, compositions, and performance strategies for people with disabilities.”

### **Other special achievements of professors/research associates**

Prof. Dr. Brigitte Biehl was awarded a guest professorship (10/21-4/22) on “Gender & Queer Studies in Leadership” at Fern Universität in Hagen, Prof. Dr. Jürgen Weibler, Chair of Business Administration, with a focus on Human Resources and Leadership.

Prof. Jörg Remy was internationally nominated for Film/Movie Awards for the Filmscore of „Geography of the Heart - Film by Alexandra Billington“ (Amazon) at the International Music Video Awards in the category Best Song: Someday.

Prof. Marc Secara reached the highest certification as an ESTILL Mentor Course Instructor, as the second German and 37th professional worldwide.

Prof. Dr. Nadja Sennewald founded the Institute for Writing Studies and is the Academic Director of the Institute in cooperation with Prof. Dr. Katrin Girgensohn, SRH Berlin University of Applied Sciences, Prof. Dr. Kirsten Schindler, Universität zu Köln, Prof. Dr. Sarah Brommer, Universität Bremen, Prof. Dr. Kirstin Bromberg, Universität Mainz und Hochschule für Technik und Wirtschaft des Saarlandes.

Prof. Dr. Katrin Starcke finished and published a research project with functional magnetic resonance imaging (fMRI) which allows direct measurement of brain activation during psychological processes: “Dorsal and ventral striatum activity in individuals with buying-shopping disorder during cue-exposure: A functional magnetic resonance imaging study”.

Prof. Dr. Svenja Tams contributed to the visibility of SRH Berlin University of Applied Sciences in international management research through her guest editorship of a special issue in an

international top journal. *Human Relations* is one of 50 journals on the prestigious *FT Research Rank List of journals in economics and management*. She guest edited the special issue as an internationally recognized expert on 'new careers' (one of the scholarly forerunners of the German popular discourse on 'new work'), and as European member of a global team of editors from respected universities (Massey University, New Zealand, Suffolk University, MA, USA, and Nanyang Business School, Singapore). Her leadership role in this publication project is underscored with her being the lead author of the Introductory article.

## **2.5 Highlights at the Berlin School of Design and Communication**

### **Special publication achievements of professors/research associates**

Beronneau, G., Jung, C., & Rustom, J. (Hrsg., 2021). *Heaven Above Beirut; artefakte 03; Publikationsreihe der Berlin School of Design and Communication der SRH Berlin University of Applied Sciences*; Heidelberger Hochschulverlag, Heidelberg

Artefacts 3 represents the third publication resulting from the DAAD-funded cooperation between BSDC and ALBA. The editorial design of the book was created by graduate Olena Smetanina under the direction of Prof. Christopher Jung: <https://www.printmag.com/book-covers/heaven-above-beirut-is-a-contemporary-historical-treasure/>

### **Hosted conferences/workshops/expert talks**

After the Corona-related cancellation or conversion into a digital exhibition, in September 2021, the final theses/exhibition objects such as photographs, installations, multimedia works from all study programs could once again be exhibited in the usual live form, including a vernissage. Many of the theses (in written and then also in design form) dealt with topics that shape the general current social debate: Sustainability/ecology and design and gender roles. One work in particular should be highlighted here, as it met with great public response and press coverage: The work "How we bleed" by the graduate/photographer Franziska Lange, which on the one hand deals scientifically with the representation or above all non-representation of menstrual blood in public and at the same time photographically.

[https://www.zeit.de/zett/2021-09/menstruation-blut-fotoprojekt-franziska-lange-enttabuisierung?utm\\_referrer=https%3A%2F%2Fwww.google.com](https://www.zeit.de/zett/2021-09/menstruation-blut-fotoprojekt-franziska-lange-enttabuisierung?utm_referrer=https%3A%2F%2Fwww.google.com)

All professors of the BSDC were responsible for this event.

### **Events promoting the transfer between research/art and practice/teaching**

Berlin Design Week 2021 (27.5.-6.6.2021): For several years now, the Berlin Design Week has taken place in May/June. In 2021, the BSDC took part for the first time - like many events under Corona conditions in a somewhat modified form. On the one hand, the BSDC provided a virtual tour that could be found on the Berlin Design Week 2021 website (and still is on the [srh-berlin-website](https://www.srh-berlin.de/landing-pages/berlindesignweek21/)) and presented selected works from various study programmes: <https://www.srh-berlin.de/landing-pages/berlindesignweek21/>

On the other hand, three projects by students from the M.A. Social Design, M.A. Strategic Design and B.A. Advertising study programmes were presented as part of the „Open Studio Nights.“ The presentations were streamed live to design enthusiasts around the world: <https://www.youtube.com/watch?v=QhhWHHZZLqDA>

In addition, Prof. Gilbert Beronneau gave an interview on the topic "New Tradition of Design for Future Education" during the Berlin Design Week. Here, the main question is how design skills, and the promotion of creativity can be taught under rapidly and massively changing influencing variables - be it, for example, in ecological, social and cultural terms: <https://www.youtube.com/watch?v=jHn5o21bq6c>

Responsible professors for this event: Prof. Nele Anders, Prof. Katrin Androschin, Prof. Gilbert Beronneau, Prof. Bettina Borchardt, Prof. Sebastian Denz, Prof. Christopher Jung, Prof. Gabor Kovacs, Prof. Julia Leihener, Prof. Markus Wentz.

## 3 Research Profile

The mission of SRH Berlin University of Applied Sciences is to qualify young and talented people through future-oriented degree programs. Research and art help us to systematically accomplish this mission, and both are important aspects of our teaching concept CORE (Competence Oriented Research and Education).

Important aspects of research and art conducted at SRH Berlin University of Applied Sciences are these:

- 1) Research Strategy
- 2) Lighthouse Projects
- 3) Third-Party-Funded Projects
- 4) Institutes
- 5) Ethics Committee
- 6) Research Award

### 3.1 Research Strategy

In view of the merger of the university, it was necessary to create a new, university-wide strategy, which would be developed and supported by scientific staff. Therefore, a participative approach, with those involved becoming stakeholders, was chosen. The action process which was started in July 2020 lasted one year.

Initially, a research workshop was held with the academic directors to explore and define the first research strategy principles. The ideas were then developed and elaborated further in a workshop by the Vice President for Research and Transfer, who presented and discussed them with the directors from the internal research institutes. The findings resulting from the workshop were taken and explored in detail using an agile development process.

The Vice President for Research and Transfer presented the newly elaborated ideas to the executive board in four-week sprints, where corresponding critique was given. At the end of this process, the group of academic directors gave further feedback and finally approved the research strategy.

The strategy consists of four parts:

1. Our vision: "Passion for life"
2. Our values
3. Our approach: How we do research
4. Our research clusters: What we research

## 1. Our Vision: "Passion for life"

All SRH organizations are committed to the brand values which we have created together through a process of development spanning several years.

Passion for life is the point of focus intended to prepare the work we do at the SRH for the future. Passion for life is the strategy position of all SRH organizations. Passion for life involves being courageous and consistent, acting warmly and empathetically, and working in a sound and thoughtful manner.

Passion for life is also a part of the university's research strategy due its outstanding importance for the SRH.

Philosophy, biology, and the theory of evolution offer countless definitions as to what life is. Life is about exchange and interaction with the environment. Life is about evolving and growing, but it is also finite. Passion for life means exploring and working creatively on the complexity of life and of living together in business, technology, art, and society.

We want to explore how living together in organizations can be shaped successfully. We also want to understand how new things within organizations and society come about; how innovation and creativity, for example, can be used in such a way that new companies are allowed to develop and emerge.

With our research, we want to make contributions towards ensuring that lives and life paths are self-determined and healthy. Nonetheless, we are not only passionate about individual lives, but also about entire systems such as ecosystems, and the threat to the planet caused by climate change. That is the reason why we are also contributing to research on sustainability.

## 2. Our Values

Formulated in a development process led by Prof. Dr. Achim Seisreiner and adopted in 2011, our values have found their way into the rules of the Ethics Committee and into the guidelines on ensuring good scientific practice and on avoiding scientific misconduct.

1. Research should be free, independent, unbiased, and critical. Our research and artistic development projects are not oriented to specific approaches, schools of thought, methods, or such like. Therefore, they are free of ideology and dogma and interdisciplinary. Doubt is regarded as a principle of thought, and constructive criticism is a necessary corrective.
2. Original and scientifically relevant research and artistic work should be carried out. Our activities aim at solving both perceived problems of explanation in science and specific problems in practice and art.
3. Research should be conducted in a clear manner. Our research should be comprehensible for the interested parties. Communicative principles of our research

are therefore plausibility, intersubjectivity, and connectivity of new knowledge. Collected primary data will be archived.

4. Research and art should be carried out honorably. Our research and artistic development projects follow an academic code of honor. As researchers and artists, we consider ourselves to be ethically obligated to refrain from scientific misconduct (including plagiarism, falsification of data, partiality in expert opinion) and to report any identifiable violations of such misconduct immediately.

### 3. Our approach: How we do research

Three approaches are important to the university when working on research and artistic development projects:

- (1) Our research is interdisciplinary. We research and pursue art across subject boundaries. We believe that representatives of different disciplines can best work together to overcome complex challenges in research and artistic development projects. The diversity of perspectives creates creativity and prevents people from being satisfied too soon with the first answer.
- (2) Our research is international. Our research results are achieved together with colleagues from different countries, cultures, and nationalities. Our research report is published in English. We publish mainly in English, and in international journals, so that we are understood around the world. We seek an international and intercultural perspective in our studies and compare, for example, different countries and cultures with each other.
- (3) Our research is transfer-oriented. We are a university for applied sciences. We value and use basic research but do research primarily to solve challenges in practice. Not only is it important for us to create new knowledge, but also, we want the findings to be used in business, the arts, and society. This is the reason why we are investing in science communication. Additionally, we incorporate research and artist development plans into our teaching to make them a tangible experience for our students. We do not only transfer the results of research into our teaching, but we also involve the students in carrying out projects. We bring the "R" in CORE to life in the Bachelor and Master theses, in the study projects, and in the specialist modules.

### 4. Research clusters: What we research

The university's research topics are divided into three research areas, which we call clusters. Our values and the way we want to do research and artistic development are stable. Our research topics and thus research clusters represent a snapshot in time. This is due to research being vital and constantly changing; findings if they are incorrect can be replaced by new findings. Our research topics provide our orientation and set us apart. At the same time, however, the topics are critically scrutinized by the Executive Board, and the academic and institute directors after a cycle of three years. What new research findings might make new research topics necessary? Where has the life we are passionate about researching changed? One answered question leads to another unanswered question. This dynamic unpredictability is what makes research so vibrant. It is also the reason why our research topics have a medium-term stability. Currently, three research clusters are particularly important to us:

### Cluster 1: Creativity, Innovation, and Entrepreneurship

Creativity and innovation go hand in hand. Creating new and original things which are fit for the future is an intrinsic part of life. Only those who demonstrate creativity can produce innovations.

Among other things, we are doing research on how successful creative processes by people, between people themselves, and between people and machines are, and how they lead to innovations. We are analyzing how products, improvements in processes, and new companies can materialize from innovations.

Selected institutes in this cluster:

- SRH Grenke Centre for Entrepreneurial Studies
- Institute for International Strategic Management and Innovations (SMI)

### Cluster 2: New Work and Collaboration

The Corona pandemic and the V.U.C.A world have changed the way that people work together. Democratization, digitalization, and decentralization are shaping work in many organizations. Future trends such as dramatic increase in knowledge, demographic change, globalization, and increased diversity are making the lives of many people in and outside organizations progressively dynamic. We want to explore how good cooperation and collaboration works in dynamic environments.

Selected institutes in this cluster:

- Institute for New Work and Coaching (INWOC)
- Silver Workers Research Institute (SWRI)

### Cluster 3: Future Technologies and Sustainability

Life on our planet is being threatened by climate change. It can be saved by changing how individuals behave, by sustainable management in organizations, and by future technologies. We are exploring future technologies and management practices that will make it easier to manage the planet's resources more sustainably. Resource strategic technologies and how people deal with them are also being examined.

Selected institutes in this cluster:

- Institute for Applied Resource Strategies (IARS)
- International Institute for Sustainability Management (IISM)

## **3.2 Lighthouse Projects**

The concept of lighthouses is part of the structural basis of the university's research strategy and aims to strengthen the visibility of outstanding research at SRH Berlin. According to the basic regulations of SRH Berlin, research and artistic development projects are a central task of the university. The university management has committed itself to promote strong research

at the university. The aim of the lighthouse concept is to fulfill this obligation and to create a structural and financial framework for research and artistic development projects at the SRH Berlin University of Applied Sciences.

The aim of lighthouse projects is also to strengthen the interdisciplinary collaboration of researchers at SRH Berlin: To be granted an SRH lighthouse funding, the submitted project must involve SRH researchers from at least two different SRH research institutes. Further criteria for receiving a lighthouse funding are innovativeness, internationality, alignment with the SRH research strategy, quality of preliminary work (e.g., published articles), integration into teaching, and strategies for third-party funding.

Granted lighthouse projects receive an operative and technical start-up funding of 1000 Euro. A part-time position for a research assistant is financed (50%) for at least two years. If a dissertation is part of the project, then the position can be extended for another two years. Furthermore, a student assistant with 5 hours per week working time is provided to the lighthouse.

**SRH-Lighthouse Project in 2021: Sustainable recycling solutions for supply-critical technology metals- focus: Indium and Gallium (INGA)**

The aim of the project is to design an innovative, cost effective and profitable recycling technology for recycling of WEEE and recovery of technology metals (focus: indium and gallium). Within the project framework, electrochemical methods of recycling and recovery of Indium and gallium from CIGS (copper-indium-gallium-diselenide) solar panels, LEDs and electronic display will be explored. The projects will also study and highlight the potential of electrochemical process in field of recycling. The goal is to maintain highest degree of sustainability while recycling by implementing green chemistry approaches. That means the use of environment friendly chemicals and low energy consumption. Conventional recycling processes are energy intensive and highly polluting.

Two SRH-institutes work together in this project, i.e. the Institute of Applied Resource Strategies (IARS) and the Institute of Innovative Technologies (IIT). Furthermore, Himanshu Khadse, who finished his master thesis at SRH in 2021, will do his PhD supervised by Prof. Gesa Beck from IARS and Prof. Mathias Wickleder from the University of Köln.

**SRH School:** School of Technology

**SRH Institutes:** Institute for Applied Resource Strategies (IARS); Institute for Innovative Technologies (IIT)

**Duration:** 01.11.2021 – 30.10.2023

**SRH Participants:** Himanshu Khadse, Monisha Pugalendran, Prof. Dr. Klaus-Ulrich Neumann, Matthias Raab, Prof. Dr. Mathias Wickleder, Prof. Dr. Gesa Beck

### 3.3 Third-Party-Funded Projects

The university receives support from public funding, inter alia, the DFG, DAAD, Federal Ministry of Economic Affairs and Energy (BMWi), European Social Fund (ESF), BMBF, and EU, as well as from foundations such as Deutsche Bundesstiftung Umwelt (DBU), and private funding such as Sea Consult GmbH/IG River Cruise. The next section describes the 25 SRH third-party-funded projects, which were either completed, newly initiated, or ongoing in 2021.

#### 3.3.1 Projects completed in 2021

Please note: The category “project volume” always reflects the total SRH project volume, unless an explicit distinction is made between total project volume and SRH project volume (for an example, see the project “Family Literacy - Health-Related Basic Competencies”, pp. 19-20).

##### EU: ITG4AU (Information Technology Governance for Albanian Universities)

This project aimed at developing an IT-Governance-Framework for universities in Albania. Based on an existing approach developed in the ITG4TU-Project, the project intensified the cooperation between the EU and Albania through modern and efficient IT solutions.

**SRH School:** Berlin School of Management

**Duration:** 01.12.2017 - 30.12.2021

**Project Volume:** 619.433,00 €

**SRH Project volume:** 42.226,00 €

**Funded by:** ERASMUS+ KA2 Program, Strategic Partnerships

**SRH Participants:** Prof. Dr. Vladimir Stantchev, Prof. Dr. Gerrit Tamm

**In Cooperation with:** Universitat de les Illes Balears and more

##### Future Museum – Concepts and Solutions for the Museums of Tomorrow

The research project Future Museum aims at helping museums apply cutting-edge know-how in their strategic planning. The Future Museum community brings together museums and cultural leaders, public authorities, innovators and suppliers in the exchange of ideas, experiences, and benchmarks.

**SRH School:** Dresden School of Management

**Duration:** Dec 2019 – Dec 2021

**Project Volume (total):** confidential

**Funded by:** Museum Industry Partners and Tourism Industry

**SRH Participants:** Prof. Dr.-Ing. Vanessa Borkmann

**In Cooperation with:** Fraunhofer IAO, Stuttgart

#### VW Zweitwerk

Car parts that are identified as unusable in production at the various VW facilities are used to make design objects and home accessories and sold under the name "Zweitwerk". The task for the students of the communication design study programme was to develop a communication concept (B2B and B2C), a corporate design and a website concept.

**SRH School:** Berlin School of Design and Communication

**Duration:** Starting in 2020 – ending March 2021

**Project Volume:** 3.000 €

**Funded by:** VW/Zweitwerk

**SRH Participants:** Gabor Kovacs, Bettina Borchardt

#### DAAD: Higher Education in the western Balkan Region: Common values, competencies and sustained development

This project supports professional exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia with an emphasis on sustainable development.

**SRH School:** Berlin School of Technology

**Duration:** 01.01.2020 - 01.05.2021

**Project Volume:** 40.000,00 €

**SRH Project volume:** 27.000,00 €

**Funded by:** DAAD (German Academic Exchange Service)

**SRH Participants:** Prof. Goran Rafajlovski (Head of the Project), Kirsten Matthes (International Office), Saiful Islam (Assistant of the Project Head, Berlin School of Technology) Lecturer during the project with partners University: Saiful Islam, Lukasz Rojek, Dr. Stephan Szuppa)

**In Cooperation with:** Faculty of Electrical Engineering and Information Technologies at the Ss. Cyril and Methodius University in Skopje, North Macedonia; Nehemiah Gateway University Pogradec, Albania

#### DBU: Recycling of the glass and silicon cells from PV panels (ReGCell)

The goal of this project was to develop an environmentally and economically feasible process to recycle thick film (c-Si) solar panels based on a delamination process. Thus, a four-step delamination process was developed, that involves a mechanical pretreatment, followed by a chemical treatment and mechanical separation at room temperature. In the end, it was possible to obtain the glass intact, with virtually no change to its quality (e.g. composition and transparency). As part of the project, there was a techno/economic assessment made, which included market research, MFCA and LCA.

**SRH School:** Berlin School of Technology

**Duration:** 15.02.2020 – 30.06.2021

**Project Volume (total):** 114.702,00 €

**SRH Project volume:** 86.802,00 €

**Funded by:** Deutsche Bundesstiftung Umwelt (DBU)

**SRH Participants:** Arantza Ramirez, Surkhail Azhar, Syed Majazuddin Kashif, Alan D'Souza  
Prof. Dr. Gesa Beck

**In Cooperation with:** Fraunhofer ARes (also Prof. Beck), Aschaffenburg University of Applied Sciences (THAB), IME - Process Metallurgy and Metal Recycling Institute and chair at RWTH Aachen University

DAAD: International Virtual Academic Collaboration (IVAC)

This project is based on the "European Universities Initiative" of the European Commission to enable at least 50% of all students to study abroad during the course of their programmes. Since there are manifold possible obstacles for real travel activities (i. e., financial, physical, family-related, pandemic-related) – it makes sense to conceive of virtual collaboration programmes in order to ensure international and intercultural experiences.

Part of this programme is the project "Use of digital tools for intercultural management learning": This research adopts a structuration theory lens (Giddens, 1982) to examine the digitisation in higher education learning and Covid-19 as opportunities for crafting international academic collaboration despite structural constraints. This project is led by Dr. Svenja Tams.

**SRH School:** Berlin School of Management

**Duration:** 01.09.2020 - 31.12.2021

**Project Volume:** 128.828,17 €

**Funded by:** DAAD

**SRH Participants:** Lisa Gibellino-Marchetto, Prof. Dr. Benjamin Schwenn, Prof. Dr. Svenja Tams

**In Cooperation with:** Coventry University (UK), Inholland University of Applied Sciences (NL), Tecnológico de Monterrey (MX), The Chicago School of Professional Psychology – TCS (USA) University of Portsmouth (UK)

#### Smart Clothing Applications

20 Students of the M.A. Strategic Design der Berlin School of Design and Communication from the first and third semester have been innovating on the following research questions: How might we explore future scenarios of smart textiles in everyday life? How might smart clothing applications for the mobile society meet the needs of a sustainable future?

**SRH School:** Berlin School of Design and Communication

**Duration:** October 2020 – July 2021

**Project Volume (total):** 3.500,00 €

**Funded by:** Comlogo GmbH

**SRH Participants:** Prof. Androschin, Prof. Leihener, Students of M.A. Strategic Design

**In Cooperation with:** VW/Comlogo

#### Ein Mega Cooles Team (Magazine-Project)

A design-project with students of Visual and Interactive Media at SOPA, Berlin. Outcome is an interactive printed magazine for children suffering from inborn long-chain fatty acid oxidation disorders and carnitine transporter disorders. Target-group are around 7–10-year-old children and their parents. The magazine wants to give guidance for every-day-life with the disease and help the children to become experts in their special needs.

**SRH School:** Berlin School of Popular Arts

**Duration:** October 2020 – August 2021

**Project Volume:** Appr. 2.700,00 €

**Funded by:** Fett-SOS e.V.

**SRH Participants:** Project Coordinator: Prof. Lars Roth

**In Cooperation with:** Sozialpädiatrisches Zentrum; Abteilung Interdisziplinär, Bereich Stoffwechselstörungen; Charité – Universitätsmedizin Berlin

#### Live-Streams „Über Schreiben – Überschreiben“

Authors read their work and discuss revision processes publicly.

**SRH School:** Berlin School of Popular Arts

**Duration:** 01.11.2020 – 01.02.2021

**Project Volume:** 2.000,00 €

**Funded by:** Deutscher Literaturfonds e.V.

**SRH Participants:** Prof. Dr. Katrin Girgensohn, Prof. Dr. Nadja Sennewald

**In Cooperation with:** Lene Albrecht, Lena Vöcklinghaus, Saskia Nitsche, Julia Kandzora

#### DAAD: ALBA2 – Social Design

The cooperation between the Berlin School of Design and Communication, SRH Berlin University of Applied Sciences (BSDC) and the Académie Libanaise des Beaux-Arts, University of Balamand (ALBA) in Beirut, Lebanon from 2019-2021 with the focus "Social Design" envisaged a sequence of four eight-day workshops on the topics of socially relevant design and art. Workshops in Beirut und Berlin allowed a joint artistic and academic treatment and development of the indicated subject areas. In order to do so the responsible teachers developed concrete and application-oriented research questions on which the students worked using different media (e.g. film, graphics, illustration, interactive formats, photography, models) on the one hand and engaged with relevant academic literature and theoretical aspects on the other. Films and publications document the project results.

**SRH School:** Berlin School of Design and Communication

**Start:** 01.01.2021 - 31.12.2021

**Project Volume:** 98.885,00 €

**Funded by:** DAAD (German Academic Exchange Service)

**SRH Participants:** Prof. Gilbert Beronneau

**In Cooperation with:** ALBA Académie Libanaise des Beau Arts in Beirut

#### Spielewelt Altenburg

One of the largest game museums in Europe and one of the largest collections of board games is being built in Altenburg. The task for the students was to develop a communication concept to publicise this new collection and at the same time to develop a playful signposting system for Altenburg. Those who come to Altenburg should conquer the city through play.

[https://www.altenburg.tv/nachrichten/15785/18\\_000\\_Spiele\\_fuers\\_Altenburger\\_Schloss.html](https://www.altenburg.tv/nachrichten/15785/18_000_Spiele_fuers_Altenburger_Schloss.html)

**SRH School:** Berlin School of Design and Communication

**Duration:** April 2021 – August 2021

**Project Volume:** 3.000,00 €

**SRH Participants:** Jens Junge, Gabor Kovacs, Bettina Borchardt

**In Cooperation with:** Stadtverwaltung Altenburg; SRH Institut für Ludologie

### 3.3.2 Newly initiated projects in 2021

#### Innovations for the Middle Rhine Valley

The World Heritage Cultural Landscape Upper Middle Rhine Valley refers to a cultural landscape on the Middle Rhine, which was included in the UNESCO World Heritage List in 2002. Unfortunately, the tourism-intensive region is currently affected not only by a shortage of labor, but also by a lack of business succession and business deaths, the lack of investment and innovation, and also the increasingly aging tourists and residents, all of which pose enormous challenges for the region. Potential for fundamental change is promised by the upcoming Federal Garden Show, which will take place in Koblenz in 2029. The tourist offer in the region needs fresh ideas. The task for SRH, on behalf of the Rheinland-Pfalz Development Agency and the Koblenz Chamber of Commerce and Industry, is to develop new concepts and attractive, contemporary solutions for the hotel industry, gastronomy, mobility and customer appeal.

**SRH School:** Dresden School of Management; Berlin School of Popular Arts

**Duration:** February 2021 – December 2021

**Project Volume (total):** ca. 15.000,00 €      **SRH Project volume:** 5.000,00 €

**Funded by:** Entwicklungsagentur Rheinland-Pfalz und IHK Koblenz

**SRH Participants:** Prof.-Dr.-Ing. Vanessa Borkmann und Prof. Ralf Kemmer

**In Cooperation with:** Entwicklungsagentur Rheinland-Pfalz und IHK Koblenz, Fraunhofer IAO, Hotel Ebertor und Hotel Bellevue in Boppard, Momerooms Oberwesel, Ferienwohnungen Machaus Boppard, Camping: Niederheimbach, Hotel Papa Rhein Bingen, Burg Reichenstein, Burg Rheinfels St. Goar, Hotel Rheingraf etc.

#### GKR: Technical development of the Delamination of PC-Sheets

PC sheets are normally laminated by a PE foil to save the sheets from scratching. Production waste of these sheets are still covered by the foils and there is no technology available to remove it. The company Grünstoff Kunststoff-Recycling is forcing this problem. The Institute

of Applied Resource Strategies developed a delamination way based on Green Chemistry in the lab scale.

**SRH School:** School of Technology

**Duration:** 01.05.2021 – 31.08.2021

**Project Volume:** 5.125,00 €

**Funded by:** Grünstoff Kunststoff-Recycling GmbH

**SRH Participants:** Saransh Kalia, Arantza Ramirez, Prof. Dr. Gesa Beck

BMZ: Mali Waste2Energy

Phase 1: To conceptualize, design and fabricate an integrated solar-powered stage-dry fermentation digester for organic waste treatment from municipal solid wastes; Sizing and installation of an off-grid PV system for the sustainable production of electricity for a waste sorting facility in Bamako, Mali.

Phase 2: Module development and knowledge transfer scheme to bridge the gap between science and practice in the areas of Photovoltaic, Biogas, Biomass, Waste and resource management.

**SRH School:** Berlin School of Technology

**Duration:** 15.06.2021 - 31.10.2023

**Project Volume:** 693.118,00 €

**Funded by:** Federal Ministry of Economic Cooperation and Development (BMZ)

**SRH Participants:** Prof. Dr. Michael Hartmann, Uduak Basse, Jagadish Pyneni, Prof. Dr. Osvaldo Romero, Saiful Islam

**In Cooperation with:** Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

DAAD: IVAC 2.0: The Key to Sustainable Employability Skills Development

After the successful approval of the first IVAC project for the academic year 2020-2021, the IVAC team submitted another application in May 2021 and received funding for new ideas for virtual, international collaboration. Titled "IVAC 2.0: The Key to Sustainable Employability Skills Development", this time the focus is on the acquisition of key competences.

**SRH School:** Berlin School of Management

**Duration:** 01.10.2021 - 30.09.2022

**Project Volume:** 49.995,00 €

**Funded by:** DAAD

**SRH Participants:** Lisa Gibellino-Marchetto, Prof. Dr. Jacek Welc, Rebecca Prell, Isabel Bodmann, Ivana Drazic

**In Cooperation with:** Coventry University (UK), Tecnológico de Monterrey (MX), The Chicago School of Professional Psychology – TCS (USA), University of Portsmouth (UK)

BKM: Knowledge Change

This project aims to digitize the board game collection of the Institute of Ludology (42.000 board games, 25.000 card games), database construction and web-based access.

**SRH School:** Berlin School of Design and Communication

**Duration:** 01.10.2021 – 31.10.2022

**Project Volume:** 170.000,00 €

**Funded by:** Bundesbeauftragten für Kultur und Medien (BKM)

**SRH Participants:** Prof. Dr. Jens Junge

**In Cooperation with:** Residenzschloss Altenburg, Stadt Altenburg

BMBF: Optimization of the risk- and crisis communication of governments, authorities and organizations of health security (MIRKKOMM); Sub-Project: Analysis of the risk- and crisis communication in journalism and social media (prosumer).

In general, all project-partners explore and analyse the difficulties and challenges of the crises-communication during the Corona pandemic since 2020. A main focus is on the multimodality of the media products, and how the interdependent communication between governments, authorities and organizations of the health security sector, the journalists, prosumers and public audience can be improved. In the sub-project located at SOPA, the analytical focus is based on the question, how journalists and social media prosumers deal with information given by the health security institutions? What do journalist and prosumers expect from these primary sources? What do they miss, and how do they use which multimodal elements to create their own media outputs and messages? The empirical approach is based on a qualitative analysis of media data (media monitoring) and semi-structured interviews with journalists and prosumers. In 2023 SOPA-Team organizes a multimedia exhibition in the Museum of Communication in Berlin, that presents a mixture of media outputs in this very special pandemic crisis.

**SRH School:** Berlin School of Popular Arts

**Duration:** 01.10.2021 - 30.09.2024

**Project Volume:** 2.000.000,00 €

**SRH Project volume:** 313.068,00 €

**Funded by:** Federal Ministry of Education and Research (BMBF)

**SRH Participants:** Prof. Dr. Beuthner, Carolyn Pliquet, Claire Brocker

**In Cooperation with:** German Federal Institute for Risk Assessment (Bundesinstitut für Risikobewertung, BfR), Berlin; Karlsruher Institute for Technology (KIT) - Institute for Futures of Technology (ITZ) – Science Communication Department, Karlsruhe; Technische Universität Ilmenau – Faculty for Economic Sciences and Media, Ilmenau; Europe-University Viadrina, Frankfurt (Oder); Mecom Media-Communications-GmbH, Hamburg

#### Strategic and Social Design Innovation for Progressive Climate Projects

How can Strategic Design support Active Philanthropy in inspiring their clients to fund progressive climate projects? How can Strategic/Social Design support Active Philanthropy in showing their clients how CO2 compensation systems work and how non-profit initiatives addressing the prevention of CO2 can be an alternative?

**SRH School:** Berlin School of Design and Communication

**Duration:** October 2021 – July 2022

**Project Volume (total):** 3.500,00 €

**Funded by:** Active Philanthropy GmbH

**SRH Participants:** Prof. Androschin, Prof. Leihener, Students of M.A. Strategic Design, M.A. Social Design

**In Cooperation with:** Active Philanthropy GmbH

### **3.3.3 Ongoing projects in 2021**

#### DFG: The ABC of the online information liability: Leading to a more consistent review of the transparency of the user information in Europe.

This project aims to develop European guidelines that national enforcement authorities should apply to uniformly assess the transparency of disclosures. This will allow businesses across the EU to standardise and simplify their disclosures and inform consumers more effectively.

**SRH School:** Berlin School of Management

**Duration:** 01.10.2016 - 30.06.2022

**Project Volume:** > €500.000,000 €                      **SRH Project volume:** 262.390,00 €

**Funded by:** DFG (German Research Foundation)

**SRH Participants:** Prof. Dr. Alexander Wulf, Dr. Ognyan Seizov

**In Cooperation with:** University Amsterdam, University of Exeter

DAAD: Skills, Employability, Sustainable Development for the Humanities (SESDH)

This joint project runs in collaboration between the SRH Berlin School of Popular Arts and the Department of Creative Arts at the University of Dar es Salaam in Tanzania. It aims at reviewing the B.A.-programs offered in the Department of Creative Arts, especially in the Music Department, so as to build competencies in graduates focusing on employability in order to, for example, raise the chances for entrepreneurial undertakings. The project also aims at introducing innovative teaching methods to improve the quality of the degree programs offered at both institutions.

**SRH School:** Berlin School of Popular Arts

**Duration:** 01.01.2019 – 31.12.2022

**Project Volume (total):** EUR 181.804,80 €                      **SRH Project volume:** approx. 1.000,00 €

**Funded by:** DAAD

**SRH Participants:** Prof. Robert Lingnau, Prof. Dr. Brigitte Biehl, Prof. Marco Kuhn, Prof. Marc Secara

**In Cooperation with:** Prof. Dr. Ulrich Wunsch (SABAA.education, Foundation Education for Sub-Saharan Africa) / University of Dar es Salaam (Tanzania), College of Humanities

EU: Make Creative Villages – Initiate Cooperation between CCI and Villages

With adapting the existing methods to the specific requirements in rural areas, this project wants to go new ways to raise the innovation potential of cultural resources in villages and rural towns. It gives new impulses through tailor-made cooperation between creative industries and local players, initiating surprising partnerships between them.

**SRH School:** Berlin School of Management

**Duration:** 1.04.2019 – 31.03.2022

**Project Volume:** 1.427.083,70 €

**SRH Project Volume:** 230.325,00 €

**Funded by:** EU – Interreg B Central Europe Call 3

**SRH Participants:** Prof. Dr. Ines Carstensen, Prof. Dr. Dirk Hagen

**In Cooperation with:** Technologie- und Gründerzentrum “Fläming” GmbH (Lead), Regionalmanagement Burgenland GmbH (Austria), Business Support Center Ltd (BSC) Kranj (Slovenia), E Zavod (Slovenia), South-Transdanubian Area- and Economic Development Nonprofit Ltd. (DDTG) (Hungary), Kulturalis labor Szocialis Sz. (Hungary), Associazione Borghi Autentici d'Italia (Italy)

EU - Erasmus: Additive Process Technology Integration with Management and Entrepreneurship (APTIME)

APTIME contributes to filling the skills gap in Additive Layer Manufacturing (ALM) sector on an EU scale by aligning education and training in ALM with labour market needs. The project involves the creation of a flexible pathway resulting in a postgraduate qualification (MSc) through curriculum development that includes manufacturing processes, processed materials characterisation, process control, factory and supply chains, risk and change management including product development processes.

**SRH School:** Berlin School of Management

**Duration:** 01.09.2019 - 28.02.2023

**Project Volume Total:** 408.820,00 €

**SRH Project Volume:** 70.890,00 €

**Funded by:** Erasmus+

**SRH Participants:** Prof. Dr. Ian Towers, Prof. Dr. Michael Hartmann

**In Cooperation with:** University of Wolverhampton, Estia, Universidad Rey Juan Carlos, Fontys, University of Ljubljana

BMW-ZIM: Technical development and construction of a pilot plant for the economically and ecologically sensible recycling of metal / plastic composite materials (ReComp)

The project aims at developing an innovative and sustainable process to separate and recover metals from plastic in chrome plated industrial waste. This process involves the electrochemical leaching of the metal coating at potentials where the formation of toxic hexavalent chrome is avoided, and the selective recovery of each metal using techniques as electrochemical deposition, filtration, and precipitation. The sustainability and economic viability of the process is studied using LCA and MFCA tools.

**SRH School:** Berlin School of Technology

**Duration:** 01.12.2019 – 28.02.2022

**Project Volume (total):** 574.000,00 €

**SRH Project volume:** 127.505,00 €

**Funded by:** BMWi-ZIM

**SRH Participants:** Adriana Bernal Osorio, Bum-Ki Choi, Himanshu Khadse, Siddharth Varute, Almy Putri, Pranav Talwar, Kshiti Bapat, Prof. Dr. Gesa Beck

**In Cooperation with:** Fraunhofer ARes (also Prof. Beck), Krall Kunststoff-Recycling GmbH

BMBF: Waste2Energy

This project deals with hybrid energy from waste as a sustainable solution for Ghana. It furthermore supports two PhD students in cooperation with the University of Rostock.

**SRH School:** Berlin School of Technology

**Duration:** 01.01.2020 - 31.12.2023

**Project Volume:** 1.203.153,94 €

**Funded by:** BMBF

**SRH Participants:** Prof. Dr. Michael Hartmann

**In Cooperation with:** Universität Rostock, Kwame Nkrumah University of Science and Technology Ghana, University of Environmental and Natural Resources (Ghana), DBFZ, GICON and Westafrica Science Service Center WASCAL, Fraunhofer Institut UMSICHT

BMBF: Development and evaluation of an innovative recycling way to recover tantalum from electronic waste – IRETA 2

In the project an innovative and sustainable technology is developed to recover tantalum from their capacitors in electronic waste. First, the capacitors are detected and disassembled by a laser. Afterwards the tantalum is purified by mechanical, electrochemical and thermal methods. The ecological impact is assessed by LCA and the possible profit by material-flow-cost accounting.

**SRH School:** Berlin School of Technology

**Duration:** 01.03.2020 – 30.06.2022

**Project Volume (total):** 1.4 Mio. €

**SRH Project volume:** 129 417,84 €

**Funded by:** BMBF

**SRH Participants:** Bum-Ki Choi, Arantza Ramirez, Caitlin Walls, Batcheva Batcheva Téllez Domínguez, Sundar Nagarajan, Himanshu Khadse, Prof. Dr. Gesa Beck

**In Cooperation with:** Fraunhofer ARes (also Prof. Beck), Mairec Edelmetallgesellschaft, bifa Augsburg, Robot Technology, SLCR Lasertechnik, smart services

#### FutureHotel – Concepts and Solutions for the Hotels of Tomorrow

The »FutureHotel« project is dedicated to central questions regarding the hotel of the future since 2008. Together with partners from the hospitality sector, the Fraunhofer IAO is researching key developments and their influence on the hospitality sector. Different types of guests and their specific demands are analyzed along with the potential for optimization in hospitality management and operations. New, forward-looking solutions for the various facilities of a hotel, such as guest rooms, reception, conference areas etc. will be researched. Technological innovations as well as economic, ecological and social viewpoints will be taken into account.

**SRH School:** Dresden School of Management

**Duration:** Ongoing since 2008, currently in research phase VII (2022-2024)

**Project Volume (total):** confidential

**Funded by:** Hotel Industry Partners

**SRH Participants:** Prof.-Dr.-Ing. Vanessa Borkmann

**In Cooperation with:** Fraunhofer IAO, Stuttgart

### **3.4 Institutes**

The internal institutes of SRH are legally dependent organizational units. Their purpose is to initiate and execute research projects, transfer research insights into teaching, and share them with the public. The organization of these internal institutes facilitates communication within the university and between the university and external organizations. Details of the structure and functions are governed by the "Regulations for Research Institutes." The research and artistic activities of our institutes are characterized by a strong global network. In 2020, four new institutes were established. A total of 16 research institutes are presented below.

#### 1. Contractual Management Institute (CMI Berlin)

**Schools:** Berlin School of Management, Dresden School of Management

**Executive Director:** Prof. Dr. Bert Eichhorn (SRH Berlin)

**Scientific Director:** Prof. Dr. Ralph Schuhmann

CMI Berlin aims to promote and investigate the potential of management contracts for business transactions. The most pressing tasks involve developing legal management techniques together with other universities and developing concepts for legally viable illustrations of management processes. This is in line with adapting legal thinking and working principles to operational requirements. Concepts for contractual management are implemented and in cooperation with economic leaders.

**Other members:** Prof. Dr. Franz Hessel (SRH Berlin), Dr. Ognyan Seizov (SRH Berlin), Prof. Dr. Farzaneh Soleimani Zoghi (SRH Berlin), Frank Wittig (SRH Berlin), Prof. Dr. Alexander J. Wulf (SRH Berlin), Prof. Dr. Ibrahim Anil

## **2. Grenke Centre for Entrepreneurial Studies (GCES)**

**School:** Berlin School of Management

**Executive and Scientific Director:** Prof. Dr. André Presse (SRH Berlin)

Thanks to Wolfgang Grenke, founder of GRENKE AG and Honorary Senator of SRH Berlin University of Applied Sciences, the GCES has come to life. The aim of the GCES is to strengthen entrepreneurial research and to enhance the science-based teaching at SRH Berlin University of Applied Sciences. In addition, it will promote the transfer of academic findings into real business practice and thus will help start-ups to grow. The board consists of well-known businesspeople and scientists, founders of innovative companies and long-time friends of SRH Berlin University of Applied Sciences. The Advisory Board members support and give sustainable and future-oriented advice to the research institute.

**Other members:** Wolfgang Grenke (founder), Jörg Wilhelm (SRH Berlin), Sebastian Hirsch, Bert Eichhorn (SRH Berlin), Götz Werner, Dominik Wörner, Ali Mostashari, Alfredo de Massis

## **3. Institute for Innovative Technologies (IIT)**

**School:** Berlin School of Technology

**Executive Director:** Prof. Dr. Klaus-Ulrich Neumann (SRH Berlin)

**Scientific Director:** Dr. Tilmann Hickel

The aim of the IIT is to combine core activities of engineering sciences and natural sciences. The key tasks are to foster engineering and scientific research activities, support technology and knowledge transfer, and investigate renewable energies, sustainability, and technological empowerment. To this end, it is the aim to develop and provide technologies adapted to certain circumstances. Here, a holistic approach must be taken so that the consequences of the use of the technology can be considered during its development. This includes aspects of sustainability, climate change as well as the social and economic impact. Current research areas are new measuring methods and materials, optimization of data acquisition and process control, material optimization and renewable energies.

**Other members:** Prof. Dr. Michael Hartmann (SRH Berlin), Thomas Pfeiffer (SRH Berlin), Jürgen Weinreich, Matthias Raab, Ernst Hallas, Roland Schnell

#### **4. Institute for International Strategic Management & Innovations (SMI)**

**School:** Berlin School of Management

**Executive Director:** Prof. Dr. Ronald Glasberg (SRH Berlin)

**Scientific Director:** Dr. Reinhard Messenböck

The SMI is a joint initiative between Prof. Dr. Ronald Glasberg and Prof. Dr. Michael Hartmann of SRH Berlin University of Applied Sciences with Dr. Reinhard Messenböck and Jens Jahn of The Boston Consulting Group. The SMI conducts research projects based on new developments and innovations, e.g., disruptions in financial services, smart living and smart manufacturing, in order to provide relevant insights and recommendations for business.

**Other members:** Prof. Dr. Michael Hartmann (SRH Berlin), Jens Jahn

#### **5. Institute for Management and Organisation Studies (IMOS)**

**Schools:** Berlin School of Management, Berlin School of Design and Communication

**Executive Director:** Prof. Dr. Achim Seisreiner (SRH Berlin)

**Scientific Director:** Prof. Dr. Jens Junge (SRH Berlin)

The IMOS aims to analyze social and business consequences of established instruments in management for both practice and research. Issues such as responsibility, ethics, rationality and effective guidance of social systems are the focus of its research activities. The IMOS supports companies and entrepreneurs with their forward-looking management and organizational challenges through interdisciplinary and practice-oriented analysis.

#### **6. International Institute of Sustainability Management (IISM)**

**Schools:** Berlin School of Management, Berlin School of Technology

**Executive Director:** Prof. Dr. Anabel Ternès von Hattburg (SRH Berlin)

**Scientific Director:** Prof. Dr. Werner Siebel

The IISM is concerned with national and international sustainable business concepts. The central focus is on business self-marketing (branding) and employer branding with respect to company attractiveness for both internal and external stakeholders. Research investigations encompass economic value creation processes and methods concerning sustainable natural and social resources. This includes the development of innovative and environmentally friendly products and services, as well as intelligent organizational and work-related processes.

**Other members:** Prof. Dr. Michael Hartmann (SRH Berlin), Prof. Dr. Ian Towers (SRH Berlin), Prof. Dr. Ines Carstensen (SRH Berlin), and Prof. Osvaldo Romero (SRH Berlin), Jürgen Weinreich, Joachim Brych, Roland Schnell

## **7. Institute of Global Hospitality Research (IGHOR)**

**School:** Dresden School of Management

**Executive Director:** Prof. Dr. Hartwig Bohne (SRH Berlin)

**Scientific Director:** Prof. Dr. Markus Schuckert

The IGHOR expresses transnational excellence in hospitality research and symbolizes joint forces of international hospitality researchers to combine their competences establishing a multidisciplinary community for innovative and sustainable hospitality research. Its research focus is on international hotel management. The aim is to establish networks and project developments. In particular, the following tasks for research and implementation into practice are targeted: 1) International hospitality concepts: Work processes that are changed by digitalization and automation are analyzed. This results in research for a sustainable human resources management in the personnel sector in order to derive technology-based process optimizations. 2) Global transfer of technology and innovation: Research will be conducted on the implementation and impact of new digital tools, processes and technologies. Competencies, further development and global networking are also scientifically promoted. 3) Start-up promotion and design thinking: Research at the IGHOR is intended to promote start-ups and the development of creative impulses (e.g., responsible growth, responsible embedding of new business models and financing).

**Other members:** Dr. Florian Aubke, Prof. Dr. Ralf Burbach, Prof. Dr. Michael Ottenbacher, Prof. Dr. Stephen Pratt, Pirkko Salo

## **8. Institute of Information Systems (IWI)**

**Schools:** Berlin School of Management, Berlin School of Technology

**Executive Director:** Prof. Dr. Vladimir Stantchev (SRH Berlin)

**Scientific Director:** Prof. Dr. Gerrit Tamm (SRH Berlin)

The IWI aims to combine the long-time research experiences of the institute's two head researchers. Their specializations are information systems, smart items, information management and cloud computing. The IWI cultivates contacts in business, research and political institutions. It leads the implementation and design of the Information Systems Management research cluster at SRH Berlin University of Applied Sciences. The institutes' competencies in business informatics are shared with other research areas of the cluster and with external partners as well.

**Other members:** Prof. Dr. Franz Hessel (SRH Berlin), Dr. Anish Mohammed, Sarfaraz Ghulam Muhammad (SRH Berlin), Prof. Dr. Ricardo Colomo Palacios, Prof. Dr. Daniel Arias Aranda

### **9. Institute of Service Management (IDM Dresden)**

**School:** Berlin School of Management, Dresden School of Management

**Executive Director:** Prof. Dr. Matthias Straub (SRH Berlin)

**Scientific Director:** Prof. Dr. Walter Freyer

The IDM Dresden is a dedicated research institute of the SRH Berlin University of Applied Sciences housed at the Dresden School of Management. A special focus of the research approach is placed on questions about the tourism industry as a major driver of the economy. The service sector includes companies in the hotel industry and in the broader hospitality industry. Since this sector consists of medium-sized companies, the majority of the projects focus on them. However, small and large companies benefit from the academic output as well. Project partners range from young start-ups to well-established industry leaders.

**Other members:** Prof. Dr. Ines Lolo Britta Carstensen (SRH Berlin), Dr. Jörg Männicke (SRH Berlin)

### **10. Silver Workers Research Institute (SWRI)**

**School:** Berlin School of Management

**Executive Director:** Prof. Dr. Victoria Büsch (SRH Berlin)

**Scientific Director:** Prof. Dr. Jürgen Deller

The SWRI researchers investigate the effects of demographic change on the labour market. The re- search focuses on the attitudes, support and continued company employment of older employees also known as "silver workers". Both organisational and personal perspectives are included in investigations.

**Other members:** Prof. Dr. Carsten Schermuly (SRH Berlin)

### **11. Institute of Applied Resource Strategies (IARS)**

**School:** Berlin School of Technology

**Executive Director:** Prof. Dr. Gesa Beck (SRH Berlin)

**Scientific Director:** Prof. Dr. Mathias Wickleder

The goals of the IARS are the implementation of application-oriented research and development projects, the development of sustainable technologies (in principle, a

sustainability assessment of the developed technologies is carried out with regard to economic, ecological and social factors), the upscaling of the technologies developed on a laboratory scale and support in setting up pilot plants with industrial partners, the knowledge transfer by involving students and doctoral candidates in research and development, by designing further courses of study and continuing education programmes for industrial partners (especially SMEs), and the international cooperation within the framework of development promotion projects in the field of research and further education.

**Other members:** Prof. Dr. Osvaldo Romero (SRH Berlin), Matthias Raab (SRH Berlin), Bum-Ki Choi (SRH Berlin), Adriana Bernal (SRH Berlin), Arantza Ramirez (SRH Berlin), Gautam Tyagi (SRH student)

## 12. Institute for New Work and Coaching (INWOC)

**School:** Berlin School of Management

**Executive Director:** Prof. Dr. Carsten Schermuly (SRH Berlin)

**Scientific Director:** Prof. Dr. Heidi Möller

The INWOC is a research institute in the field of business psychology that considers the transfer of knowledge as an essential part of research. It conducts applied research in the field of new work and coaching and communicates the results - in a compact and comprehensive manner. The digitalization and globalization of the world of work, a dramatic increase in knowledge and demographic change are increasingly challenging organizations. Many organizations are responding to these trends by introducing new work structures or by relying on supportive measures such as coaching - often with far-reaching effects. The goal is to empower practitioners to make such significant decisions based on evidence and thus to exploit the potential of new work and coaching. After all, new work and coaching also come with risks and may cause undesirable side effects.

**Other members:** Laura Creon (SRH Berlin), Ivana Drazic (SRH Berlin), Prof. Dr. Carolin Graßmann, Jan Koch (SRH Berlin), Natalie Michalik (SRH Berlin), Dr. Franziska Schölmerich

## 13. Berlin Institute of Biomusicology and Empirical Research (BIBER)

**School:** Berlin School of Popular Arts

**Executive Director:** Prof. Dr. Richard von Georgi (SRH Berlin)

**Scientific Director:** Prof. Dr. Katrin Starcke (SRH Berlin)

The BIBER investigates music and its perception and effects with empirical research methods. The research projects have a biological theoretical background. For example, participants are exposed to musical stimuli, and their reactions are measured with questionnaires and biopsychological research methods. The BIBER has a biological theoretical background. It includes a laboratory, the Neurobiological Music Lab (NBML) with a modern NeXus-10 MKII (MindMedia). With the NeXus, it is possible to measure various psychophysiological reactions,

such as heart rate, heart rate variability, electrodermal activity, blood pressure, respiration, and temperature, as well as brain responses with EEG. The laboratory computers at BIBER are equipped with the LabVanced software which allows the exposure to musical stimuli and the simultaneous measurement of participants' reactions.

**Other members:** Julia Herr (SRH student), Isabell Bötsch

#### **14. Institute for Professional Development (IPD)**

**School:** Berlin School of Popular Arts

**Executive and Scientific Director:** Prof. Dr. Brigitte Biehl (SRH Berlin)

The IPD focusses on professional development with artistic methods, artistic interventions, and workshops with artists. The IPD is an intermediary that brings together the worlds of business and the arts to advance management and leadership. It offers professional development courses on different levels and artistic methods for HR and leadership development. The IPD focuses on cross-innovation, developing innovative solutions in cross-industry cooperations, integrating knowledge, tools and methods from the creative industries and the world of arts into all other industries.

**Other members:** Prof. Dr. Agnes Schipanski (SRH Berlin), Prof. Bene Aperdannier (SRH Berlin), Prof. Robert Keßler (SRH Berlin), Prof. Marc Secara (SRH Berlin), Claus-Dieter Bandorf (SRH Berlin), Tim Thaler (SRH Berlin), Alexander Könitz, Katrin Kolo, Stephan Meyer-Brehm, Rene Rennefeld, Sandy Schwermer, Drumtrainer Berlin (Dirk Erchinger)

#### **15. Institute for Ludology (IL)**

**School:** Berlin School of Design and Communication

**Executive Director:** Prof. Dr. Jens Junge (SRH Berlin)

**Scientific Director:** Prof. Dr. Karin Falkenberg

As children, we humans experience our surroundings at play, we play around with fantasy, engage in role playing games, design buildings and technology in our minds and construct them with our hands. We invent regulations, establish new rules or urge to change existing ones. Just like nature, love, work, power and death, play counts among the basic phenomena of humankind. Hence, numerous scientific disciplines concern themselves with the various constituent aspects of play and games. The field of ludology aims to be a distinct scientific discipline that conducts interdisciplinary research and has and exerts a transdisciplinary influence. Ensuing from game-based research questions, observations, analyses and assessments, the field of ludology explores the greatly complex phenomenon of play and games from different disciplinary perspectives and thereby strives to bring structure into the theory of play behaviour and develop models for observation, analysis and decision-making.

**Other members:** André Vogel, Christina Kocher, Timo Schöber

## **16. Institute for Digital Health (IDH)**

**School:** Berlin School of Design and Communication

**Executive Director:** Lisa Pegelow

**Scientific Director:** Dr. Kai Kolpatzik

The IDH aims to promote digital health in social services and healthcare through innovation and development. To this end, the institute designs, develops and accompanies digital applications, media, procedures, assistance systems, devices and interventions, which are leading to an increase in quality of life or healthy life years.

**Other members:** Prof. Gabor Kovacs (SRH Berlin), Marco Dege, Heiko Armin Thiele

## **17. The Institute for Culture and Diversity Studies (ICDS)**

**School:** Berlin School of Design and Communication

**Executive Director:** Prof. Dr. Arta Ante

**Scientific Director:** Prof. Dr. Arnold Groh

There is a growing interest in Europe due to globalization, migration, and demographic change in diversity and inclusion. The ICDS is particularly interested in German cultural diversity issues and learning more about how they affect organizations, communities, and society. The mission of the ICDS is to understand cultures, build leadership abilities, and strengthen organizational capacity. The institute focuses on addressing key issues related to cultural diversity and inclusion in the most creative way possible, as well as fostering cross-cultural trust, respect, and understanding.

**Other members:** Prof. Dr. jur. Bert Eichhorn, Prof. Dr. Henning Kreis, Olla Jongerius, Anke Neuzerling

## **18. Institute for Writing Studies (ISW)**

**School:** Berlin School of Popular Arts

**Executive Director:** Prof. Dr. Katrin Girgensohn

**Scientific Director:** Prof. Dr. Nadja Sennewald

The Institute for Writing Studies is an interdisciplinary research institute. Its members bundle and initiate writing research and development projects on writing in the profession, at university and school, as well as on creative and literary writing in different contexts.

The aim of the Institute is to facilitate and promote research and development projects in writing studies. In this way, it makes the interdisciplinary expertise of actors from writing

studies visible both in the theoretical field and in the field of practice and contributes to national and international networking.

**Other members:** Prof. Dr. Kirstin Bromberg, Prof. Dr. Sarah Brommer, Prof. Dr. Kirsten Schindler

### **3.5 Ethics Committee**

An Ethics Committee was founded at the university on June 1, 2013, and reestablished for the merged university. It helps and advises the university with the ethical and legal aspects of our scientific research. It is chaired by the Vice President for Research and Transfer and consists of six persons: three professors (Prof. Dr. Brigitte Biehl, Prof. Dr. Bert Eichhorn, and Prof. Gabor Kovacs), one academic employee (Thomas Pfeiffer), one non-academic employee (Dr. Jörg Männicke), and the Vice President for Research and Transfer (Prof. Dr. Carsten Schermuly). "Guidelines for Securing Good Academic Practice and for Avoiding Academic Misbehaviour" (Code of Ethics) is a university policy that was introduced in June 2013. Two ombudsmen/-women were assigned to assist with the implementation of these guidelines, Prof. Dr. habil. Michael Brusck of Brandenburgische Technische Hochschule Anhalt (external professor) and Prof. Dr. Vladimir Stantchev (internal professor). These regulations are examined according to recommendations by the DFG and were approved by the DFG. Both the university's Code of Ethics and its internal rules of procedure were redeveloped for the merger of the university.

### **3.6 Research Award**

The Research Award of the SRH Berlin University of Applied Sciences is awarded annually in recognition of the scientific merits of the award winner. All publications, third-party funding and research-related honors received by December 31 are taken into account.

At the SRH Spring Festival at the BrewDog DogTap Berlin on Thursday, May 5, 2022, the Research Award was presented to Professor Dr. Brigitte Biehl by the Vice President for Research and Transfer, Professor Dr. Carsten Schermuly. Professor Dr. Brigitte Biehl had distinguished herself in 2020 through her research achievements including book publications such as "Management in the Creative Industries" and "Leadership in Game of Thrones" and refereed articles such as "Women 'in motion': The kinaesthetic viewing experience in Chinese viral advertising films", prevailing against numerous other strong applicants.

## 4 Research Expertise

The professors at SRH Berlin University of Applied Sciences possess considerable expertise. They supervise third-party-funded projects, publish in peer-reviewed and other relevant journals, present at (or moderate) academic conferences in Germany and abroad, and contribute to exhibitions, fairs, and concerts. The following tables present an overview of the cumulative, professorial contributions until the year 2020 at each school.

### Berlin School of Management

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Ante, Arta	5	3	18	3	2
Baumgärtner, Alex	4	4	7	2	0
Bünthe, Claudia	13	1	10	8	0
Büsch, Victoria	15	6	14	5	4
Carstensen, Ines	15	0	8	5	12
Eichhorn, Bert	15	3	20	3	3
Glasberg, Ronald	0	21	3	2	3
Gockel, Christine	0	16	2	3	2
Hagen, Dirk	5	2	9	4	0
Hessel, Franz	16	35	20	3	1
Kreis, Henning	10	10	18	3	0
Linke, Ralf	3	0	3	2	0
Presse, André	11	17	8	2	0
Schermuly, Carsten	61	54	116	2	7
Seisreiner, Achim	14	2	3	2	7
Stecker, Christina	30	9	46	5	4

Ternès von Hattburg, Anabel	87	31	49	16	34
Towers, Ian	15	11	18	5	1
Wulf, Alexander	17	21	9	8	6
	<b>336</b>	<b>246</b>	<b>381</b>	<b>83</b>	<b>86</b>

### Berlin School of Technology

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Beck, Gesa	2	28	41	4	14
Hartmann, Michael	1	37	5	4	7
Haufe, Knut	1	3	8	1	0
Iliev, Alexander	2	10	5	3	2
Nasti, Adele	0	3	5	0	8
Neumann, Klaus-Ulrich	3	98	16	2	5
Rafajlovski, Goran	4	35	115	4	3
Romero Romero, Osvaldo	4	40	15	4	2
Stantchev, Vladimir	32	35	19	29	13
Tamm, Gerrit	17	10	15	4	3
Wolter, Frank	2	0	30	1	2
	<b>68</b>	<b>299</b>	<b>274</b>	<b>56</b>	<b>59</b>

## Dresden School of Management

Name	Number of publications			Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications		
Antonschmidt, Hannes	6	3	16	2	7
Bohne, Hartwig	16	6	14	6	0
Borkmann, Vanessa	12	0	22	3	38
Gellweiler, Susanne	2	3	2	0	0
Kahle, Ute	1	1	8	4	1
Soleimani Zoghi, Farzaneh	1	9	11	1	0
Straub, Matthias	6	1	9	1	1
	<b>44</b>	<b>23</b>	<b>82</b>	<b>17</b>	<b>47</b>

## Berlin School of Popular Arts

Name	Number of publications			Number of artistic contributions e.g., exhibitions, fairs, concerts, performances	Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications			
Beuthner, Michael	36	0	24	42	1	2
Biehl, Brigitte	25	21	55	8	6	5

Name	Number of publications			Number of artistic contributions e.g., exhibitions, fairs, concerts, performances	Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications			
Birkenhake, Henning	0	0	0	1500	1	0
Bisges, Marcel	4	0	30	0	2	0
Ehrhorn, Tilman	0	0	0	1000	3	0
Girgensohn, Katrin	65	11	11	6	8	15
Jürgens, Pepe	0	4	6	31	0	0
Kahl, Rolf Peter	2	2	4	300	1	0
Keßler, Robert	0	0	8	31	4	0
Kleiner, Marcus S.	24	5	106	4	3	0
Kuhn, Marco	0	0	3	20	2	0
Lingau, Robert	0	0	100	800	6	3
Middelkamp, Matthias	0	0	0	100	3	0
Remy, Jörg	0	1	1	160	0	5
Roth, Lars	0	0	8	16	2	6
Schipansky, Agnes	3	0	8	0	4	1
Secara, Marc	0	0	0	5	1	1
Sennewald, Nadja	33	1	49	15	4	9
Starcke, Katrin	3	27	48	NA	1	3

Tams, Svenja	14	8	1	NA	3	7
Teigler, Rolf	0	0	0	28	2	0
Wallhäuser, Ricarda	0	0	3	45	0	1
Welker, Matthias	5	0	0	12	3	0
von Georgi, Richard	30	86	58	5	6	4
	<b>244</b>	<b>166</b>	<b>523</b>	<b>4128</b>	<b>66</b>	<b>62</b>

### Berlin School of Design and Communication

Name	Number of publications			Number of artistic contributions e.g., exhibitions, fairs, concerts, performances	Number of current memberships	Number of third-party-funded projects
	Books and book chapter	International journals	Other publications			
Borchartd, Bettina	1	0	0	20	0	8
Denz, Sebastian	22	0	100	50	1	3
Fischer, Marcus	1	0	30	25	3	7
Kemmer, Ralf	2	1	3	13	1	0
Kreis, Henning	10	10	18	NA	3	0
Leihener, Julia	2	0	0	0	1	2
Androschin, Katrin	1	0	1	0	3	2
Linner, David	0	0	1	0	0	1
Schultze-Seehof, Dörte	11	1	0	14	1	0
Schwenn, Benjamin	5	0	2	0	1	1
Wente, Markus	4	3	5	5	1	0

	59	15	160	127	15	24
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## **Prof. Dr. Arta Ante**

Berlin School of Management

- Professor of PR & Communication Management
- Program Director of Communication Management
- Founder of Institute for Culture and Diversity Studies

### Research/Artistic Foci

In Print: Ante et.al. (Ed.) 2022, "Art and Diversity" Catalogue, SRH Verlag.

### Career

Since 10/2021 – Interim Head of Study Program "International Business Administration", Berlin School of Management

Since 09/2020 - Founder and Director at the Institute for Cultural Diversity Studies., SRH University Berlin of Applied Sciences

09/2018 – 10/2021. Head of Study Programme "International Business Administration with Focus in Communication Management" Berlin School of Management, SRH University of Applied Sciences,

Since 09/2017 - Professor for PR and Communication Management, Berlin School of Design and Communication

03/15 - 01/16 - Project Proposal Coordinator, Humboldt Universität, Presidential Department, Gender Equality Office, in the framework of EU Research and Innovation Programme, Category: Science with and for Society. 11 European Research Institutions/8 European Countries/2.3 Mio. Euros Budget

10/13 - 07/17 - Lecturer Economics and Law Department, Lecturing Focus: Fundamentals of Scientific Writing & Academic Coaching - HTW Berlin - University of Applied Sciences

04/15 – 12/2015 Postdoctoral Fellow/Berlin Equal Opportunities Programme Presidential Department, Gender Equality Office, Humboldt University, Berlin Research Focus: Scientific communication from the diversity management perspective; Systemic Communication Analysis; Editor of "Humboldt Equal Opportunity" Magazine; Public Relations and Event Management

05/11 – 05/13 Research Associate/ Lecturer, Economics Department, SRH University of Applied Sciences, Berlin

10/10 – 04/11 - Researcher/Project Coordinator/Trainer, CSS Project for Integrative Mediation (NGO), Berlin

01/08 – 10/08 Research Workshops Coordinator, PhD Graduate Centre, Faculty of Social Sciences Vienna University, Vienna

05/07 – 08/09 - Team Manager, 6th District, Juvivo Organization (Youth NGO), Vienna

01/05 – 12/05 - Office Assistant, External Relations Office, Austria Commercial Chamber (WKO), Vienna

04/01 – 10/02 - Program Manager, United Nations World Food Programme, Tirana

04/99 – 03/01 - Project Manager, IFRC, International Federation of Red Cross and German Red Cross, Tirana

#### Research/Artistic Activities

a) Company project 'The importance of culture: ways and tools of shaping a company culture and mindset' in collaboration with BASF Germany.

- focus on diversity/inclusion and sustainability

b) Creative seminar 'Interdisciplinary project-oriented work and competition: Art and Diversity'

- explore ways to communicate and create awareness of diversity of the creative scene with focus in Berlin, Germany

c) Company project in collaboration with BASF Germany.

- Highlighting diversity & internationality, digitization, sustainability and partnership relationships.

d) Company project 'The importance of culture: ways and tools of shaping a company culture and mindset' in collaboration with BASF Germany.

- focus on diversity/inclusion and sustainability



## **Prof. Dr.-Ing. Torsten Becker**

Berlin School of Management

- Professor of Supply Chain Management
- Program Director of M.Sc. Supply Chain Management

### Research/Artistic Foci

Digital supply chains; Process optimization in the supply chain; Supply chain planning

### Career

1.4.2021-30.9.2021: Substitute Professorship HTW Berlin, Business Information Systems/Digitization, Berlin

1.10.2012-30.9-2014: Substitute professorship Leuphana, Supply Chain Management, Lüneburg,

3.23.2013-12.31.2020: Managing Director, BOGEN Electronic GmbH, Berlin

Since 1.7.2003: Managing Director, BESTgroup Consulting GmbH, Frankfurt/Berlin

1.11.1995-30.6.2003: Director, PRTM Operations Management Consulting, Frankfurt

1.11.1990-31.10.1995: Plant Manager/Project Manager, AEG AG, Frankfurt/Kiel

1.2.1986-31.10.1990: Research Assistant, Chair of Production Systems, WZL, RWTH Aachen University

1.10.1980-31.12.1990: Studies of Mechanical Engineering, RWTH Aachen, Diploma (1986), Doctorate (1990)

### Research/Artistic Activities

Participated in several Horizon 2020 projects on improving measuring system accuracy



## **Prof. Dr. Alex Baumgärtner**

Berlin School of Management

- Programme Director, Master of International Tourism and Event Management Programme (Bachelor of Arts)
- Professor of Law

### Research/Artistic Foci

Prof. Dr. Baumgärtner's research focuses on the legal and regulatory framework of the Tourism and MICE industry, especially international issues (including the impact of EU legislation) and aspects of liability and labour law.

### Career

Prof. Dr. Baumgärtner's research focuses on the legal and regulatory framework of the Tourism and MICE industry, especially international issues (including the impact of EU legislation) and aspects of liability and labour law.

### Research/Artistic Activities

Currently Prof. Dr. Baumgartner's is researching the legal aspects of event safety issues (especially concerning terrorist attacks). He is also examining the national implementation of the EU Directive on package travel and linked travel arrangements.



## **Prof. Dr. Claudia Bunte**

Berlin School of Management

- Professor of International Business Administration with focus on Marketing
- Head of International Business Administration Specialization in Marketing

### Research/Artistic Foci

Artificial Intelligence (AI) and its impact on the future of marketing and economy

### Career

- 2016 - Present: Professor of Business Administration with focus on Marketing, Berlin School of Management, SRH Berlin University of Applied Sciences
- 2013 – 2016: Director for Consumer Insights, Planning & Strategy Europe + Director for Strategy and Planning for Germany, Denmark, Finland and Iceland, The Coca-Cola Company
- 2009 – 2012: Senior Global Vice President for Brand Strategy and Marketing Management brand Volkswagen, Volkswagen AG
- 2005: Doctorate (Dr. phil.) at the Wilhelms University Münster; Topic: "The Brand Optimizer: An Integrated Model for Image Optimization of an Existing Brand Extension with Special Consideration of the Umbrella Brand using the Example of Nivea Beauté and Nivea"
- 2003 – 2012: Associate Principal Marketing and Sales, McKinsey & Company
- 2000 – 2003: International Brand Manager at Nivea Beauté, Beiersdorf AG,
- 2000: Dipl.-Kommunikationswirtin, Social and Business Communication, University of the Arts Berlin

### Research/Artistic Activities

- AI-Study "AI – the future in Marketing"; Wave 1 (2018), Wave 2 (2019), Wave 3 (2021)
- Study: European Wholesale Study 2020 "Digital transformation in B2B – the role of AI and pricing automation"



## **Prof. Dr. Victoria Büsch**

Berlin School of Management

- President of SRH Berlin University of Applied Sciences
- Director of the Silver Workers Research Institute

### Research/Artistic Foci

Prof. Dr. Victoria Büsch conducts research in the field of demography and human resource management. Her analysis focuses on demographic change with respect to enterprise management. Specifically, her scientific work pertains to age discrimination when recruiting older employees, employee motivation, and the identification of promotional framework conditions for an extended working life. This has been her line of research for nearly 15 years. She has been a guest speaker at many international conferences including the World Demographic Association in St. Gallen, Switzerland and the International Conference on Demographic Aging in Los Angeles, USA.

### Career

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### Research/Artistic Activities

Prof. Dr. Büsch was instrumental in establishing the Transitions and Old Age Potential (TOP) panel in Germany. The panel was developed in cooperation with the University of Lüneburg, Jacobs University in Bremen and the German Federal Institute for Population Research. It has an interdisciplinary approach with the objective of identifying the potential of elderly or aging people. The first scientific inquiry of TOP took place in 2013 with 5,000 participants and a variety of data set publications followed in 2014.

Prof. Dr. Büsch became a member of The Demographic Network (ddn) in 2006 and a board member in March 2012. She is also a board member of Flexi-care 50+ and "Deutschlands Arbeitgebermarken", a member of the German Society for Demography, and the national speaker of the Association of Private Universities of Applied Sciences (Verband der Privaten Hochschulen e. V.).



## **Prof. Dr. Ines Carstensen**

Berlin School of Management

- Professor of Sustainability and Innovation Management

### Research/Artistic Foci

Prof. Dr. Ines Carstensen has a long-standing interest in the field of tourism. Her particular interest concerns different research fields such as destination development, innovation, sustainability, mobility, natural and cultural heritage, energy systems and climate change.

### Career

Prof. Dr. Ines Carstensen has a long-standing interest in the field of tourism. Her particular interest concerns different research fields such as destination development, innovation, sustainability, mobility, natural and cultural heritage, energy systems and climate change.

### Research/Artistic Activities

Prof Dr. Carstensen coordinates several joint research projects as Scientific Director of CIST e.V. In 2016, she initiated a cooperative research project to implement new models for sustainable tourism and to find European partners which was supported by the BMBF. The current research project "Make Creative Villages – Initiate Cooperation between CCI and Villages" is funded by the European Union since 2019 and wants to go new ways to raise the innovation potential of cultural resources in villages and rural towns by giving new impulses through tailor-made cooperation between the creative industries and local players. She co-designed a project concept to apply for the CLIENT II program founded by the BMBF in order to implement new resource techniques and tourism management systems in Ghana with Prof. Dr. Michael Hartmann's Renewable Energy Programme at SRH Berlin University of Applied Sciences and Fraunhofer UMSICHT. She also designed another project focusing on creating sustainable building systems in Namibia. Prof Dr. Carstensen received funding from the municipality of Bernau near Berlin to integrate research projects in teaching and to develop an innovation process for Bernau's future tourism. Students had the opportunity to write their first scientific article, which was the pilot publication of the "SRH-Werkstattbericht". She is also cooperating with others in the field of tourism and digitization.



## **Prof. Dr. Bert Eichhorn**

Berlin School of Management

- Professor of International Business Law/ European Law & Vice President of International Affairs
- Director of the Contractual Management Institute & Programme Director, International Management & Entrepreneurship (Master of Arts)

### Research/Artistic Foci

The aim of Prof. Dr. Eichhorn's research is to examine the impact of national and international (contractual) circumstances on business decisions and on the design of entrepreneurial processes. The analysis of decision-making processes is particularly relevant in lieu of shifting corporate decision-making processes in digital systems and electronically-controlled supply chains.

### Career

Prof. Dr. Bert Eichhorn studied Law, Philosophy and Economics in Cologne, Germany and Lausanne, Switzerland. In 1991, he completed his dissertation in Cologne with the title "State Responsibility, Reparations and Germany's Compensation after World War II". His dissertation is one of the papers on state responsibility selected by the Law Commission of the United Nations (UN) and serves as the basis for court decisions, including decisions taken at the Federal Constitutional Court in Germany. He has been Professor of International Business Law and European Law at SRH Berlin University of Applied Sciences and Visiting Professor at Beuth Technical University Berlin since 2008. He was a guest lecturer at Technical University Breslau; Neisse University in Liberec; Jelenia Gora and Görlitz at Marmara University in Istanbul; Grande École de Commerce (INSEEC Business School) in Paris and Bordeaux; and the University of Granada.

### Research/Artistic Activities

His current research project aims to explore conditions of contractual risk management in companies and to examine possible solutions for its use as a controlling management tool. Another of his research projects compares the business practice of risk management in Turkey and Germany. The analysis of cultural differences in risk management between the two countries and instructions for German companies is also of major interest.



## **Prof. Dr. Ronald Glasberg**

Berlin School of Management

- Professor of International Strategic Management
- Director of the Institute for International Strategic Management & Innovations (SMI)

### Research/Artistic Foci

Prof. Dr. Glasberg focuses on the development of new strategic management tools and techniques for start-ups and enterprises with global operations. The aim is to formulate action-oriented recommendations for enterprises depending on their specific stage in the business lifecycle and their particular strategic, innovation, financial and risk management starting points.

### Career

Prof. Dr. Glasberg studied Electrical Engineering at Technical University of Berlin, where he worked as a research assistant for several years. His expertise is based on over 20 years of professional experience in the areas of strategic and innovation management. Prof. Dr. Glasberg was involved in the planning of group strategy for Deutsche Telekom AG and also worked as a management consultant for other leading European companies. He subsequently expanded his knowledge with a Master's degree programme in Business Administration in Paris, Stuttgart and St. Gallen. He published a number of national and international scientific works and patents.

### Research/Artistic Activities

The goal of Prof. Dr. Glasberg's research is to gain new insights for companies and their challenges, depending on their business lifecycle stage and level of development.

- Startups need accurate data for product development and establishment in the market. This can be achieved via trend analysis and evaluation of information from the market. After having obtained this, new customized business models and market access strategies can be designed.
- Established companies face increasing challenges in the national and international environment. Based on a scientific analysis, appropriate practical solutions and game-theory based strategies can be designed.
- Future research interests are thus in the area of strategic, innovation and financial management for a variety of companies and industries.



## **Prof. Dr. Christine Gockel**

Berlin School of Management

- Professor of Work and Organizational Psychology
- Program Director, Business Psychology Program (Master of Science)

### Research/Artistic Foci

Which factors increase team effectiveness? Prof. Dr. Gockel investigates how team members organize and use complex knowledge (in transactive memory systems), how they share leadership to achieve common goals, and how they use humor.

### Career

Prof. Dr. Christine Gockel studied Psychology at Humboldt University Berlin. She then went to graduate school at Michigan State University in the US and obtained her PhD in Social and Personality Psychology with a minor in Organizational Psychology. Afterwards, she was employed as Research Associate at Chemnitz University of Technology in Germany and as senior researcher and lecturer at the University of Fribourg in Switzerland. During her time in Germany and Switzerland, she also worked as communication trainer and consulted organizations in the domains of knowledge management and leadership. In 2014, Christine Gockel became Professor of Work and Organizational Psychology at SRH Hochschule Berlin and is currently Program Director of the Master of Science program in Business Psychology.

### Research/Artistic Activities

In her research, Prof. Gockel examines team dynamics. Specifically, she examines how team members organize and process knowledge (in transactive memory systems), how they share leadership to reach common goals, and how they use humour. Because her research sits at the intersection of organizational and social psychology, she has conducted survey studies in organizations, experimental studies in the lab, and used social network methods in team studies. In her projects, she tries to involve student researchers as much as possible. Christine Gockel has published in international peer-reviewed journals such as European Journal of Work and Organizational Psychology, Journal of Personnel Psychology, and Basic and Applied Social Psychology. Her research was funded by the University of Konstanz, the University of Fribourg, and the Biäsch Foundation for the Promotion of Applied Psychology.



## **Prof. Dr. Dirk Hagen**

Berlin School of Management

- Professor of Business Administration with Focus on Event Management

### Research/Artistic Foci

Prof. Dr. Hagen conducts research in the field of business and cultural events. His analysis focuses on networks, organizational management, and urban development driven by events. His scientific work focuses on match-making in the meeting industry as a method for building up new project collaborations and networks. He speaks at research conferences on topics related to events, architecture and geography.

### Career

Prof. Dr. Hagen completed his studies at the University of Hamburg, Universidad Complutense de Madrid and Humboldt Universität zu Berlin. For his Diploma in Geography, his analysis focused on urban and economic geography in the field of advanced producer services. He became a project leader for various national and international empirical research projects at Topos Stadtforschung. In 2005, he started to work in the conference branch at Topos Stadtforschung after publishing in various magazines, developing an urban and culture magazine and moderating expert talks. Prof. Dr. Hagen helped to organize national and international summits and congresses and sometimes moderated these events. In 2015, he graduated magna cum laude from the Philipps University of Marburg and wrote his dissertation on creative industries and scenes. Today, he is responsible for developing, moderating and giving keynote speeches at business events. He has held different positions in marketing, business development and event management. Prof. Dr. Hagen is a board member for various societies and foundations.

### Research/Artistic Activities

Prof. Dr. Hagen is establishing academic empirical research of networks in the meeting industry. For example, he is finishing a research project at re:publica, Berlin, Europe's biggest digital festival/conference.



## **Prof. Dr. Franz Hessel, MPH**

Berlin School of Management

- Professor of Business Administration (Healthcare Management)
- Programme Director, Business Administration with a focus on International Healthcare Management Programme (Master of Business Administration)

### Research/Artistic Foci

Prof. Dr. Franz Hessel's research interests are primarily in the field of medical management and health economics. His scientific concentrations are the areas of hospital management, health economic evaluations, health technology assessment, and health services research.

### Career

Prof. Dr. Franz Hessel studied medicine at Ludwig-Maximilians-University in Munich. He completed his PhD at the Medical Clinic, Department of Preventive Cardiology. After several years of clinical work in the field of cardiology and laboratory medicine, he took part in a part-time postgraduate study to obtain the Master of Public Health at Ludwig-Maximilians-University in Munich. Upon completion he became active in research and teaching as a research associate and group leader in the field of Medical Management at the Universities of Greifswald and Duisburg-Essen. Further career achievements include more than ten years of consulting experience in the field of health economics, management of the department Health Economics Outcomes Research (HEOR) of Sanofi-Aventis Germany, International Director of HEOR Abbott Diagnostics, and professorship at SRH Hochschule Berlin since 2011.

### Research/Artistic Activities

Prof. Dr. Franz Hessel just finished working on a joint research project called "Personalized Medicine in Cancer Research". The project is about the influence of technologies and customized medical treatment on medication development costs, and the optimal design of authorization modalities and reimbursement arrangements. He considers this issue from health insurance and society perspectives.

Aside from the emphasis on health services research, Prof. Dr. Hessel works on health economic evaluation models, research projects concerning health services, and the usage of routine data of health insurance for health-political decisions.

In the hospital management sector, topics like payment of in-patient psychiatric services and crises management are predominantly covered.



## **Prof. Dr. Henning Kreis**

Berlin School of Management &  
Berlin School of Design and  
Communication

- Professor of Market and Advertising Psychology
- Program Director, B.A. International Business Administration

### Research/Artistic Foci

Prof. Dr. Kreis conducts empirical, mostly quantitative research in the field of consumer behaviour and strategic marketing. He is interested in why consumers act like they do, from a psychological perspective and tries to come up with implications for strategic marketing. Prof. Dr. Kreis published in leading national and international journals in this field and is first author of the market research book "Marktforschung" (Kreis, Wildner, Kuß, 2021) that is published by Springer-Gabler.

### Career

Prof. Dr. Kreis studied Business Administration at Otto-von Guericke University Magdeburg and Macquarie University Sydney. He holds a Ph.D. from Humboldt Universität zu Berlin, Institute of Marketing. After his Ph.D. Prof. Dr. Kreis became Juniorprofessor for Market Communications at Freie Universität Berlin. Before joining SRH Hochschule Berlin in 2017 he held the deputy professorship for marketing and innovation management at Brandenburgische Technische Universität Cottbus. He had various research and teaching assignments in Germany and abroad. In 2013, he founded the consulting company dk & company GmbH which focuses on science-based business consulting.

### Research/Artistic Activities

Recent topics of interest are the use of customer reviews during the online buying decision process (eye tracking approach), emotion tracking of consumers and the effect of (electronic) word-of-mouth on sales (time series modelling).



## **Prof. Dr. Ralf Linke**

Berlin School of Management

- Academic Director of the Berlin School of Management
- Professor of International Business Administration
- Program Director, International Business Administration (Bachelor of Arts) in German

### Research/Artistic Foci

Prof. Dr. Ralf Linke focuses his research on two topics: consumer behavior and employee satisfaction. His work combines the measurement of human behaviour in marketing research and the evaluation of work.

### Career

Prof. Dr. Linke studied Business Administration at the Catholic University of Eichstätt and the University of Memphis. He holds a Ph.D. from Humboldt Universität zu Berlin, Institute of Industrial Marketing Management. His research activities focus on behavioural economics and business relationships. Prof. Dr. Linke joined the global consulting company, Gallup, and worked for six years for national and international clients in the area of customer and employee optimization. In 2012, he joined BiTS University of Applied Sciences in Berlin and helped to build and lead the business administration programmes. In 2015, he began directing the International Business Administration Programme (German language track) at SRH Hochschule Berlin.

### Research/Artistic Activities

Prof. Dr. Linke is currently researching employee satisfaction surveys and consumer behaviour. The employee satisfaction survey is a feedback and performance management tool suitable for companies of all sizes. Current research looks for ways to optimize the quality of survey operations and the impact of the metrics used. His consumer behaviour research emphasizes consumer decision-making in digital environments. A central question being answered is: how is digital and mobile content perceived and how does it influence reference points, perceived risk, and perceived usefulness in decision-making?



## **Prof. Dr. André Presse**

Berlin School of Management

- Professor of Entrepreneurship
- Director, Grenke Centre for Entrepreneurial Studies

### Research/Artistic Foci

Prof. Dr. André Presse conducts research in the field of entrepreneurship, innovation and technology management. His analysis focuses on the micro, meso, and macro aspects of successful entrepreneurship and small and medium enterprises (SME), in particular family firms. Micro aspects consists of the entrepreneurial mind-set and psychography, i.e. how does an entrepreneur develop and entrepreneurial disposition and become the nucleus of a new company. The meso aspect looks at how companies as corporations ("social organisms") are established and what differentiates successful organizations. Questions in the macro economy related to entrepreneurship are: What is the ideal system for taxing enterprises in general and young ventures in particular? What are economic policies that help to foster and develop entrepreneurship in an economy? What is the purpose of entrepreneurship as an activity and as an academic discipline? Prof. Dr. André Presse published the results of his research in leading national and international journals and conferences, including the American Academy of Management (AOM) and the Journal of Family Business Strategy (JFBS). He authored and co-authored numerous books and book chapters.

### Career

Prof. Dr. André Presse studied business administration at the Faculty of Economics Ingolstadt (Wirtschaftswissenschaftliche Fakultät Ingolstadt, WFI) of the Catholic University of Eichstaett (KUE) and holds an MBA from the Leipzig Graduate School of Management (HHL). He has collected extensive entrepreneurial experience in existing companies like Deutsche Bank AG, AUDI AG, Commerzbank AG and GLS Bank and founded and co-founded ventures in Europe and Asia and is mentoring start-ups in Europe and America. He holds a PhD from Karlsruhe Institute of Technology (KIT) and prior to joining SRH was a Visiting Scholar at the Yale Entrepreneurial Institute, Yale University, Assistant Professor (adjunct) at the University of Waterloo in Ontario, Canada, as well as the University of Bolzano in Tyrol, Italy.

### Research/Artistic Activities

Prof. Dr. Presse was head of the Technology Transfer Office (TTO/TUGZ) of the Otto von Guericke University of Magdeburg, where he successfully raised 2 Mio. EUR for the centre. He is a member of the American Academy of Management (AOM), the Förderkreis Gründungsforschung (FGF) and the German Economists Association (Verein für Socialpolitik, VS) and reviewer for a number of internationally recognized journals. In addition, he is a member of the Institute for New Economic Thinking (INET) in New York and serves as a member on the board of two academic foundations.



## **Prof. Dr. Julia Richter-Zaby**

Berlin School of Management

- Professor of Business Administration

### Research/Artistic Foci

Prof. Dr. Richter-Zaby researches the development of indicators for the analysis of costs and benefits of professional training.

### Career

Prof. Dr. Julia Richter-Zaby studied economics at the University of Hamburg. Her focus was business administration and sociology (methods for empirical sociology research). She completed her supplementary studies on personnel at the I.P.A. institute for personnel matters & ergonomics. She earned her doctorate from Friedrich-Schiller-Universität Jena in August 2000. Prof. Dr. Richter-Zaby began her scientific career as Research Associate at the University of Jena. In 2002, she also became a temporary lecturer of business administration at the Hamburger Distance Teaching University (Fernhochschule) in Munich. She worked as Publication Manager Hubert Burda Media for the Burda Medienparkverlage and as Business Development Manager for Estee Lauder to build up the AVEDA flagship stores in Berlin. Since 2008, she has been professor of Business Administration at SRH Hochschule Berlin.

### Research/Artistic Activities

Prof. Dr. Richter-Zaby's recent research topic is management of sport clubs.



## **Prof. Dr. Carsten C. Schermuly**

Berlin School of Management

- Vice President of Research and Transfer
- Professor of Business Psychology

### Research/Artistic Foci

Prof. Dr. Carsten Schermuly's research concentrates on psychological empowerment and New Work, the analysis of interaction processes and diversity in working groups and the quality of instruments used for employee selection and HR development. He developed the Discussion Coding System (DCS) that details a new method with which communication processes within working teams can be quickly encoded and analysed. His research on negative side effects of business coaching was awarded several times (Erdinger coaching price; German coaching price; Harvard Medical School). In 2021, he was elected to the group of 40 leading HR heads in Germany.

### Career

Prof. Dr. Schermuly studied Psychology at Johannes-Gutenberg-University in Mainz and Humboldt University Berlin. After completing his PhD in the field of Organizational Psychology at Humboldt University Berlin, he worked as a postdoctoral researcher at the University of Braunschweig (Organizational and Social Psychology). Additionally, Prof. Dr. Schermuly worked for various consulting firms in the field of leader selection and development, implementation of mentoring systems and quality of staff selection processes. He began teaching at SRH Berlin University of Applied Sciences in October 2011 and was appointed professor in November 2012. Prof. Dr. Schermuly has passed his Habilitation at Helmut Schmidt University Hamburg in February 2018 with his work on the mediating effects of psychological empowerment in the organizational practice. In the course of the fusion of five SRH schools into SRH Berlin University of Applied Sciences, he assumed the position of Vice President of Research and Transfer in October 2019.

### Research/Artistic Activities

Prof. Dr. Schermuly examines how the diversity of working groups and different leadership styles impact the interaction processes in work teams and how these processes of interaction, in turn, influence key variables such as job performance within teams. He analyses the antecedents and consequences of psychological empowerment in organizations and the effects of New Work initiatives. Since 2011, he explores the risks and side effects of business-coaching at SRH Berlin. His studies show that side effects regularly accompany the effects of business coaching and that multifaceted causes are responsible for them.



## **Prof. Dr. Achim Seisreiner (habil.)**

Berlin School of Management

- Professor of Human Resources and Organization
- Director of the Institute for Management and Organization Studies

### Research/Artistic Foci

The research activities of Prof. Dr. Seisreiner focus on the connection between management aspects and management control/ controlling. Important elements are the behavior-influencing effect of incentive schemes, index systems and performance measurement.

### Career

After studying Economics at University of Mannheim, Prof. Dr. Seisreiner completed his PhD at Potsdam University. Then he became Professor of Business Administration and worked in the HR Management of the DB Group. In addition to his work at SRH Berlin University of Applied Sciences, he is working as Senior Advisor and as member of the scientific advisory board for the consulting firm Horn & Company GmbH in Düsseldorf. He also is an associate professor at the University of Potsdam.

### Research/Artistic Activities

Prof. Dr. Seisreiner examines the phenomenon of disengagement in organizations and deals with the analysis of market-based power control in organizations. Furthermore, he explores the issue of individualized target agreement systems from a motivational-theoretical point of view.



## **Prof. Dr. rer. pol. Christina Stecker**

Berlin School of Management

- Professor of Economics

### Research/Artistic Foci

- Maintaining work ability in the era of digital and demographic change
- Idiosyncratic job arrangements, strategic management and innovative leadership strategies for the "Digital Transformation" from an Institutional and Behavioural Economics Perspective
- Digital Change and New Forms of Work
- Labour market and social policy, comparative welfare state research
- English Contract Theory and Scottish Enlightenment

### Career

Prof. Dr. Christina Stecker is Professor of Economics at the SRH Berlin University of Applied Sciences since 2015. She studied economics, political science, sociology and philosophy at the Justus-Liebig University of Giessen and the Philipps-University of Marburg. She was a research fellow in the Economics Department of the Centre for Social Policy Research (ZeS, since 2015 SOCIUM – Research Center on Inequality and Social Policy) at the University of Bremen and completed her doctorate in 2001. At the Westphalian Wilhelm University of Münster, Institute of Political Science she was responsible for the management of the Active Citizenship Department and the research project "Third Sector and European Civil Society" from 2001-2003. She worked in research and teaching at the Chair of German & European Social Policy and Comparative Politics.

In 2003, Professor Stecker began working on old-age security and rehabilitation research for the research and development department of the German Pension Insurance, Federal Institution, in Berlin. Here she successfully acquired and managed two demography projects on age-appropriate working, funded by the Federal Ministry of Labour and Social Affairs (BMAS) in Berlin and the European Social Fund (ESF) respectively.

From 1999, Professor Stecker held a variety of teaching positions in Bachelor's and Master's programmes at public and private universities, including the Deutsche Universität für Verwaltungswissenschaften in Speyer and the Hochschule der Bundesagentur für Arbeit (HdBA) in Schwerin, and since 2012 has been a lecturer at SRH Berlin University of Applied Sciences. She continues to conduct training seminars for Work-Ability-Coaching (Arbeitsbewältigungs-Coaching, ab-c®).

### Research/Artistic Activities

Prof. Dr Stecker's research focuses on the challenges of ageing workforces in a time of rapid digital and demographic change. Her particular focus is on maintaining and strengthening the

work ability of all generations, especially in small and medium-sized enterprises (SMEs) and in the public sector against the backdrop of a digitalised world of work. She is currently combining these topics in an interdisciplinary way with psychological, institutional and behavioural economic approaches.



## **Prof. Dr. Anabel Ternès**

Berlin School of Management

- Professor of Communication Management
- Head of the International Institute for Sustainability Management (IISM)

### Research/Artistic Foci

Sustainability, Trend and Future Management, Health Management, Leadership, Future Skills

### Career

Prof. Dr. Anabel Ternès von Hattburg is a M.A. (Magistra Artium in German Studies, Religious Studies, Historical Studies; University of Cologne and University of Osnabrück), certified further education teacher (first and second state examination; University of Cologne and University of Osnabrück), educator (Diplom-Pädagogin, University of Osnabrück), and business administrator (Diplom-Kauffrau, University of Hagen). She holds a PhD from the University of Magdeburg and spent several years in management positions, majoring business development in international companies, including Fielmann and Samsonite.

She is one of the leading minds for the sustainable digital future - an expert on digitization topics, majoring health and education management, a socially committed digital entrepreneur and an author. She is, among other commitments, a member of the board of directors of the BCCG, a board member of the Bitkom AK Arbeit 4.0, and chair of the board of trustees of the Stiftung flexible Arbeit. To this end, she is involved in various social organizations, including serving as a trustee for PLAN. As founder of the social organization GetYourWings and the Deutsche Initiative für Gesunde Nachhaltige Digitalisierung, she develops digital tools for teaching digital skills.

Anabel Ternès heads the International Institute for Sustainability Management and holds a professorship in International Business Administration and Communication Management.

### Research/Artistic Activities

Prof. Dr. Anabel Ternès von Hattburg has been conducting significant research, primarily in the fields of leadership, sustainability, health management, future skills and digital transformation. She is the author/editor of more than 50 books and is involved in international research activities.



## **Prof. Dr. Ian Towers**

Berlin School of Management

- Professor of International Business Administration
- Programme Director, International Business Administration and International Business Administration with a Focus on Finance Programmes (B. A.)

### Research/Artistic Foci

Prof. Dr. Towers' research is interdisciplinary and international by nature. He is interested in the changing nature of work and how this is having an impact on employment relationships, in particular, the growth in alternative employment relationships (precarity, gig economy) and their effect on individuals in terms of their identity and how they can organize. He is also carrying out research into how cultural products (novels, films, plays, art) both reflect and influence the ways in which business works.

### Career

Prof. Dr. Towers studied German at the University of Birmingham in England and worked as a teacher in the UK and Germany. He completed a re-training program in software programming and developed an interest in business issues following a few years of experience as a programmer.

He was Technical Marketing Manager, Product Manager, Senior Portfolio Manager and Business Unit Manager, working internationally at various small and large organizations such as Nortel Networks, Bombardier and the International Air Transport Association. He graduated with an MBA from McGill University in Montreal and completed his PhD in Management at the University of Carleton in Ottawa. The topic of his dissertation is "Change Management in the Pharmaceutical Industry".

Before joining SRH Hochschule Berlin in 2012, he worked at various universities in Montreal and Berlin as a visiting lecturer, and he was a visiting professor in Paraguay, Prague, Rome and Athens.

### Research/Artistic Activities

One of Prof. Dr. Towers' current investigations is on the repercussions of new forms of employment in the academic workplace and in the food delivery industry. He is examining how these developments are having an impact in all areas of the life of those involved, and why and how they are organizing in non-traditional ways to improve their conditions. With colleagues he is also looking at how female early career academics with a "migration background" deal with their situation in Germany. He continues to work on the broader theme of the relationship between cultural practices and business.



## **Prof. Dr. Dr. Alexander J. Wulf**

Berlin School of Management

- Professor of Business Law

### Research/Artistic Foci

Business law, legal tech, law and economics, empirical legal research, new institutional economics

### Career

Prof. Dr. Dr. Wulf studied law, business and economics, and research methods. He graduated from SRH Hochschule Berlin with a Bachelor of Arts in Business Administration in 2006. He attended Bucerius Law School / WHU – Otto Beisheim School of Management and graduated with a Master of Law and Business in 2007. From 2007 to 2008, he completed a Master of Science in Social Research Methods at London School of Economics. In 2013, he was awarded a Doctor of Law degree from Bucerius Law School, in 2018 a Doctor of Economics from University of Siegen.

### Research/Artistic Activities

Prof. Dr. Dr. Wulf is interested in the interdependence of law and economics, the role of legal cultures and institutions in economics, and the application of empirical methodology to the study of law. His research focuses on empirical analysis of European law, IT law and legal tech topics. Among others he has held research, teaching and visiting positions at Kyoto University (2019 and 2009), the University of California in Berkeley (2018), Bucerius Law School (2016-open), West Bengal National University of Juridical Sciences (2016), University of Hamburg (2015-2017), University of Oxford (2011-2012).

## Research Associates at the SRH Berlin School of Management



### **Laura Creon, M. Sc.**

Berlin School of Management

- Research Associate of the Business Psychology Programme
- Member of the Institute for New Work and Coaching (INWOC)

#### Research/Artistic Foci

Diversity in work teams; human resource development, training, and coaching; onboarding of new employees in organizations; psychological empowerment

#### Research/Artistic Activities

Laura Creon examines the consequences of diversity in work teams, with a focus on subgroup dynamics. In particular, she is interested in the role of subgroup perceptions and psychological safety in the context of human resource development, such as training and onboarding. Next to her dissertation research, she is currently involved in research projects concerning work-related learning, training and financial performance, psychological empowerment, and coaching.



### **Ivana Drazic, M. Sc.**

Berlin School of Management

- Research Associate to the Vice President Research & Transfer
- Member of the Institute for New Work and Coaching (INWOC)

#### Research/Artistic Foci

New world of work, demographic change, age stereotypes, psychological empowerment

#### Research/Artistic Activities

Ivana Drazic examines the interplay between two trends in the organizational context: Changes in the world of work and demographic changes. She is currently studying explicit and implicit older worker stereotypes and how they might lead to age discrimination in the new world of work. She teaches courses such as work and industrial psychology as well as personality psychology and psychological diagnostics to Bachelor and Master students.



### **Jan Koch, M. Sc.**

Berlin School of Management

- Research Associate of the International Business Administration Programme (in German)
- Member of the Institute for New Work and Coaching (INWOC)

#### Research/Artistic Foci

Agile project management, psychological empowerment, occupational health, and meta-analyses

#### Research/Artistic Activities

Jan Koch teaches statistics to bachelor's students and is currently studying the affective, behavioral and cognitive consequences of agile project management. His research focuses on working in agile teams, occupational health, and the psychological empowerment of employees in modern workplaces.



### **Natalie Michalik, M. Sc.**

Berlin School of Management

- Research Associate to the Vice President of Research and Transfer

#### Research/Artistic Foci

Effectiveness of Business Coaching, Consequences of Technostress on Coaching, Negative Effects of Onlinecoaching

#### Research/Artistic Activities

Natalie Michalik examines interactions between coaches' perceived technostress and coaches' emotional exhaustion and coaching outcome: Especially now, the Covid-19 pandemic has led to a high shift from face-to-face delivered coachings to technology-based processes. This rapid change and the accelerated demand of digital delivered coaching might evolve a variety of consequences for the coach but also for the coaching outcome. So far, she has taught Personality Psychology Bachelor students.



### **Stefanie Prediger, M. A.**

Berlin School of Management

- Research Associate of the Business Psychology Programme

#### Research/Artistic Foci

Innovation and innovative work behavior, agility, psychological empowerment, experimental research

#### Research/Artistic Activities

Stefanie Prediger examines the interaction between agility and innovative work outcomes from a multi-level perspective. How does agile project management affect team empowerment and innovation output/ team innovative work behavior? Do agile practices and organizational agility lead to higher organizational innovation? So far, she has taught Statistics to Bachelor students.



### **Rebecca Prell, M. Sc.**

Berlin School of Management

- Research Associate of the Global Institute

#### Research/Artistic Foci

Physiopsychology, biopsychology, decision-making, heart rate variability (HRV)

#### Research/Artistic Activities

Rebecca Prell focuses on decision making in different situational contexts and the connection of cognitive processes with the regulation of the autonomic nervous system. In particular, she is concerned with the measurement of heart rate variability in extreme and everyday work situations. She is currently a research associate at the Berlin Fire Department and in the project IVAC at SRH.



## **Mohammad Mohammadian, M. Sc.**

Berlin School of Management

- Research Associate of Quantitative Methodology

### Research/Artistic Foci

Quantitative methodology

### Research/Artistic Activities

Mohammad Mohammadian is a lecturer of quantitative methodology. He supports SRH scientific researchers in statistics and quantitative methods.



## **Dr. Ognyan Seizov**

Berlin School of Management

- Research Associate in the DFG-funded project "The ABC of Online Disclosure Duties"

### Research/Artistic Foci

Online communication, transparency, consumer marketing, information obligations in the EU, information design, mixed methods research

### Research/Artistic Activities

Ognyan Seizov (PhD – Communication Science, 2013) is part of Prof. Dr. Dr. Wulf's research team in the project "The ABC of Online Disclosure Duties". In this role, he conducts empirical research (qualitative and quantitative) into the transparency of the information businesses provide to their customers online, with the overarching goal to improve EU consumer policy and to optimize information disclosures. He also studies the visual and multimodal features of online communication in other contexts, such as election campaigns, news reporting, consumer marketing, and user-generated content.



## **Frank Wittig, M. A.**

Berlin School of Management

- Research Associate International Management, Health Management and Project Management

### Research/Artistic Foci

Operative health management

### Research/Artistic Activities

In 2012, Frank Wittig began investigating the topic: "The Effects and Expectations of AutoID Technology and UID Standardization on the Quality of Medical Care". He completed a stakeholder survey in cooperation with the European Health Industry Business Communications Council (EHIBCC), the Association of German Dental Manufacturers (VDDI), and SPECTARIS - German Industrial Association for Optical, Medical and Mechatronic Technologies. He is a PhD Candidate at Ernst-Moritz-Arndt-University in Greifswald under the supervision of Prof. Dr. Steffen Fleßa and his dissertation is entitled, "Real-Time Location & Tracking Systems as Instrument for Time Studies in Hospitals".

## **Further academic staff at the Berlin School of Management:**

### **Professors:**

- Prof. Dr. Jacek Welc

## 4.2 Professors and Research Associates at the Berlin School of Technology

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## **Prof. Dr. Gesa Beck**

Berlin School of Technology

- Professor of Environmental Technologies
- Member of Institute of Applied Resource Strategies

### Research/Artistic Foci

The work of Professor Beck is in the fields of sustainable "Environmental Technologies" for an innovative and sustainable use of resources. Hereby she focusses on the following topics: circular economy; waste management and technologies; recycling; green chemistry; electrochemistry; electrocatalysis; carbon capture; thermochemical treatment of waste; critical raw materials; life cycle assessment; sustainability assessment; material flow cost analysis; material stories.

### Career

Prof. Dr. Gesa Beck studied Chemistry at Leibniz University Hannover and obtained her Doctoral degree in natural science in the field of "Basic Research of Solid-State Batteries" at the Justus-Liebig-University Giessen in 2002. Thereafter she worked as a researcher at the Institute for Precious Metals Research in Schwäbisch Gmünd. In 2013 she became a Professor at the University Augsburg for "Chemistry of Materials and Resources". Between 2015 and 2019 she worked as Professor for "Resource Efficient Products and Engineering" at the Technical University Aschaffenburg and since October 2019 she is a Professor for "Environmental Technologies" at the SRH Berlin University of Applied Sciences and the director of the Institute of Applied Resource Strategies. In parallel, she has been the leader of the Fraunhofer-Applied Center for Resource Efficiency (ARESS) since 2015. In March 2021 Gesa Beck initiated the technical committee "Circular Materials" of the DGM and became the chair of it. In November 2021 she founded a start-up called "Ashford and Beck Circular Technologies" where she wants to realize her vision of "a fairer world with a cleaner environment" within three business areas, i.e. "innovative recycling technologies into application", "sustainability consulting for SMEs" and "professional training" for a sustainable future.

### Research/Artistic Activities

In her current R&D projects Professor Beck and her team develop "Innovative and Sustainable Ways for the Recycling of Metal and Plastic Composites" in three funded projects (BMW-ZIM-Project „ ReComp“, BMBF-Project „IRETA 2 and DBU-Project ReGCell“) as well as in one SRH-internal lighthouse project INGA. Thereby, the sustainability of the developed recycling processes is assessed according to the economic, ecological and social criteria. Furthermore, there are several student projects running for Master Thesis (e.g. about Recycling of Batteries).



## **Prof. Dr. Michael Hartmann**

Berlin School of Technology

- Academic Director of the Berlin School of Technology
- Professor of Information Technology and Management
- Program Director, Business Administration with a focus on Renewable Energy Program

### Research/Artistic Foci

Prof. Dr. Michael Hartmann conducts fundamental research on the development of new material for photovoltaic and information technologies. Further research areas are energy and environmental management and knowledge management.

### Career

Prof. Dr. Hartmann studied Physics at Humboldt University in Berlin, graduated in 1987 and completed his PhD in 1991. He began his academic career as a research associate at Max Planck Society. From 1992-93, he held a research associate position at the Science Center of the University of Rochester, New York. After other stages as a research associate at Humboldt University Berlin and Technical University of Chemnitz, he became Professor of Information Technology and Management at SRH Hochschule Berlin in 2002. In 2010 he was assigned Vice President of Teaching and since 2011. Prof. Dr. Hartmann has been the Programme Director of the Bachelor of Science programme in Business Administration with a focus on Renewable Energy.

### Research/Artistic Activities

Prof. Dr. Hartmann has been working in different international research projects concerning material science and optoelectronics at Humboldt-University, at University of Rochester (USA) and University of Jerusalem and Tel Aviv (Israel). Special research interests include applications of new materials for photovoltaics and sustainable energy systems on the basis of renewable energy re- sources. In cooperation with partners from several countries he initiated capacity building pro- grammes in both vocational training and higher education with the focus on sustainable energy management. His current research focus is decentralized energy supply systems in rural areas. The international research project "ENergize Ghana by Cocoa Husks" (ENGHACO) is funded by the BMBF and directed by Prof. Dr. Michael Hartmann since August 2018. The project objective is to optimize the technology of pyrolysis for combustion of so far unused cocoa pod husks in order to sustainably produce energy in the Asaman region of Ghana as well as a pilot for the research consortium, to be established. It is a cooperation with the University of Ghana Legon, Kwame Nkrumah University of Science and Technology (KNUST) – Energy Centre, Fraunhofer Institut für Umwelt-, Sicherheits- und Energietechnik UMSICHT, BOTA, Asaman Cocoa Farmers Association, Municipal Assembly Asaman (MAA), Landwirtschaftsministerium Ghana, Kikam Technical Institute, HU Berlin, Berliner Landesstelle für gewerbliche Berufsförderung in Entwicklungsländern.



## **Prof. Dr. Knut Haufe**

Berlin School of Technology

- Professor of Business Informatics

### Research/Artistic Foci

- Information security, information privacy and business continuity management systems
- Integrated management systems
- Process reference models and process maturity

### Career

Prof. Dr. Haufe studied business informatics and commercial laws (LL.M Com.) at the University of Ilmenau and Saarland University. He wrote his dissertation at the University of Carlos III in Madrid in the field of Information Science and Technology. He is also managing director at PwC Cyber Security Services GmbH and supports clients operating critical infrastructures and clients in the public sector with designing, implementing and documenting of information security management systems (ISMS) according to ISO/IEC 27001.

### Research/Artistic Activities

Prof. Dr. Knut Haufe is interested in the process-oriented operation of management systems and their integration within an integrated management system. He is especially interested in process reference models for information security, information privacy and business continuity management systems. His research focuses on those process reference models and their operational aspects. Based on his research, Prof. Dr. Knut Haufe is the international editor of the upcoming ISO/IEC 27022 "Guidance on ISMS processes". He is a member of various national standardization committees as for example the Standards Committee Information Technology and Applications (NIA) 043-01-27-01 Working Group Requirements, Services and Guidelines for IT Security Systems of the German Institute for Standardization (DIN) and a regular member of the German delegation from this committee to ISO. He is also a co-author of the IT-baseline security catalogue (previously IT-security handbook) of the German Federal Office for Information Security.



**Prof. Dr. Alexander I. Iliev**

Berlin School of Technology

- Professor of Big Data and AI
- Program Director of M. Sc. Computer Science with a focus on Big Data and AI

Research/Artistic Foci

Smart Content Ecosystems through Behavioral Patterns; Emotion Recognition in Speech Using Glottal Information and Prosodic Features; Recommendation, Personalization, and Enhanced User Experience for Digital Media Management; Watermarking and Data Hiding Using Speech and Audio Signals Based on Psychoacoustic Modeling; Machine Learning, Data Analysis, Digital Signal Processing, Psychoacoustics, Speech and Audio Signals

Career

Nov.2019	SRH Berlin University, Germany – Professor · Teaching Machine Learning, AI and Programming for the Big Data and Cyber Security programs · Academic Head of the Big Data and AI program
Aug.2018	University of California Berkeley CA, USA – Lecturer at School of Information · Teaching Machine Learning for the Master in Data Science program (MIDS)
Nov.2014	Bulgarian Academy of Sciences, Bulgaria – Associate Professor at Software Engineering and Information Systems Department · Research in the Smart Systems through Speech and Audio Signals area · Applying Python and Android Development for practical scientific applications
Sep.2012	University of California Berkeley CA, USA – Lead Instructor at UC Berkeley Global · Teaching Scientific Computing and Machine Learning courses in the Data Science program
Sep.2017 – Jan.2019	University of Wisconsin Stevens Point WI, USA – Assistant Professor at Computing and New Media Technologies Department · Teaching various courses in the Data Analytics program · Research in Personalization using Speech and Audio Signals related to Big Data Analytics · Academic advisor
Jul. 1998 – Jun. 2010	University of Miami, Coral Gables FL, USA – Software Engineer · Research in Digital Right Management (DRM) field using Audio Watermarking · Research in Emotion Recognition in Digital Speech · Designed C++ based application for parsing and compiling of novel programming platform
Nov.2012 – July.2014	Time Warner – bTV, Bulgaria – VP/Director of Internet Business Unit
July. 2010 – April.2012	SONY - Gracenote, Emeryville CA, USA – Product Manager
Aug. 2001 – Sep. 2002	Stealth Media Labs, Chicago IL, USA – Consulting Scientist



## **Prof. Dr. Adele Nasti**

Berlin School of Technology

- Professor of Computer Science
- Program Director of Computer Science focus on Big Data & Artificial Intelligence

### Research/Artistic Foci

The work of Prof. Dr. Adele Nasti is focused on the development of digital technologies for engineering. Key strategic areas of research are Modelling & Simulation of complex systems, Research & Technology Development, Artificial Intelligence & Digital Twin.

### Career

Prof. Dr. Adele Nasti received a Master of Physics from the University of Naples 'Federico II' in Italy in 2005 and completed a PhD in Theoretical Physics at Queen Mary University of London, UK in 2009, with a thesis in Quantum Field Theory on the mathematical modelling of high-energy physics. During her PhD she also worked for a year at the University of Barcelona, Spain in the fields of Quantum Information and Quantum Computing. Since 2009, Prof. Dr. Adele Nasti works as a Technical Specialist and Technical Leader in Modelling & Simulation and Research & Technology at Rolls-Royce. She joined Rolls-Royce plc in 2009 and moved to Rolls-Royce Deutschland Ltd & Co KG in 2018. She is the Technical Lead of a global project focused on Process Automation and Multi-disciplinary Design Optimization for the design of aero engines, she acts as Chief Product Owner for integrated multi-disciplinary simulation tools, implemented via agile software development, and she is specialist in advanced seals technology acquisition, from simulation and design, to manufacture, experimentation and engine integration. She leads digital activities for Virtual Product realization and during her career she has been driving the company Industry 4.0 strategy forward, coordinating several Research & Technology programs in collaboration with universities in the United Kingdom and in Germany. She holds lectures and talks at various schools and universities on the topics of Industry 4.0, Engineering Research & Technology Development, Modelling, Simulation and Digital Twin.

### Research/Artistic Activities

Prof. Dr. Adele Nasti conducts research in industry to drive the digital revolution in engineering and in academia to advance the state of the art in simulation methods and tools. Her key areas of expertise are mathematical modelling, multi-physics simulation, system and component design methods, integrated multi-disciplinary simulation frameworks, systems engineering, agile software development, data-driven methods, artificial intelligence, virtual product and digital twin. Her research activities are highly multi-disciplinary across Engineering, Computer Science, Physics and Mathematics.



## **Prof. Dr. Klaus-Ulrich Neumann**

Berlin School of Technology

- Professor of Applied Sciences for Engineering Applications

### Research/Artistic Foci

Prof. Dr. Klaus-Ulrich Neumann is mainly focused on investigating fundamental processes using both experimental as well as theoretical approaches. His fields of interest include materials-based research, such as functional materials and including shape memory materials, magnetic compounds, structural arrangements and stability mainly on an atomic level, phase transitions, including superconductivity, as well as measurement principles, such as the contactless measurement of electrical resistivity.

### Career

Prof. Dr. Neumann studied physics at Heidelberg University and the Rheinisch Westfälisch Technische Hochschule in Aachen (RWTH Aachen). As an undergraduate he spent a year abroad at Cambridge University, UK, and a further 3 months during a summer study activity at the Witwaters Rand University in Johannesburg, South Africa. His diploma in theoretical physics and the experimental PhD were awarded by the university RWTH Aachen, while his habilitation was obtained at the Humboldt University zu Berlin, both located in Germany. His experimental PhD work was carried out at the Institute Laue Langevin in Grenoble, France, followed by a prolonged stay at Loughborough University in Loughborough, United Kingdom. Subsequently several years of work followed at the University of Kurdistan, Hewler (UKH) in Erbil, Kurdistan Region – Iraq, and the Global College of Engineering and Technology (GCET), in Muscat (Oman). In 2018 Prof. Neumann joined the SRH Hochschule in Berlin to contribute to the renewable energy engineering programme.

### Research/Artistic Activities

Prof. Neumann is currently interested in developing means of expanding the spectrum of methods available for extracting energy from the environment in a renewable and sustainable fashion, for example from wave motion. In addition, characterization of materials as well as measurement and analysis techniques related to energy considerations are also being developed. This includes the advance of analysis techniques for thermodynamic systems, material science as well as novel approaches for experimental techniques such as neutron scattering.



## **Prof. Dr. Goran Rafajlovski**

Berlin School of Technology

- Professor of Energy Engineering

### Research/Artistic Foci

Prof. Dr. Goran Rafajlovski is mainly focussed on the research field of power engineering with an emphasis on electric machines, transformers and drives control. Further fields of interest are in the field of Renewable Energy, Microgrids, Energy Economics and Energy markets.

### Career

Prof. Goran Rafajlovski graduated from the University of Skopje, received a master's degree from the University of Zagreb, Croatia and a Ph.D.-degree from the University of Skopje. As part of several DAAD scholarship programs from the German Academic Exchange service he was invited as researcher and guest professor at different universities in Germany: Friedrich Alexander University in Erlangen, University of Kaiserslautern and University of Rostock. He is also awarded the title of Honorary Professor for Power System at the Technical University Sofia, College of Energy and Electronics. He is a Senior Member of IEEE (IAS), recognized reviewer of International Journal Elsevier-Energy and a member of the international editorial board of the International Journal on Information Technologies. He was a full Professor at the Faculty of Electrical Engineering and Information Technologies at the Ss. Cyril and Methodius University in Skopje, and served as Head of Nehemiah Gateway University responsible for all educational, academic and scientific projects. Between 1998 and 2001 Prof. Dr. Goran Rafajlovski was general manager and CEO of the Electric Power Company of North Macedonia, contributing to the privatization, modernization and liberalization of the company. From 2009 to 2012 he worked at RWE Innogy Germany - Hydro Power & New Applications as a Country Manager for Southeast Europe. In this position he was responsible for project development, management and international coordination. He was a member of the North Macedonian Parliament in 1998-99, and from 2001 to 2005 served as Macedonian Ambassador in Berlin, Federal Republic of Germany. Prof. Rafajlovski is currently professor of Energy Engineering at the SRH University of Applied Sciences in Berlin.

### Research/Artistic Activities

Prof. Dr. Goran Rafajlovski's current research focus is mainly on two fields: improving the efficiency of the drive systems in decentralized RES based supply systems and the investigation of grid integration of energy storage systems in microgrids with improved controllability and monitoring. Prof. Rafajlovski is currently leading the DAAD project in Higher Education in the western Balkan Region, common values, competencies and sustained development granted by the Foreign Ministry of Germany. This project supports professional

exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia with an emphasis on sustainable development.



## **Prof. Dr. Osvaldo Romero Romero**

Berlin School of Technology

- Professor of Chemical Process Engineering
- Study programme director, Master of Engineering and International Business - Focus on Renewable Energy, Water and Waste Management

### Research/Artistic Foci

Biogas production, tourism management, biomass use, vocational training, agrochemical residues in food, sustainability analysis in energy systems, information management system

### Career

Master of engineering and international business with a focus on renewable energy and waste – water management.

### Research/Artistic Activities

- Development of chemical analysis methods for the determination of traces of agrochemicals in food and bioproducts to contribute to food security in Cuba.
- Methodology to assess the sustainability of agricultural waste management for energy purposes.
- Information management system to support the development of renewable energies in Cuba.
- Proposal of a 100% renewable energy-based matrix for the generation of electricity in Sancti Spíritus, Cuba.
- Methodological and theoretical basis for the design of a model of strategic management orientation and vocational training for the tourism sector in Cuba.
- Knowledge transfer model for a reform towards competence-oriented professional education and training in the Cuban economic transformation.
- Training of competences in directives for the management of foreign investment business opportunities.
- Soil assessment and management for renewable energy plants in Cuba in view of the experience in Germany.
- Structural development of renewable energies and energy efficiency for Cuban rural areas. A German - Cuban cooperation.
- The processes of socio-technical adaptation based on the use of renewable energy sources and their impacts on local agricultural development.



## **Prof. Dr. rer. nat. Vladimir Stantchev**

Berlin School of Technology

- Professor of Business Information Systems & Executive Director of the Institute of Information Systems
- Programme Director, Business Information Systems (B. Sc.), Computer Science with Focus on Cybersecurity (M.Sc.), Computer Science with Focus on Big Data and AI (M.Sc.)

### Research/Artistic Foci

Prof. Dr. Stantchev works in the fields of cloud computing, serverless computing, blockchain, cybersecurity, governance, compliance, and information management.

### Career

Prof. Dr. Stantchev studied computer science at Humboldt University zu Berlin and law at the University of Sofia. Following the completion of his PhD in computer science at Technische Universität Berlin, he was a postdoctoral research fellow at the University of California, Berkeley, USA. He has worked as head of a research group at Technische Universität Berlin and as Professor of Information Systems at FOM Hochschule Berlin. He completed various research stays as senior researcher with the University of California in Berkeley, University Carlos III Madrid, University of Granada and University of Sofia. In March 2012, he became Professor of Business Information Systems and Executive Director of the Institute of Information Systems at SRH Hochschule Berlin. Prof. Dr. Stantchev is a member of governing bodies of several technology companies, investor in more than 40 startups worldwide, and is involved in a variety of publishing and professional activities. He is a senior member of the IEEE and its Computer, Education and Communication societies, senior member of the ACM and member of the university professors board of the German Computer Society (GI e.V.).

### Research/Artistic Activities

Prof. Dr. Stantchev led the SRH project, "Optimal Use of Smart Item Technologies in Stationary Care – OpSIT", funded by the Federal Ministry of Economic Affairs and Energy. In a SRH collaborative project managed by Prof. Dr. Ronald Glasberg, he was responsible for an IT-risk topic, "Crisis management in hospitals". He was the SRH lead researcher for a project within the ZIM programme of the Federal Ministry of Education and Research called "preventTAB – Dynamic, Mobile Motion Analysis: Development of a Sensor-based Solution that Allows an Un-interrupted Observation of Body Posture in Everyday Life". Prof. Dr. Stantchev was the SRH project lead for "CISOSS - CLOUD AND INTERNET SERVICES WITH OPEN SOURCE SOFTWARE FOR SMES" within the ERASMUS+ KA2 – Cooperation and Innovation for Good Practices - Strategic Partner- ships Programme, for "ITG4TU (Information Technology Governance for Tunisian Universities)" and for "ITG4AU (Information Technology Governance for Albanian Universities)", both within the ERASMUS+ KA2 programme. He is also a professor and PhD supervisor at the Universidad de Granada, Spain, Ph D supervisor at the Universidad Carlos III in Madrid, Spain, and affiliated senior researcher with the Networking Group at the International Computer Science Institute, Berkeley, California, USA.



## **Prof. Dr. Gerrit Tamm**

Berlin School of Technology

- Professor of Business Information Systems
- Professor of Business Information Systems

### Research/Artistic Foci

Prof. Dr. Tamm's research interests focus on IT-strategy, internet of things (smart items), internet of service (cloud computing), and IT-governance.

### Career

Prof. Dr. Tamm studied Industrial Engineering and Management at Technische Universität Berlin and the University of California, Berkeley. Prof. Dr. Tamm was a member of the German Research Foundation (DFG) graduate school 'Distributed Information Systems'. In 2003, he completed his dissertation entitled "Network-based Services: Supply, Demand and Matching" at Humboldt Universität zu Berlin. In 2004, after a postdoctoral stay at the University of St. Gallen in Switzerland, he held a professorship for Business Information Systems at the University of Applied Sciences Erfurt. He was Project Manager of the BMWi research centre 'prevenTAB', Managing Director of the BMWi research centre 'InterVal - Internet and Value Chain', Managing Director of the BMBF research center 'OpSIT – optimal usage of smart items in healthcare' and Managing Director of the BMBF research centre 'Ko-RFID collaboration and RFID'. He is managing director of Asperado GmbH and Electronic Business Forum. He is Guest Professor at Aarhus University (Denmark), EPU Pernik (Bulgaria), Sapienza University of Rome (Italy), Sofia University (Bulgaria), The American College of Greece (Greece), University Stellenbosch (South Africa) and the University of Applied Sciences HTW Chur (Switzerland).

### Research/Artistic Activities

Business models for Internet of things (smart items and drones) and Internet of Services (cloud computing, AI, and machine learning big data calculations) for different branches such as healthcare, fintec, and education. Prof. Dr. Tamm is an Expert and Reviewer for European Union (Marie Curie Program), Expert and Monitor Reviewer for the German Ministry of Research and Education, and Expert and Monitor Reviewer for the German Ministry of Economics.



## **Prof. Dr. Frank Wolter**

Berlin School of Technology

- Professor for Automotive und Mobility Management
- Program Director of Engineering and Sustainable Technology Management - Focus on Mobility and Automotive Industry

### Research/Artistic Foci

Sustainable transport/mobility; e-mobility, BEV & H2; Mobility platforms/MAAS solutions; Sustainable tourism; Automated driving; Waterborne transport with battery electric passenger ships; Transport for handicapped people

### Career

since 2021 - SRH University of Applied Sciences, Berlin School of Technology, Head of Engineering and Sustainable Technology Management - Mobility and Automotive Industry

2016 - 2021 bbw University, anchor professor for media and event management, assignment in broad studies for economics

since 2012 Danube University Krems, lecturer for the program "Manager for Sustainable Mobility in Transport"

1997 – 2002 Westfälische Wilhelms-Universität (WWU) Münster, Institute for Marketing, Teaching and Research Focus on Environmental Management

1997 - 2001 Westfälische Wilhelms-Universität (WWU) Münster, Institute for Marketing, doctorate in economics, topic: Coordination in international environmental management, illustrated using examples from the automotive industry (Prof. Dr. Dr. h.c. mult. Meffert)

1991 – 1997 Westfälische Wilhelms-University (WWU), studies of economics, main subjects: environmental management / environmental economics, diploma thesis: incentive taxes to reduce the entry of pollutants into the air, honors examination

### Research/Artistic Activities

- Sustainable transport solutions
- Connected solutions – energy - mobility – data
- Mobility solutions for rural areas, less populated districts

## Research Associates at the SRH Berlin School of Technology



### Uduak Bassey

Berlin School of Technology

- Research Associate of Sustainable Waste Management
- Member of Institute of Applied Resource Strategies (IARS)

#### Research/Artistic Foci

Uduak Bassey's work is in the sustainable management of waste. His focus topics are: Plastics recycling; thermochemical treatment of plastics waste; waste-to-energy system design; sustainable-assessment of waste management systems; life-cycle assessment; integrated waste management and technologies; and thermochemical conversion of single-use and multilayered waste plastics.

#### Research/Artistic Activities

Laboratory set-up for feedstock and product analysis of thermochemical processes



### Saiful Islam

Berlin School of Technology

- Research Associate in the field of Renewable Energy, Internet of Things, and Mechatronics Systems

#### Career & Research Activities:

Saiful Islam completed his master's degree in Renewable energy. His research focus is on the field of Renewable Energy Photovoltaic and Microgrid. Alongside, he is a certified trainer from Siemens Mechatronics system and completed the Siemens Mechatronics Certification program for Level 1 and Level 2. Currently, he is doing his research and project development in the Internet of Things, Smart Home Automation, Using open-source hardware and tools for the different case studies of renewables. His research topics are based on the current requirements of our SRH students to get into the modern industry such as Big Data and Business Intelligence, Building Technologies incl. Decentralized Energy Management Systems (DEMS), Industrial Automation (PLC), Sensor & Cloud Technologies.



## **Thomas Pfeiffer, Dipl.-Ing.**

Berlin School of Technology

- Research Associate of the Engineering Program

### Research/Artistic Foci

Technology transfer to the Global South focusing on renewable energies such as hydropower

### Research/Artistic Activities

Thomas Pfeiffer's dissertation is about the urgency of climate change mitigation with the working title, "Methodology Optimization of Introducing and Replicating Innovative Technologies in the Global South". His research examines the conditions under which introduced technologies replicate the most in low- and middle-income countries with fewer infrastructures. The effectiveness and sustainability of technology replication by academic, economic and developmental means depends on variables such as investment and operating costs, demonstration of usefulness and level of technological sophistication, and user's level of education. The aim of the research is to find an optimal way of introducing RE technologies by studying and evaluating cases under the influence of such variables.



## **Klaus Schwarz**

Berlin School of Technology

- Research Associate of Mechatronics

### Research/Artistic Foci

Klaus Schwarz received his M.Sc. in Computer Science from Technische Hochschule Brandenburg (Germany) in 2020. He is a PhD-Student and his research interests include Open Source Intelligence, IoT and Smart Home security, Embedded Systems, Artificial Intelligence, and Cloud Security.

### Research/Artistic Activities

Klaus Schwarz is currently working in the following three different research areas: Open Source Intelligence for Disaster and Crisis Management as well as Automotive Mechatronics Engineering and IT and IoT Security. For this purpose, he regularly attends and participates with submissions at various conferences such as SPIE or the IS&T conference. The topics he

covers range from sensor fusion for different purposes in the automotive field to IoT security and open source intelligence.

### **Further academic staff at the Berlin School of Technology:**

#### **Professors:**

- Prof. Dr. Reiner Creutzburg
- Prof. Dr. Stephan Szuppa
- Prof. Dr. Frank Wolter

#### **Research Associates:**

- Moses Yartey Mensah
- Adriana Bernal-Osorio
- Arantza Paulina Aguilar Ramirez
- Khadija Sarquah

### 4.3 Professors and Research Associates at the Dresden School of Management

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## **Prof. Dr. Hannes Antonschmidt**

Dresden School of Management

- Professor of International Hotel Management
- Program Director of B. A. International Tourism and Event Management
- Member of the Institute of Global Hospitality Research

### Research/Artistic Foci

Prof. Dr. Hannes Antonschmidt is Professor of International Hotel Management at Dresden School of Management. He holds a Bachelor degree in Business Economics (Minor Politics and Administration) from the University of Potsdam and a Master degree in Management Accounting from the University of Abertay Dundee (Scotland). In 2019, Prof. Dr. Antonschmidt earned his PhD in Business and Socioeconomic Sciences with distinction at Modul University Vienna (Austria).

His research interests are sustainability and advanced quantitative methods. Prof. Dr. Antonschmidt has published his work in high-ranking international academic journals and serves as a reviewer, i.a. for *Tourism Management*, *Journal of Hospitality and Tourism Research* and *Journal of Outdoor Recreation and Tourism*.

### Career

Before his academic career, Prof. Dr. Antonschmidt was a consultant at the German Economic Institute for Tourism (dwif-Consulting GmbH) in Berlin in the areas of project development, economic analysis, and business and sustainability consulting. Clients and project partners included local and regional tourism authorities, hotel, gastronomy and leisure businesses, state and federal ministries, industry bodies, and research and higher education institutes. In 2015, Prof. Dr. Antonschmidt received a PhD scholarship from Modul University Vienna where he worked as a researcher and lecturer before joining Dresden School of Management in October 2019.

### Research/Artistic Activities

Prof. Dr. Antonschmidt is an active member of AIEST (Association of Scientific Experts in Tourism, Switzerland) whose annual conference he regularly attends. He is also research associate at Modul University Vienna. His current research investigates the impact of the COVID-19 crisis on innovation behavior in the hospitality and tourism industry.



## **Prof. Dr. Hartwig Bohne**

Dresden School of Management

- Professor of International Hotel Management
- Head of B. A. International Hotel Management (EN) & B. A. Internationales Hotelmanagement Dual (DE)
- Program Director of M. A. Hospitality Management and Leadership & M. A. International Business and Leadership
- Managing Director of the Institute of Global Hospitality Research (IGHOR)

### Research/Artistic Foci

Prof. Dr. Hartwig Bohne focuses his cooperation-oriented research on three pillars:

- a) Human relations management in the hospitality industry, especially employer branding, retention management, leadership culture and people development
- b) Analyzing hotel trends and international networks, digital services/robots and challenges for the hotel industry
- c) European tea culture and heritage. For this purpose, he founded the European Tea Culture Research Circle and is developing this field of research and education in close cooperation with European partners.

### Career

Prof. Dr. Hartwig Bohne a passionate hotel expert. He started his career with an apprenticeship as hotel specialist at the Kempinski Hotel Taschenbergpalais Dresden, worked as a receptionist at the Kempinski Hotel President Wilson Geneva and completed successfully his studies in Business Administration at the University Trier and the EM Business School Strasbourg (Grand École, former IECS), with majors in Tourism und International Management. Afterwards he was economic adviser at the German Hotel Association in Berlin, established and lead the department of apprenticeship management & university relations at the head office of Kempinski Hoteliers in Munich and started his own consulting company Strategie Bohne in 2011. From 2013 to 2017 he was additionally hired as personal adviser for a member of the German Bundestag in Berlin and finalized his avocational PhD about collaborative educational frameworks between hotel chains and universities at the University Trier (supervisor: Prof. Dr. Andreas Kagermeier). Since 2008, he has taken several lectureships in tourism, hospitality and human resource management in Austria, Finland and Germany. Since April 2018, he has been Professor of International Hotel Management at SRH Berlin University of Applied Sciences - Dresden School of Management, being responsible for several study programs and serving as Managing Director of the Institute of Global Hospitality Research.

### Research/Artistic Activities

Two major fields of activity are dominating the research activities of Prof. Dr. Hartwig Bohne:

- a) Analyzing HR structures and leadership philosophies, e.g. regarding employer branding, retention management and motivation, in the international hotel industry + corresponding publications
- b) Founding and heading the European Tea Culture Research Circle with members from different European countries, developing the research agenda and timeline + additional publications focused on tea culture, tea ceremonies and cross-border tea routes



## **Prof. Dr.-Ing. Vanessa Borkmann**

Dresden School of Management

- Professor of Tourism with a focus on Hotel Management
- Researcher at Fraunhofer Institute for Industrial Engineering (IAO)

### Research/Artistic Foci

Prof. Dr.-Ing. Vanessa Borkmann focuses her research on technological, digital, societal and ecological trends and innovations in hospitality & tourism, on the scientific development of future scenarios, concepts and solutions for hotels, museums and real estate and the design of smart work and living environments, on smart services innovation and process optimization, on the identification of specific needs and requirements of customers or employees as well as research on influencing factors (behavioral and environmental) to enhance wellbeing, creativity and psychological stress and strain. More information: [www.futurehotel.de](http://www.futurehotel.de) | [www.future-museum.com](http://www.future-museum.com)

### Research/Artistic Activities

Prof. Dr.-Ing. Vanessa Borkmann studied architecture and urban planning at the University of Stuttgart as well as at the Swiss Federal Institute of Technology (ETH) in Zurich. Today, she is a member of the Chamber of Architects in Baden-Württemberg. Vanessa Borkmann is a researcher at the Fraunhofer Institute for Industrial Engineering (IAO) in Stuttgart, where she is head of re- search in the field of hotel and tourism. From 2007-2015, she was head of the business segment Hotel Real Estate & Event Properties at the Fraunhofer inHaus Innovation Center in Duisburg. In 2008, she initiated the joint research project "FutureHotel" with its Innovation Lab "Showcase FutureHotel". In 2011, she therefore received an Innovation Award for Technology Management. She initiated the joint research project "Alpen FutureHotel Y", with a focus on the future of alpine tourism and hotel business in 2030. In many hotel development projects she is responsible for the conception and realization of innovative solutions, e.g. for the digitalized, mobile customer journey at the Hotel Schani in Vienna. In 2017 she received the "Hospitality Innovation Award" in recognition of significant achievements that have had a lasting impact on the international hotel industry. Vanessa Borkmann was user representative for the Fraunhofer institute's own iconic building, the "Center for Virtual Engineering (ZVE)" in Stuttgart. Moreover, as innovation man- ager, she was responsible for the building design process (e.g. Virtual Architecture Engineering), the planning of the multi space office environment and the conception of the laboratory "Urban Living Lab". From 2014-2018, she worked on her doctoral thesis at the Department of Mechanical Engineering at the University of Stuttgart on the topic "Development of a model for the psychological stress and strain of business travellers during hotel stays". In 2019, she was appointed Professor of Tourism with a focus on Hotel Management at the SRH Berlin University of Applied Sciences. At the same time, together with Sofia Widmann from Museum Booster, she started the international joint research project "Future Museum" with 23 project partners from 6 countries, where she is designated head of research. She chairs the expert

group for tourism of Germany's digital association Bitkom, is an active member of the German Society for Tourism Research (DGT) and of the Center of Innovation & Sustainability in Tourism (CIST e.V. alliance).



## **Prof. Dr. Susanne Gellweiler**

Dresden School of Management

- Professor of International Event Management

### Research/Artistic Foci

Event Management related research areas, e.g., event experience, event volunteering, digitalization and events

### Career

- 1997 – 2005 Employment in cruise industry/gastronomy
- 2005 – 2011 Bachelor of Arts (B.A. Honours) in International Tourism and Hospitality Management  
Master of Science (M. Sc.) in Events Management  
Postgraduate Certificate in Learning and Teaching in Higher Education (PCTHE)  
Doctor of Philosophy - focus on Event Management
- 2009- 2018 Senior Lecturer in Event Management/ Programme Leader MSc Event Management, Liverpool John Moores University, GB
- 2018 – 2020 Lecturer in Event Management, Kufstein University of Applied
- 10/2020 – Professor in International Event Management

### Research/Artistic Activities

February 2021: Chapter "Green washing" for the SAGE Encyclopedia of Tourism Management and Marketing



## **Prof. Dr. Ute Kahle**

Dresden School of Management

- Professor of Social Work
- Head of Study Program B. A. Social Work

### Research/Artistic Foci

In addition to the institutional view of managing the change processes of social work organizations and institutions, Ute Kahle's research interests include the fields and didactic aspects of inclusion and participation with a focus on inclusive didactics and teaching/learning processes as well as the educational participation and involvement of people with impairments, disadvantaged people and people with disabilities. Furthermore, she deals with the challenges that digitalization brings in the context of social work:

- Development of social work organizations and institutions in the context of the socio-political dimension and social space
- Understanding of management, leading and directing social organizations
- Professionalization
- Personal social services and their quality and management
- Inclusive didactics and methodology
- Participation and new quality of co-determination for people with disabilities
- Intersectionality and diversity
- Project HABEN TEILEN: A digital tool for more movement competence, self-efficacy and participation, duration 2022 – 2024

### Career

- Leading position in a vocational training facility for disabled people
- Lecturer at different universities
- Teaching assignment at Humboldt University Berlin
- CEO in an educational institution



## **Prof. Dr. Farzaneh Soleimani Zoghi**

Dresden School of Management

- Professor of Business Administration with a focus on Leadership
- Program Director of M. A. International Business and Leadership (campus Hamburg)
- Member of the Contractual Management Institute

### Research/Artistic Foci

Prof. Dr. Soleimani Zoghi is a professor of business administration with a focus on leadership at the SRH Berlin University of Applied Sciences. She is an experienced lecturer and researcher and has several years of industry-specific professional experience. Her research interests are risk and resilience management practices in the hospitality sector. She is particularly interested in consumer complaint behavior and cross-cultural studies.

### Career

Prof. Dr. Soleimani Zoghi holds a PhD in Production Management and Marketing from Marmara University (2015) and a master's degree in International Marketing Management from the Free University of Tehran (2008). She has participated in various international research projects and taught at different private and public universities in Germany and other countries. Since January 2022, she has been the head of "M. A. International Business and Leadership" degree program at the SRH campus Hamburg.

### Research/Artistic Activities

Prof. Dr. Soleimani Zoghi is an active member of CMI (Contractual Management Institute). Her current research investigates the complaint behavior of digital natives regarding to their product/service purchase behavior in the hospitality and tourism industry.



## **Prof. Dr. Matthias Straub**

Dresden School of Management

- Professor of General Business Administration with a focus on Hospitality/Tourism
- Program Director of International Hotel Management (B.A.), International Tourism and Event Management (B.A.), International Marketing Management (B.A.)
- Member of Institute of Service Management (ISM)

### Research/Artistic Foci

Prof. Dr. Straub's research mainly focuses on the management of service industries with a special focus on the tourism and hospitality industries. Other research interests are related to small and medium-sized companies.

### Career

Prof. Dr. Straub joined SRH Hochschule Berlin at Campus Dresden in 2014, where he is Professor of General Business Administration. He graduated with a degree in economics from the University Hohenheim. After earning his PhD at in Stuttgart, Prof. Dr. Straub worked in several companies in tax advisory, gained practical experience in an international hotel chain, as well as in small- and medium-sized hotels in Germany and worked for the Stuttgart Airport. In Dresden he is co-founder of a consultant company for the tourism industry and Executive Director of the SRH Institute for Service Management. Since 2019, he is Academic Director of the SRH Dresden School of Management.

### Research/Artistic Activities

One of Prof. Dr. Straub's current investigations is about employer branding for the hospitality industry and the marketing of destinations in rural area. Prof. Dr. Straub is an active member of DGT (Deutsche Gesellschaft für Tourismuswissenschaft e.V.) whose annual conference he regularly attends and Deutscher Hochschulverband.

## **Further academic staff at the Dresden School of Management:**

### **Professors:**

- Prof. Dr. Andreas David

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## **Prof. Bene Aperdannier**

Berlin School of Popular Arts

- Professor of Piano and Ensemble

### Career

- From 1989-95 study of Piano and Jazz at the "Hochschule der Künste Berlin".
- Since 1990 member of "jazzIndeed" with which he won the "Studio Award of the Senat of Berlin", following several tours for the "Goethe-Institut" through Russia, Syria, Lebanon, Kasachstan, Kirgistan and the USA.
- 2003 und 2004 Musical Director for „Star Search“ (SAT. 1)
- since 2008 Coach for KIKA/ZDF production „Dein Song“
- 2010 Keyboarder in the live Band for „Let´s dance“ (RTL)
- since 2013 Professor at SRH Berlin University of Applied Science / Berlin SOPA
- since 2011 Keyboarder for „The Voice Of Germany“ and „The Voice Kids“ (PRO 7/SAT.1)
- Worked with: Ed Sheeran, Howard Shore, James Arthur, Lily Dahab, Max Raabe, Beth Ditto, Jason Derulo, Mark Forster, Joy Denalane, Till Brönner, Boss Hoss, Sarah Connor, Max Herre, Freundeskreis, Die Fantastischen Vier, Katie Melua, James Morrison, Ellie Goulding, James Blunt, Jazzkantine, Jazzanova, Carol Schuler, Katrin Sass, Matthias Ruegg, Quique Sinesi, Michael Schiefel, Jeff Cascaro, Jacky Terrasson, Pat Appelton (DE PHAZZ), Jocelyn B. Smith, Lisa Bassenge, Gayle Tufts, Maren Kroymann, Lizzy Loeb, Micatone, Maite Kelly, Jessica Gall
- recorded with: Lily Dahab (Peregrina Music, Herzog Records), Sandhy SonDoro (Sony Music), jazzIndeed (Traumton, ACT, NRW), Jazzanova (Sonar Kollektiv), Dave Binney/Eric St.Laurent (BIT), Georg Levin (Sonar Kollektiv), Offshore Funk (Kanzleramt), Sun Electric (R&S Records), Stephan-Max Wirth "Dada Republic" (BOS Rec.), Gayle Tufts (D>A<V), Celina (Four Music), Jessica Gall (Sony Music, Herzog Records), Ensemble Du Verre (batterie-records), Sphere (Blue Flame), Jazzkantine (Polydor/Universal)
- Film music for Howard Shore („Pieces of a Woman“), Detlev Buck („Liebe deine Nächste“), Margarethe von Trotta („Die abhandene Welt“)

### Research/Artistic Activities

- arranging/composing for Orchestra+Singer, Concert in Berlin Philharmonie, 12th of march 2022, with Argentine Singer Lily Dahab and Sinfonie Orchester Berlin
- live performance with Lily Dahab on the live stream opening of Humboldt Forum Berlin for 15.000 people, Januar 2021
- live performance (artist carte blanche) „Bene Aperdannier - voices, friends, family“ on the Festival Kulturarena Jena, August 2021, feat. CATT, Lily Dahab, Feven Yoseph and Michael Schiefel

- live performance with Lily Dahab on the international Ystad Jazz Festival in Sweden, August 2021
- recording for the album of the german artist and guitar player Arndt Worbis, release 2022
- recording for the album of Moka Efti Orchestra (Babylon Berlin), release 2022
- recording for the album of the german artist and singer Bongard, release 2022
- recordings for producer pool Uwe Fechner, Henning Verlage, Simon Gattringer
- recording for the german artist and bass player Daniel Achenbach, release 2021
- composing and recording for the 25th anniversary album of De-Phazz, release 2022



## **Prof. Dr. Michael Beuthner**

Berlin School of Popular Arts

- Professor of Journalism and PR
- Head of Study Program Journalism and PR

### Research/Artistic Foci

Prof. Dr. Michael Beuthner focuses his research on professional and quality standards of modern journalism, science-, risk- and crisis-journalism, new forms of communication as well as media philosophy and qualitative empirical methodology.

### Career

Prof. Dr. Beuthner studied journalism and communication science, German studies and psychology at Westfälische Wilhelms-Universität Münster. At Leuphana University in Lüneburg he started as a scientific assistant at the Institute for Applied Media Sciences (IfAM), then he was scientific assistant at the institute of journalism and communication sciences (IJK) at University of Hamburg. 2005 he came to Hamburg Media School as a media-consultant and coordinator of the MA „Journalism.“ 2013 – 2020, he was head of study program BA Journalism and PR at DEKRA University of Applied Sciences in Berlin. In October 2020, he joined the Berlin School of Popular Arts (SOPA) team at SRH.

### Research/Artistic Activities

Currently Prof. Dr. Beuthner is researching aspects of multimodality in risk- and crisis-communication in the Covid-19 pandemic. Multimodality assumes that modern representation and communication is based on a multiplicity of modes, all of which contribute to meaning. It focuses on analyzing and describing the interdisciplinary repertoire of resources that can be used, (visual, spoken, gestural, written, three-dimensional, and others, depending on the domain of representation) in different contexts, and on developing means that show how these are organized to make meaning.

He is the editor of the book series „Media Communication reloaded“, readbox-unipress Coordinator of several media-projects and -cooperations. In the last years he was curator of photo-exhibitions and editor-in-chief of several student magazines. From 2015 – 2019: Founder and organizer of the interdisciplinary conference „Marketing, Media and More – MMMBerlin in Cooperation with Marketing Club Berlin. Furthermore, he is an author of poetry and Children's books.



## **Prof. Dr. Brigitte Biehl**

Berlin School of Popular Arts

- Professor of Media and Communication
- Program Director of B.A. Creative Industries Management; M.A. International Management "Creative Leadership"
- Director of the Institute for Professional Development

### Research/Artistic Foci

Brigitte Biehl (Biehl-Missal)'s research brings art, aesthetics and management together. Critical, social, and gender perspectives are included into the research.

### Career

Prof. Dr. Brigitte Biehl (Biehl-Missal) graduated from Goethe University, Frankfurt, and studied at Université Paris X Nanterre, and the University of Wales, Aberystwyth, UK. She also holds a certificate for teaching in higher education (PGCTHE). She worked at British Universities (University of Essex, Aberystwyth University) and at German business schools (BSP) and universities (FernUniversität in Hagen).

### Research/Artistic Activities

Prof. Dr. Biehl (Biehl-Missal) is the scientific director of the IWK Institut für Weiterbildung in der Kreativwirtschaft (Institute for Professional Development) and researches in the interplay of arts and management and innovative approaches to doing business. Her research output is presented in this report.



## **Prof. Dr. Dr. Marcel Bisges**

Berlin School of Popular Arts

- Professor of Copyright and Media Law
- Lawyer for copyright and media law
- Chairman of the Regulatory Resources Committee

### Career

Doctor of Economics (Dr. rer. pol.), Leuphana University, Lüneburg, 2014

Professor of copyright and media law, Berlin, 2013

Call to the Berlin School of Popular Arts, Berlin, 2012

Lecturer in copyright and media law, Berlin, 2012

Admission to the bar, Berlin, 2010

Assessor of Law (Ass. jur.), Berlin, 2010

Second State Examination, Berlin, 2010

Doctor of Laws (Dr. iur.), Bucerius Law School, Hamburg, 2009

Master of Laws (LLM. Information Law), Heinrich-Heine-University, Düsseldorf, 2007

Master of Laws (Dipl.-Jur.), Humboldt University, Berlin, 2006

First State Examination, Berlin, 2006

Law studies in Düsseldorf, Hagen, Berlin and Hamburg

Studies of business administration in Berlin

Entrepreneurial activity in the Internet industry



## **Prof. Henning Birkenhake**

Berlin School of Popular Arts

- Professor of Music Production

### Research/Artistic Foci

Music Production

### Career

- 2001 – 2006: Tonmeister studies at HFM Detmold
- 2006 – now: sound engineer for mixing and mastering (e.g. Eastside Mastering Studios Berlin)
- 2008 – 2013: bg audiodesign – own company for music production for broadcast formats in Berlin
- 2013 – now: Professor for music production HDPK / SOPA

### Research/Artistic Activities

- 50-100 publications per year (CDs, Albums, Singles) of miscellaneous artists (mastering, mixing & music production)
- Every second year: VDT congress (Verband Deutscher Tonmeister) – mastering & technical ear training



## **Prof. Tilman Ehrhorn**

Berlin School of Popular Arts

- Professor of Music Design and Music Theory
- Program Director of Audio Design

### Research/Artistic Foci

Application-oriented music and harmony theory within the framework of chord scale theory; Rhythmics, rhythmic ear training; Sound associated melodic and harmonic ear training in interaction with harmony theory; Use of modern sequencer programs with regard to music theory and ear training; Practice-oriented use of music software with regard to audio content in a media context, emulation of instrument sounds; Generation of sounds by sound synthesis and by abstraction of existing audio material; Developing devices and tools for sound design and research in Max/MSP

### Research/Artistic Activities

Composer, music producer and saxophonist/reed player in TV and radio play productions and readings for Deutsche Grammophon, BMG/Random House Audio, Hörverlag, Norddeutscher Rundfunk (NDR), Rundfunk Berlin-Brandenburg (rbb), Südwestrundfunk (SWR), Saarland Radio (SR), Deutschlandradio Kultur and arte

Producer of electronic music, remix tasks, work as sound designer for music software products of Native Instruments, performances at electronic music festivals in Germany, Italy and Poland

Live and studio work as a jazz musician with ensembles and musicians such as Martial Solal, Albert Mangelsdorff, Barbara Dennerlein, Wayne Shorter, Brian Blade, John Pattitucci, Danilo Perez, Al Jarreau, Abdullah Ibrahim, Barry Finnerty, Bob Mintzer, Wolfgang Haffner, Maria Schneider, Django Bates, Roger Cicero, Hamburg Symphony and Berlin Symphony. Concerts at jazz festivals in Germany, Italy, Belgium, The Netherlands and Switzerland

Programming/developing of various instruments and effects in the graphical programming environment 'Max for Live', which can be integrated as native plugins into the DAW 'Ableton Live'. The tools are used as part of the lessons in the audio design course to illustrate sound synthesis processes and for creative audio editing and are available to students as a downloadable library.

Websites: [www.tilmanehrhorn.com](http://www.tilmanehrhorn.com), <https://www.youtube.com/user/TilmanEhrhorn/videos>, [https://gumroad.com/tilman\\_ehrhorn](https://gumroad.com/tilman_ehrhorn), <https://www.instagram.com/tilmanehrhorn/>, <https://tilmanehrhorn.bandcamp.com>



## **Prof. Dr. Katrin Girgensohn**

Berlin School of Popular Arts

- Professor of Writing Studies

### Research/Artistic Foci

Writing, Higher Education Research

### Career

Education:

- 2017 Habilitation (Higher Education Studies, Humboldt-Universität zu Berlin)
- 2007 PhD (Cultural Studies, European University Viadrina, Frankfurt /Oder), with stipend by Hans-Böckler-Foundation
- 2000 Magister (German Literature, Spanish, German as Foreign Language, Humboldt-Universität zu Berlin)

Professional Experience:

- since 2019 Professor @SOPA
- 2012-2019 Director of Center for Key Competences and Research-Oriented Learning at European University Viadrina, Frankfurt (Oder)
- 2011-2012 Visiting Scholar at University of Wisconsin, Madison, USA, Stipend by Gsearch Foundation (DFG)
- 2007 - 2010 Founding Director Writing Center at European University Viadrina, Frankfurt (Oder)
- 2000-2007 Freelancer in Creative Writing, Training and Consulting Writing, Literature Performance, Open Stages etc.

### Research/Artistic Activities

Writing Research, Research in Higher Education Studies, Collaborative Learning, Literature



## **Prof. Pepe Jürgens**

Berlin School of Popular Arts

- Professor of User Experience and Interaction Design

### Research/Artistic Foci

How do you create digital products and services that customers want? Prof. Jürgens investigates how to make new technologies usable for people and how to use user-centered methods to ideate, design and develop products.

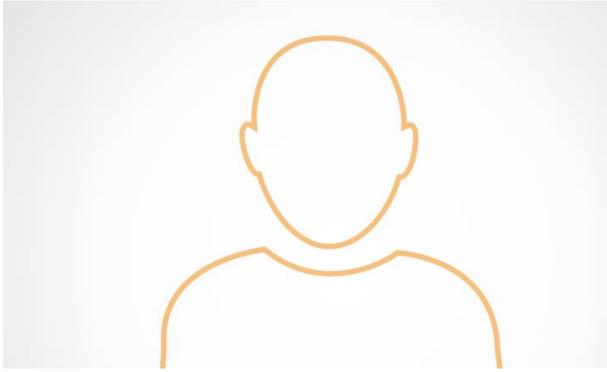
### Career

Prof. Pepe Jürgens studied visual communication and digital media at the Karlsruhe University of Arts and Design / Centre for Art and Media Karlsruhe (ZKM). He acquired many years of experience in the conception, design and production of digital projects for companies and institution such as Orange, Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ), Federal Foreign Office, Goethe Institut. He has worked as an artist, designer, programmer and consultant since 2001, participated in numerous international exhibitions and competitions in the field of art and design. As head of technology and UX, he helped build the Material-Archiv Zurich network. As co-founder of lernox, metaplatform for learning materials, he gained extensive experience in startup and entrepreneurship. He became professor at the SRH Berlin University of Applied Sciences in 2012.

### Research/Artistic Activities

Prof. Pepe Jürgens investigates the strategic and technological development of digital products and services, especially in terms of user experience strategy, UX design and UX engineering. The aim is to develop specific digital products and services that fulfil the wishes and problems of the users, taking into account the entrepreneurial goals and technological possibilities. Specific topics are:

- User experience as an innovation factor for the development of new technology-driven services according to the criteria of human-centered design.
- Strategic product development according to the phases of research, discovery, modelling and validation
- User experience for products and services: usability, information architecture, user interface design, engineering
- Agile processes in product development



## **Prof. Rolf Peter Kahl**

Berlin School of Popular Arts

- Professor of Acting and Staging
- Program Director of Acting and Staging

### Research/Artistic Foci

- Bauhaus and Film
- Performance and Film
- Period of the Images

### Career

RP Kahl (b. 1970) studied drama at East Berlin's Ernst Busch Academy of Dramatic Arts and began acting professionally in 1990. He produced "Silvester Countdown" directed by Oskar Roehler (German Cinema New Talent Award 1997). Kahl shot his directing debut "Angel Express" in co-production with Luggi Waldleitner's Roxy Film and developed then the project 99EURO-FILMS with Torsten Neumann. His feature "Bedways" had its world premiere at the Berlinale in 2010. "A Thought of Ecstasy", Kahls last feature film, premiered in competition of the A-film-festival Tallinn Black Nights. Kahl has shot music videos, directed for the stage, performances and video art. He lectures at various unversities and academies.

### Research/Artistic Activities

In Production: Hybrid Film (Feature Film Cinema) "Frauentag in New York"



## **Prof. Robert Keßler**

Berlin School of Popular Arts

- Professor of Guitar, Instrumental Playing, Ensemble and Performance Practice
- Program Director of B.A Music Production & B.Mus. Popular Music
- Member of the Institute for Professional Development

### Research/Artistic Foci

Jazz, Rock, Blues, Flamenco, World Music, Composition, Improvisation, Ensembleplaying

### Career

Robert Keßler is a guitarist and composer whose music combines contemporary jazz with world music, blues and pop. Born 1984 in Jena, grew up in Berlin. Started playing classical guitar at the age of 11. Studied jazz guitar after graduating from the Hanns Eisler Academy of Music and the Jazz Institute Berlin His teachers included Manfred Dierkes, Kurt Rosenwinkel, Frank Möbus, Hubert Nuss, Claudia Hein, Sigi Busch, Jiggs Whigham, Gerd Miegel, Jeanfrancois Prins and John Hollenbeck. Workshops with Mark Whitfield, Aaron Goldberg, Marc Dresser, Chris Potter and Hank Jones, among others. Intensive private studies with classical guitar literature, flamenco, Brazilian and acoustic guitar music. Continuous work as a composer and bandleader with, among others, the Robert Keßler Group, the Robert Keßler Trio, Oscars Delight, Voz y la Guitarra, Spell and Strings and the Klezmeyers with CD - productions, concerts and tours worldwide. 2008 Release of debut album "Jasmin", nomination for album of the year by Archtop Germany. Since 2011 part of the band Klezmeyers, release of the records "Emilias Lächeln" and "Moravica" and extensive European tour. 2021 release of the modern jazz trio production "Bloodline" with bassist Andreas Henze and drummer Tobias Backhaus. 2022 release of the modern jazz trio production "Little People" with bassist Andreas Henze and drummer Tobias Backhaus. As a live and studio guitarist he has played with artists such as Jocelyn B. Smith, New York Voices, Matti Klein, Elen Wendt, Christian Meyer's Nachtcafé, Marc Secara, Jiggs Whigham, Berlin Jazz Orchestra, Peter Weniger, Udo Lindenberg, Felix Jaehn & Herbert Grönemeyer, Zara Larson, Hit Impulse, Vocal Invitation, Lili Dahab, Dietrich Koch Big Band, Berlin Big Band, Cafe du Jazz, Son Madol, Mantigo ... Principal Guitarist at Theater des Westens and Theater am Potsdamer Platz Berlin and involved in productions such as Hinterm Horizont, Mamma Mia, Chicago, Ich war noch niemals in New York and Tanz der Vampire and has done various film, television and commercial productions. Since 2017 professor for guitar and ensemble at the Berlin School of Popular Arts formerly Hochschule der populären Künste Berlin - course director music production and popular music. Previously lecturer for guitar at the Hanns Eisler Academy of Music Berlin, at the Jazz Institute Berlin and various jazz and guitar workshops.

## Research/Artistic Activities

### *Diskographie:*

As Leader / Co Leader:

„Robert Keßler – Little People“ – GLM Records 2022

„Robert Keßler – Bloodline“ – GLM Records 2021

„Klezmeyers – Moravica“ – GLM Records 2017

„Klezmeyers – Emilias Lächeln“ GLM Records 2015

Robert Keßlers Goya – Jasmin“ YVP Records 2008

As a sideman:

"Felix Jaehn & Alex Aiono - Hot2Touch" - Island Records 2017

"Felix Jaehn & Herbert Grönemeyer - Everybody for Everybody" - Island Records 2016

"Peter Schindler & Band - All Songs Are Already Here" - Helbling Publishing 2016

"Elen Wendt - Elen" - 2015

"Mario Lauer - The smell of earth" - Soundtrack 2014

"Son Madol - Sly Ranja Loca" Octason Records 2009

### *Video Release:*

Robert Keßler Trio - [Hamburg Stream](#)

Robert Keßler Trio – [Mann Mann](#)

Robert Keßler Trio – [Bloodline](#) - 2021

Robert Keßler Trio – Jesaja 41,10 – 2021 - <https://youtu.be/9VzklZzZPq0>

Robert Keßler Trio – EPK „Bloodline“ – 2021 - <https://youtu.be/C0Tgy-0raSw>

Robert Keßler Trio – Jasmin – 2017 - <https://youtu.be/Ss3-P2rhCew>

Robert Keßler Trio – Little People – 2017 - <https://youtu.be/lUbGmEuE8i0>

Robert Keßler Trio – I don´t need no doctor – 2017 - [https://youtu.be/qVgkfF7\\_wuY](https://youtu.be/qVgkfF7_wuY)

Robert Keßler Trio – Theo – 2017 - <https://youtu.be/8uhSS4AFXas>

Robert Keßler Trio – Mann Mann – 2017 - <https://youtu.be/KrbSli3VwuE>

Bernd Spanier Quartett – Bernd Spanier Quartett -2020 - [https://youtu.be/9\\_-RP-7KXJ0](https://youtu.be/9_-RP-7KXJ0)



## **Prof. Dr. Marcus S. Kleiner**

Berlin School of Popular Arts

- Professor for Communication and Media Sciences
- Program Director of M.A. Medien und Kommunikation
- Vice President Creativity & Interaction

### Research/Artistic Foci

- Digital Cultures / Digital Transformation
- Popular Cultures / Pop Cultures / Popular Media Cultures
- Media/Cultural Theory - Media/Cultural History - Media Culture - Media/Cultural Criticism - Media/Cultural Sociology - Media/Cultural Education - Film - Television - Auditory Media Cultures - History, Theory and Analysis, respectively.

### Career

- Seit 10/2019: Vice President Creativity and Interaction SRH Berlin University of Applied Sciences Berlin
- Seit 04/2016: Professor for Communication and Media Sciences - SRH Berlin University of Applied Sciences (ehemals: SRH Hochschule der populären Künste) Berlin
- 10/2015 bis 03/2016: Visiting Professor for Communication and Media Sciences - Alpen-Adria-Universität Klagenfurt, Klagenfurt
- 10/2014 bis 03/2015: Visiting Professor for Communication and Media Sciences - Alpen-Adria-Universität Klagenfurt, Klagenfurt
- 10/2013 bis 09/2015: Professor for Media Management Teaching Field: Live-Kommunikation Hochschule Macromedia Campus Stuttgart
- 10/2012 bis 03/2013: Academic Senior Councillor for Film Studies and Image Analysis Universität Siegen Philosophische Fakultät/Seminar für Medienwissenschaft

More Information:

- [www.medienkulturanalyse.de](http://www.medienkulturanalyse.de)
- [https://www.xing.com/profile/MarcusS\\_Kleiner/cv](https://www.xing.com/profile/MarcusS_Kleiner/cv)

### Research/Artistic Activities

- since 2013: Serious Publisher: Serienkulturen (Springer/VS), Popkulturen (transcript)
- since 2017: Zeitschrift „SPIEL. Eine Zeitschrift zur Medienkultur“ Funktion: Beirat / Member of the Advisory Board
- since 2017: Zeitschrift „Coils of the Serpent: Journal for the study of Contemporary Power“ Funktion: Member of the Advisory Board



## **Prof. Marco Kuhn**

Berlin School of Popular Arts

- Professor of Sound Synthesis and Music Informatics
- Program Director of Computing and the Arts M.A

### Research/Artistic Foci

HCI – Human-Computer Interaction; Music Informatics; DMI – Designing Musical Instruments; Interactive Systems; Installations, Interfaces, Performances

### Career

2020 - 2022 Program director Computing and the Arts M.A.

2019 - 2020 Curriculum design and program design for Computing and the Arts M.A.

2016 – 2021 Head of study program Audiodesign B.A.

2015 Professor for Sound Synthesis and Music Informatics, SRH Hochschule of the popular Arts

2012 - 2014 Research assistant in the INKA research group, HTW Berlin

2011 - 2012 Software developer and product manager for the product "Max for Live", Ableton AG

2009 - now Software developer, freelance

2004 - 2009 Working student, Native Instruments

2003 - 2009 Diploma studies in Applied Computer Science, major in Multimedia at HTW Berlin

2000 - 2001 Power electronics engineer, Linde AG

1996 - 2000 Apprenticeship as power electronics technician, Linde AG

### Research/Artistic Activities

#### *Publications*

Weber, Maximilian & Kuhn, Marco. (2016). KONTRAKTION: Sonification of Metagestures with electromyographic Signals. 132-138. 10.1145/2986416.2986421. <http://dx.doi.org/10.1145/2986416.2986421>

Rohrer, Maurus & Kuhn, Marco & Kuhn, Eileen & Sieck, Jurgen. (2013). Indoor infotainment: Guidance and visualization for research projects and its relations. 208-211. 10.1109/IDAACS.2013.6662672. <http://dx.doi.org/10.1109/IDAACS.2013.6662672>

von Georgi, Richard & Kuhn, Marco. (2018). Das Klingen der Planeten und das Suseln der Atome: Eine Studie zur subjektiven Wirkung des Erdplanetentons auf den Affekt.

Beat 05 (2010), Play Live – Multitouch - Interface, Magazin

### *Talks*

2019 Speaker – The Sounds of the Future, 8th International Cultural Forum, St. Petersburg

2016 Presentation – KONTRAKTION: Sonification of Metagestures with electromyographic Signals, Audio Mostly, Norköping

2013 Presentation der MindTags App beim „Tourism for all – Accessible and Open Europe“ im Rahmen des Europäischen Tages der Menschen mit Behinderungen bei der Europäischen Kommission, Brüssel

### *Workshops*

2019 Challenge my fantasy - more, Project management of the tracking laboratory in cooperation with the HTW Berlin Studiengang Gamedesign, Theater an der Parkaue, Berlin

2019 Controlling Sound through Body Movement, 12th International Conference of Student of

Systematic Musicology ( SysMus19 ), Berlin

2018 Controlling Sound through Body Movement, Superbooth Musikmesse, Berlin

### *Awards*

2013 2nd prize in the competition "Mobile for Good Europe Awards 2013" in the category Accessibility for the MindTags

### *Memberships*

- Deutsche Gesellschaft für Elektroakustische Musik e.V.
- Bundesverband Musiktechnologie Deutschland e.V



## **Prof. Robert Lingnau**

Berlin School of Popular Arts

- Professor of Music Theory, Arrangement and Ear Training
- Member of Institut für Weiterbildung in der Kreativindustrie (IWK)
- Academic Director of the Berlin School of Popular Arts

### Research/Artistic Foci

- Harmonic structures in popular music
- Associating inner and outer sources of music with notation, instrument fingering and sound
- Stage performance and presentation for musicians

### Career

#### *Academic career*

- 1994 to 1998: Instrumental educator (diploma) for jazz and popular music, Amsterdam University of the Arts/NL
- 1998 to 2000: Arranger (diploma, concert exam), Amsterdam University of the Arts/NL
- Since 2010: (founding) Professor at the Hochschule der populären Künste (hdpk), now SOPA
- Conception, development and former head of the study programs B.A. Music Production, B.A. Audio Design and B.Mus. Popular Music
- From 2011 to 2019: Head of the Department of Music and Sound
- From 2013 to 2019: Prorector of the SRH Hochschule der populären Künste
- Since 2019: Academic Director of the SRH Berlin School of Popular Arts (SOPA)

#### *Professional career*

- Since 1997: Arranger, composer and bassist, recordings and productions for and with numerous domestic and foreign musicians, groups, companies and broadcasters
- 1997: Composition award of the Hessischer Rundfunk/ARD
- 2000: Composition scholarship of the state of Lower Saxony
- From 2001 to 2004: Author and presenter at rbbKultur, Rundfunk Berlin-Brandenburg/ARD
- Since 2006: Bandleader, e. g. Berliner Jugendjazzorchester, Bundesjazzorchester, Compass Big Band Berlin, Big Band des Hessischen Rundfunks, memorial concert for Peter Herbolzheimer
- Since 2007: teaching activities with a focus on music theory, arrangement and ear training

### Research/Artistic Activities

- Since 2019: "Creating the Bubble", stage performance and presentation for musicians

- Since 2018: Pop-Ambulanz (counseling center for popular musicians in cooperation with the BCMM of the Charité and the Musicboard Berlin as well as research)
- Since 2016: Structures of harmonic progressions of popular music from 1953 to 2020, originally a research project with students



## **Prof. Matthias Middelkamp**

Berlin School of Popular Arts

- Professor of Theory of Music Transmission and Acoustics

### Research/Artistic Foci

Architectural acoustics, Large scale sound reinforcement, Immersive sound

### Career

Prof. Matthias Middelkamp studied sound engineering at the Musikhochschule Düsseldorf and recording producer at the Musikhochschule in Detmold. In 1998 he became head of the recording studio at the Academy of Music in Weimar. He worked regularly as a freelance sound engineer and acoustics consultant. Since 2014 he holds the professorship for theory of music transmission and acoustics at the SRH SOPA.

### Research/Artistic Activities

Prof. Middelkamp worked on various national and international projects in the field of sound reinforcement for classical music and room acoustics. He was part of Daniel Barenboim's team for the preparation of the legendary concert of the West Eastern Divan Orchestra in Ramallah, West Bank. He directed the first radio broadcast from Kabul, Afghanistan in 2012. Since 2018, he has been leading a project in Dakar, Senegal to set up a training program for sound and event technicians in collaboration with the Goethe-Institut.

As an acoustic designer, he has built a number of new recording studios, schools, concert halls and public buildings. Among them a concert hall at the Music academy in Hamburg and the parliament building in Porto Novo/Benin.



## **Prof. Régine Provvedi**

Berlin School of Popular Arts

- Professor of Film and Television
- Professor of Acting & Staging

### Research/Artistic Foci & Activities

#### *General:*

- Photography, production & screenplay, production management, dramaturgy
- International media systems, film production, supervision/tutoring of final projects/team films, supervision/tutoring fictional & non-fictional films

#### *Currently/Forthcoming:*

- Organization Presseball Berlin 2021, Collaboration with Prof. Dr. M. Beuthner SRH
- Organization/preparation of a film series (discussions with filmmakers & film screenings) in collaboration with Prof. B. Schwenn and Prof. R. Teigler
- Organization and preparation of exchanges/interchanges between film schools/academies (SRH, France & Italy)

### Career

- 1989: Magister Kommunikationswissenschaft TU Berlin
- Seit 1997: Managing director of film production company bluefilm GmbH Berlin
- Seit 2000: Guest lecturer for media at various universities  
(inter alia: DFFB, UNO – World Food Programme Berlin; Istituto Comprensivo Ancona / Italien; École des Beaux-Arts Lyon / Frankreich; Université Paris 1 / Frankreich; Udk Berlin)
- 1987-2018: Activities as: photographer, screenwriter, film director, producer, production manager, artistic and dramaturgical counsellor/advisor, script translator (inter alia for Michel Piccoli, J.L. Godard, G. Depardieu, M. Haneke)
- 2010-2018: Freelance lecturer at the DEKRA Hochschule für Medien
- 2011-2015: Activity as freelance lecturer at the Hochschule für Wirtschaft und Recht (HWR)
- 2016-2018: Marketing Consultant for image and text editing, GLS Sprachenzentrum and Hotel Oderberger Berlin
- Since 2019: Professor

### Awards

- Berlinale Audience Award
- Pre-selection Oscar nominations for Best Foreign Shortfilm
- Best screenplay: Costa Gavras Preis

### Festival Participation (inter alia)

- Venedig, Berlinale, Sundance, Cannes, Clermont-Ferrand, Milano Film Festival



## **Prof. Jörg Remy**

Berlin School of Popular Arts

- Professor of Audiodesign

### Career

- Studied classical guitar at the Hochschule für Musik und Darstellende Kunst Frankfurt am Main and at the Manhattan School of Music in New York City with distinction.
- 1st prize at the international Andres Segovia Competition in Madrid as well as numerous other international awards. After highly acclaimed CD recordings with works from Bach to classical modernism, recitals followed, among others, in the Berlin Chamber Philharmonic Orchestra as well as in other European countries.
- Freelance composer and sound designer for film, TV and new media.
- Portfolio includes work for clients such as Mercedes Benz, Coca Cola, ZDF, SAT.1/Pro7 Group and agencies such as Y&R, Scholz und Volkmer or BBDO. Numerous of the campaigns received international awards, such as at the red dot award, Mobius Award, World Luxury Award Monaco or the Advertising Awards in New York.
- 2012 Establishment of the Audio Design course as course director and professor at the hdpk.



## **Prof. Lars Roth**

Berlin School of Popular Arts

- Professor of Visual and Interactive Media
- Program Director of Mediadesign, Visual and Interactive Media and CO-Head of Film und Fernsehen

### Research/Artistic Foci

- Film
- Internet
- Interactive Applications
- AR/VR

### Career

Prof. Roth studied visual communication at the Kassel Art College. With the work "Positionen – Orte einer friedlichen Revolution" which he developed in cooperation with the "Bundesstiftung zur Aufarbeitung der SED-Diktatur", he completed his studies with a diploma. From 2000 to 2003 he worked in several agencies in the field of film and new media. From 2003-2008 he was an artistic assistant to Professors Nicolaus Ott and Bernard Stein at the Kassel Art Academy. From 2009 to 2010 he worked as a media officer at the Lower Saxony State Media Authority. In 2010 he co-founded the University of Popular Arts (hdpk) in Berlin, which was transferred to SRH Holding in 2015. Since then, he has represented the media design course and the Visual and Interactive Media course since 2020.

### Research/Artistic Activities

The artistic activities of Prof. Roth concentrate on the fields of film and interactive applications. An important point in his work is the combination of these two media in order to enable new creative representations in the creative artistic context.



## Prof. Dr. Agnes Schipanski

Berlin School of Popular Arts

- Professor Professor of Media Economics
- Program Director of B.A. Media Management
- Member of Grenke Centre for Entrepreneurial Studies
- Member of the Institute for Professional Development

### Research/Artistic Foci

Organizational development and New Work; Agile leadership and HR management; Corporate culture and Generation management; Creative competence; Innovation development, including the creative industries (relevance, processes, perspectives)

### Career

12/2000 – 09/2003 Stuttgart	Broadcasting Corporation South-West Germany (SWR),  Recording Direction of television shows
10/2003 - 05/2007	Corporate Marketing CLAAS KGaA mbH, Harsewinkel Marketing Consultant
06/2007 – 05/2010	Mainau GmbH, Island of Mainau, Germany Marketing Director
01/2005 – 01/2012 05/2011 – 08/2013	PhD student at TU Ilmenau, Germany (extra occupational) Center for Leading Innovation & Cooperation (CLIC) at Leipzig Graduate School of Management (HHL) Post Doc
since 10/2013	Berlin School of Popular Arts (ehemals SRH Hochschule der populären Künste (hdpk) Professor of Media Economics
10/2013 – 04/2018	Berlin School of Popular Arts Head/director of the Institute of Education and Development in Creative Industries
04/2018 – 09/2019	Berlin School of Popular Arts, SRH Berlin University of Applied Sciences Vice-Rector
10/2019-10/2020	SRH Berlin University of Applied Sciences Entrepreneurship Ambassador
since 01/2022	Berlin School of Popular Arts, SRH Berlin University of Applied Sciences Program Director of B.A. Media Management

### Research/Artistic Activities

- since 2019            Generation Management with focus on generation Y and Z, research project with students of the B.A. Media Management and the Master of Media Communication
- since 2016            Creative competence: New perspectives and economic significance, research project with students of the B.A. Media Management



## **Prof. Marc Secara**

Berlin School of Popular Arts

- Professor of Voice and Ensemble

### Research/Artistic Foci

Artistic development projects:

- Concerts with Marc Secara Group
- Trio Peter Weniger & Wolfgang Köhler
- CD Release Berlin Jazz Orchestra – “Songs of Berlin”

### Career

- Diploma for Singing in the Popular Styles (HfM “Hanns Eisler, Berlin”)
- Professor for Voice and Ensemble (SRH Berlin University)
- Estill Master Teacher and Estill Mentor Course Instructor Candidate.

### Research/Artistic Activities

- Scientific director “SINGPOSIUM – Teaching Vocals in the popular styles”
- Director of “Rahmenlehrplan Gesang Populärmusik” for all Music Schools in Germany



## **Prof. Dr. habil. Nadja Sennewald**

Berlin School of Popular Arts

- Professor of Writing Studies
- Program Director of B.A. Creative Writing (German)

### Research/Artistic Foci

Prof. Dr. habil. Nadja Sennewald is interested in anything that has to do with writing and/or audiovisual storytelling. She has a focus on writing (process) research and writing studies but is equally fascinated by narratological approaches to literature and audiovisual narratives.

### Career

Prof. Dr. habil. Nadja Sennewald received her Diploma in Cultural Studies at the University of Hildesheim, Germany. She worked as a freelancer in the cultural industries and in different fields of writing (journalism and fiction) and published two novels. For working on her study on gender in science fiction series, she got a full scholarship and achieved her PHD at Goethe University in Frankfurt/Main. At the university of Bielefeld she coordinated and conducted a study on academic literacy. She became the director of the Writing Center at Goethe University Frankfurt/Main in 2012. In 2016 she had a 3-months research stay at the University of Toronto, Canada. Her habilitation was obtained at Goethe University Frankfurt/Main with a study on students' writing processes in 2019.

In 2018, Nadja Sennewald became Professor of Writing Studies at the School of Popular Arts, SRH Berlin University of Applied Sciences and is currently Programme Director of the B.A. programme in Creative Writing.

### Research/Artistic Activities

In 2020 she edited her study "Schreiben, Reflektieren, Kommunizieren. Studie zur subjektiven Wahrnehmung von Schreibprozessen bei Studierenden" (218 pages), so it could be published in early 2021 by wbv. She was also actively involved in WeReLaTe. Advancing effective institutional models towards cohesive teaching, learning, research and writing development, a Horizon 2020 project by the EU. Currently she is writing a novel.



## **Prof. Dr. habil. Katrin Starcke**

Berlin School of Popular Arts

- Professor of Biological Media Psychology
- Member and Director of Berlin Institute of Biomusicology and Empirical Research (BIBER)

### Research/Artistic Foci

Psychological, behavioral, and biological reactions towards music; Emotion regulation through music; Decision making; Behavioral addictions

### Career

#### *Education*

02/2014 Habilitation (venia legendi in psychology), with the thesis: Decision making under suboptimal conditions – Influence of stress, dual tasking and psychiatric diseases on decision making

03/2009 Doctoral degree (Dr. rer. nat.), final grade: summa cum laude, with the thesis: Decision making under ambiguity and risk in patients with obsessive-compulsive disorder and healthy participants under stress

06/2005 Diploma in psychology, final grade: excellent, with the thesis: Role of the amygdala for emotional memory and emotional decision making – An investigation on patients with Urbach-Wiethe disease

11/2005 - 03/2009 Doctoral study in psychology, University of Bielefeld

10/1999 - 06/2005 Diploma study in psychology, University of Bielefeld

#### *Positions*

Since 09/2018 Professor for Biological Media Psychology at the SRH Berlin School of Popular Arts, Berlin

Since 2020: Director of the Berlin Institute for Biomusicology and Empirical Research (BIBER)

05/2009 - 06/2018 Postdoctoral position at the University of Duisburg-Essen, Department of General Psychology: Cognition

06/2016 - 06/2018 Scientific position at the Center for Behavioral Addiction Research (CeBAR), University of Duisburg-Essen

03/2015 - 06/2018 Scientific position at the Erwin L. Hahn Institute for Magnetic Resonance Imaging, Essen

01/2017 - 09/2017 Maternity leave

12/2012 - 07/2013 Maternity leave

02/2012 - 04/2012 Visit at the Amsterdam Institute for Addiction Research, Academic Medical Center University of Amsterdam

06/2008 - 04/2009 Research assistant at the University of Osnabrück, Department for General Psychology II and Biological Psychology

07/2006 - 06/2008 Dissertation scholarship at the University of Bielefeld, Department for Physiological Psychology

*Research Activities (current)*

Currently, as a director of the Berlin Institute of Biomusicology and Empirical Research (BIBER), Prof. Dr. Katrin Starcke investigates reactions towards music. The BIBER is equipped with a laboratory, the Neurobiological Music Lab (NBML) with a modern NeXus-10 MKII (MindMedia). With the NeXus, Prof. Dr. Katrin Starcke can measure various psychophysiological reactions, such as heart rate, heart rate variability, electrodermal activity, blood pressure, respiration, and temperature. On the laboratory computers, the software LabVanced is installed which allows the exposure to musical stimuli and the simultaneous measurement of participants' reactions. One of her current research topics is the investigation of musical chill-experiences. Chills are intense experiences which can occur during music listening. Participants describe chills as shivers down the spine, lump in the throat, tears, goose pimples, and trembling. Usually, they are perceived as positive experiences. In current research projects, Prof. Dr. Katrin Starcke aims to determine which reactions are associated with chill-experiences when participants listen to their favorite songs and under which circumstances chill-experiences particularly occur.

In addition, she currently investigates the possibility to regulate emotions with the help of music. In a recent study she was able to demonstrate that not listening to music can cause severe deteriorations in participants' mood and mental health. Participants who were not allowed to listen to music for seven days reported mild symptoms of depression, an increase in stress, and a decrease of overall health. Results support the tremendous effect music has on wellbeing and health. Besides the general effect of music on wellbeing and health, Prof. Dr. Katrin Starcke currently investigates the Iso-Principle. The Iso-Principle comprises listening towards a piece of music which matches the listeners' current mood at first, and then gradually shift to music that represents a desired mood. For example, if individuals feel sad and depressed, they start with listening to a sad song, listening to less sad and more happy songs in between and end with a happy song. According to theoretical considerations, the mood of participants should shift to the desired mood along with the music. However, experimental research is scarce, and Prof. Dr. Katrin Starcke started to conduct experiments on that topic. Scientific support of this Iso-Principle would have far-reaching consequences for peoples' mood regulation in everyday life; and for the treatment of patients who suffer from psychological disorders such as depression or anxiety. This line of research particularly fits with the SRH research profile "Leidenschaft fürs Leben" as it directly implies possibilities to increase quality of life.



## **Prof. Dr. Svenja Tams**

Berlin School of Popular Arts

- Professor of Management, Organizations & Leadership
- Cluster Coordinator Management & Communications, BSCD/SOPA
- Member of the Institute for Professional Development

### Research/Artistic Foci

Prof. Dr. Svenja Tams' research is international in orientation, examining how individual and collective actors position career work, change work, creative work and innovative approaches to management learning/leadership development within post-bureaucratic organizational settings. In past studies, these settings have comprised, i.a.: management consulting firms, project-ecologies, career communities, urban spaces, and social discourses at the business/society interface, such as sustainability. Thus, her work lends empirical insight to the current popular management discourse of 'new work'. In the early stage of Prof. Dr. Svenja Tams' research career, she examined the narratives by which people construct self-efficacy beliefs at work, as well as cross-cultural HRM issues. Subsequent research has contributed to an understanding of 'new work' with research of boundaryless careers (with M.B. Arthur), responsible careers (with J. Marshall), and creative careers (with B. Biehl). Since 2012, an emerging stream of policy-oriented research explored the role of innovation lab and design methods in sustainability-oriented organizational transformation with people. Based on this work, Prof. Dr. Svenja Tams is now studying how project-based management learning fosters creative problem-solving capacities in response to societal challenges (in policy circles referred to as 'future skills').

### Career

Following international marketing and change management roles with AT&T, Accenture, Volvo, and Management Centre Europe, based in Brussels and Munich, Prof. Dr. Svenja Tams has conducted research and taught at London Business School, London School of Economics & Political Sciences, Birkbeck London, and the University of Bath School of Management, before joining SRH Berlin University of Applied Sciences in 2018. She is also consulting on organizational development and advising organizations on the design of innovative management learning and executive development programs, and as systemic coach (ICF-certified training).



## **Prof. Rolf Teigler**

Berlin School of Popular Arts

- Professor of Film and Television

### Research/Artistic Foci

Documentary film; Film Producing; Film Directing; Screen Writing; Script Development; Moderator

### Career

- Since 1992: Freelance sound engineer, producer, author, director
- Since 1992: Lecturer at different Filmschools and - academies
- Since 1998: Films with prisoners, streetgangs, unemployed, refugees
- 1999-2011: Producer for „der garten Filmproduktion“
- Since 2003: Member of jury for different festivals
- 2004-2009: Development and artistic head of the socio cultural media project „Institut21“
- 2005-2009: Development and artistic head of the socio cultural film project „Ensemble21“
- Since 2012: Professor at the course „Fernsehen und Film“, DEKRA Hochschule für Medien, Berlin
- Since 2013: Cooperation with Alfred-Wegener-Institut for Polar and Meeresforschung
- 2015 – 2019: Cooperation with Szczecin European Filmfestival
- 2017 – 2019: Development and moderation: Berlin Filmfestival – Programm NATIVE; special events to film and climate change

Awards for the documentary film „outlaws“

- 2001: Audience price / Mediawave Festival in Győr / Hungary
- 2002: Franz Hofer price / Filmhaus Saarbrücken

### Research/Artistic Activities

Lectures on Film and climate change:

- 2019: Gateway to the Arctic; Alfred-Wegener-Institut
- Proxy Data as a Basis for Emotional Story Telling“
- 2018: Conference: Animated Things; University of Regensburg - „Emotional story telling on the basis of Proxy Data“
- 2017: Gateway to the Arctic; Alfred-Wegener-Institut, Université de Versailles - „Science and cinematic art“
- 2016: North Eastern Federal University of Jakutsk, (Republik Jakutsien, Russia) - „New forms of non-fictional story telling on the interface between internet and film“



## **Prof. Ricarda Wallhäuser**

Berlin School of Popular Arts

- Professor of Visual Communication and Graphic-Design

### Research/Artistic Foci

Ricarda Wallhäuser is working in the artistic field of collage, participates in and organizes art-exhibitions. As a free art-director she is focused on communication media in the art context but also for commercial companies. In her artistic work she focuses on narrative and storytelling elements in visual arts.

### Career

Ricarda Wallhäuser studied Visual Communication and Fine Art at Kunsthochschule Kassel and was in the master course of Prof. Rolf Lobeck in 2000. She started her teaching career right after finishing her own studies, first with courses in creative applications in upgrade trainings courses. She works as a graphic-designer and art-director and was and is part of several artist groups. In her design-work she focuses on editorial-design and design for artists. She takes part in art-exhibitions in Germany and abroad. Ricarda Wallhäuser completed a course in creative writing in 2018. She lectured about parallel worlds in art on several events, for example at the 10th literature festival in Ruse, Bulgaria, 2017. Ricarda Wallhäuser is lecturer at SRH Berlin School of Popular Art (SOPA,) since 2011. In October 2019 she was appointed professor at SOPA. She was academic director of SOPA's first online-festival "Hullabaloo", which took place in July, 2020.

### Research/Artistic Activities

- (choice activities in 2020)
- Spirit us – An exhibition about art and spirituality
- rk-Galerie für zeitgenössische Kunst, Berlin, Gallery director: Silvia Eschrich, Hg. Bezirksamt Lichtenberg von Berlin, Amt für Weiterbildung und Kultur Fachbereich Kunst und Kultur.
- Artists: Christine Baumann, Julia Hürter, Thora Kraft, Ricarda Wallhäuser, QWERTY
- 01.09.202–30.10.2020
- Role: participating artist, catalogue-design-concept, co-organisator
- 2. Internationale DADA Messe
- GISELA – freier Kunstraum Lichtenberg (virtual opening: 13.11.2020)



## **Prof. Matthias Welker**

Berlin School of Popular Arts

- Professor of Media Management
- Program Director of Media Management

### Research/Artistic Foci

Management and Leadership in Networks, Sustainability Management in Networks, Aesthetic Competence

### Career

- PhD St. Gallen and Heidelberg 1982-1987
- Media Consultant since 1987
- Lecturer HFF Potsdam 1993-2009
- Lecturer and Program Director IBS Berlin 2002-2009
- Professor School of Popular Arts (former hdpk) since 2010

### Research/Artistic Activities

Beside academic publications, management and contributions for YOURARTBEAT, a network and platform for artists, cultural heritage and audiovisual innovations



## **Prof. Dr. Mag. Dipl.-Psych. Richard von Georgi**

Berlin School of Popular Arts

- Professor of Media Psychology
- Member and Director of the Institute of Biomusicology and Empirical Research (BIBER)
- Head of Pop Ambulance Berlin (PAB)
- Chairman of the Audit Committee

### Research/Artistic Foci

Psychology of Music, Personality, Emotion and Emotion Regulation, Test Theory and Test Construction, Biopsychology, Statistics

### Career

#### *Education*

- 2011: Magister artium (MA) Musicology
- 2001-2011: Study of musicology (JLU Gießen)
- 2005: Habilitation and appointment as Privatdozent (JLU Gießen)
- 1999: Doctorate with distinction (summa cum laude)
- 1994: Diploma in Psychology (Dipl.-Psych.) (JLU Giessen)
- 1987-1994: Study of psychology and medicine (JLU Gießen)

#### *Positions, Research and Teaching*

- since 2020: Director of the Berlin Institute for Biomusicology and Empirical Research (BIBER)
- since 2019 Head of the Pop Ambulance Berlin (PAB)
- since WS 2016: SRH-SoPA: Professor for Media Psychology
- WS 16/17, WS 2014/15, WS 2013/14, WS 2012/13: University of Vienna: Lecturer (Methods, Music Psychology, different topics from Systematics)
- WS 2015 - SS 2016: Medical School Hamburg (MSH): lecturer (developmental psychology, methods, psychology)
- WS 2013 - WS 2015: IPU Berlin: Professor for Statistical Methods
- SS 2004 - SS 2013: JLU Gießen: Lecturer (Music Psychology and Methods)
- 01.01.2013 - 31.12.2013: JLU-Gießen: research associate (DFG) and lecturer (music psychology/music education, methods)
- SS 2013 - WS 2013/14: Technical University of Braunschweig: Lecturer (Music Psychology/Music Education, Methods)

- WS2009/10 - SS 2012: University of Music Lübeck: Lecturer (Music Psychology/Music Education, Methods)
- 2002-2006: JLU Giessen: Deputy Head of the Department of Medical Sociology
- 2000-2007: JLU-Gießen: Research Assistant (Medical Psychology and Sociology)
- 1995-2000: JLU-Gießen: research associate: research and teaching (Medical Psychology)
- 1994-1995: JLU-Gießen: research associate (DFG) (Medical Psychology)

## Research 2021

### *Impact of Music on Biopsychological Processes*

The focus of my work are interindividual differences of emotional and biophysiological processes in the context of music, media and events (see literature and congress contributions). A special focus also lies on the construction and development of psychometric tests to measure involved variables that are used within these studies (e.g. IAAM: von Georgi et al., 2006, 2013; Gebhardt et al., 2019). A DFG application on the topic of the chill experience. together with the Musicology Institute of the University of Vienna, is currently being revised after the initial review process.

### *Emotion Modulation with the use of Music and Media*

Here, both basic and applied research are in the foreground of interest (e.g., related to the effectiveness of music therapy (e.g., Gebhardt et al., 2019)), with emotion modulation strategies as a mediator variable being of salient importance (von Georgi et al., 2021). For example, recent research suggests that music influenced emotion in the context of the Corona pandemic (Wedel et al., 2021). This work is being done in collaboration with the University of Marburg, the Wiesloch Psychiatric Clinic, and a number of other partners. For example, recent work has also shown that music plays an important role in stress and emotion modulation in the workplace (Stracke et al., 2021).

### *Music and Health*

In the context of the Pop Ambulance (PAB), research on pop musician-specific coping strategies, which has received only less attention in the literature to date, is also one area of research. Together with the GEMA a further meeting on this topic is planned in winter 2022. Also, a psychological test (COMPAI) is already being validated and subjected to further analysis in the context of studies on musicians, students, and pupils and studies on musicians related stereotypes (Friedrich, et al., 2021)

### *Aesthetic Experience and Susceptibility*

Another area is the study of aesthetic experience and behavior. For this purpose, not only a measurement model was developed (by Georgi & Frieler, 2016), which makes an aesthetic sensitivity actually measurable experimentally and can be applied to different areas of art-related experience (e.g., music, film, literature, painting, etc.). In addition, a psychometric procedure has been developed (APE), which is now in the phase of validation (e.g., Herr, 2021; Bötsch et al. 2021).

## Research Associates at SRH Berlin School of Popular Arts



### **Claus-Dieter Bandorf**

Berlin School of Popular Arts

- Research assistant for piano, keyboards and ensemble
- Artistic-scientific assistant in the department of music and sound

#### Research/Artistic Foci

Entertaining

#### Research/Artistic Activities

- Prof. Dr. Richard von Georgi - Claus-Dieter Bandorf
- „Vergleich von unterschiedlichen Übemethoden zur Verbesserung der auditiven Erkennung musikalischer Bausteine (Melodik, Rhythmik, Akkorde) im Selbststudium“
- Project canceled/undergoing revision due to restructuring of eartraining classes (CORE)



### **Claire Brocker, M. Sc.**

Berlin School of Popular Arts

- Research Associate of Prof. Dr. Michael Beuthner

#### Research/Artistic Foci

Security Studies (B.Sc.), Tackling Global Challenges at EU Level, Humanitarian Response to Conflict and Disaster, Crisis and Security management (M.Sc.), Specialization: Governance of radicalism, extremism and terrorism

#### Research/Artistic Activities

Being a research associate in the MIRKKOMM project, Claire Brocker conducts research on the multimodality in risk and crisis communication. In particular, her activities include exploration and analysis on the challenges, evaluation and optimization options of the content and forms of official and media information transfer to a public audience.



## **Carolyn Pliquet, M. A.**

Berlin School of Popular Arts

- Research Associate of Prof. Dr. Michael Beuthner

### Research/Artistic Foci

Journalism (B.A.), Specialization: Online Journalism, Prevention and Health Management (M.A.), Specialization: Sports Therapy, Sports Psychology

### Research/Artistic Activities

Being a research associate in the MIRKKOMM project, Carolyn Pliquet conducts research on the multimodality in risk and crisis communication. In particular her activities include exploration and analysis on the challenges, evaluation and optimization options of the content and forms of official and media information transfer to a public audience.

## **Further academic staff at the Berlin School of Popular Arts:**

### **Professors:**

- Prof. Dr. Gerald Geilert
- Prof. Thomas Thiele
- Prof. Sonja Umstätter

## 4.5 Professors and Research Associates at the Berlin School of Design and Communication

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## **Prof. Nele Anders**

Berlin School of Design and  
Communication

- Professor for Illustration
- Program Director of B.A. Illustration

### Research/Artistic Foci

Illustration

### Research/Artistic Activities

- Studied Illustration, Animation and Sequential Design at the Faculty of Arts, Manchester and the School of Art in Brighton, England (BA and MA).
- Awarded, among others, the 'Steven Ferrimond Award' by Manchester Metropolitan University and silver winner of the Manchester Illustration Competition 'Unleashed- The Best in the North', 2011.
- Participated in numerous international group exhibitions, including as a member of the New Breed Group Show/ Coningsby Gallery, London, and the Fore-edge/ Book Design at Brighton exhibition at the Grand Parade Gallery, Brighton.
- Working in Berlin as a freelance illustrator for international magazines as well as a member of the international illustrator collective FABULA.
- Since 2017 Nele Anders teaches as professor for illustration at the SRH Berlin University of Applied Sciences, Berlin School of Design and Communication.



## **Prof. Katrin Androschin**

Berlin School of Design and  
Communication

- Professor of Strategic Design
- Program Director of M.A. Strategic Design

### Research/Artistic Foci

Strategic Design, Innovation, Design Thinking, Branding, Place Branding, Digital Strategies for Counterspeech

### Career

- since 2002: Agency EMBASSY, Berlin, Founder and Managing Director: Experts for Brand Strategy, Design and Communication, Moderation of Change and Innovation Processes
- 2013-2016: University of Applied Sciences Dresden, Germany: Professor and Programme Director for Graphic Design
- 2008-2010: btk Berliner Technische Kunsthochschule, University of Applied Sciences Berlin: Professor for Corporate Design and Branding
- 2002-2008: Free University Bolzano – Bozen, Italy: Professor for Visual Communication in the Integrated Programme Product Design and Visual Communication
- 1992-2001: Employment in International Brand Consultancies as Designer and Design Director: FutureBrand, IconMedialab and MetaDesign, Berlin; Wolff Olins, London; Zintzmeyer & Lux (today: Interbrand), Zürich and Landor Associates, London and San Francisco



## **Prof. Gilbert Beronneau**

Berlin School of Design and  
Communication

- Professor of Audiovisual  
Communication & Social Design
- Program Director M.A. Social Design  
and Sustainable Innovation, M.A.  
Film, TV and Digital Narratives, B.A.  
Kommunikationsdesign, B.A. Film and  
Motion Design

### Research/Artistic Activities

In the research area Social Design questions around Migration, Community Space, Group Experiences and Research in the field of Design, Art and Culture have been developed over the last four years using methods of Artistic Research as well as qualitative research like the In-depth Hermeneutic Analysis. The focus was placed on the consequences of crisis situations in the Middle East conflict and its effects on the living situation in Lebanon through several study visits and research activities within a university cooperation with an artistic university in Beirut. Questions on the topics of "Camps for Refugees", "Urban Design", "Fashion and Sustainability" or "Innovation Strategies in Crisis Situations" were scientifically implemented in the form of publications and artistic works. Design thinking as a methodology from the field of innovation management was also applied as well as critically researched.

Publication artefakte 01: „Foreign and Foreignness – An Artistic Research Project“Publishing year:2018. ISBN: 978-3942648-25-7

Publication artefakte 02: „Design Thinking as a Method of social Innovation“Publishing year: 2020. ISBN: 978-3942648-37-0

Publication artefakte 03: „Heaven above Beirut“ An Artbook on PhotographyPublishing year: 2021. ISBN: 978-3-942648-38-7



## **Prof. Bettina Borchardt**

Berlin School of Design and  
Communication

- Academic Director der Berlin School of Design and Communication

### Research/Artistic Foci

Mission-communicative conceptual and textual work

### Career

Since 2008 Bettina Borchardt has been teaching in the areas of conception and verbal communication with a focus on texts in a mission-communication context. She teaches in all Bachelor's programs and in the Master's program in Marketing Communication. In addition, she supervises cross-curricular participation in communication competitions such as the GWA Junior Agency Award and the edcom-Competition Adventure.

Before taking up her professorship at the Berlin School of Design and Communication, she worked for many years at renowned advertising agencies such as Jung von Matt, where she was creative director for eight years and looked after clients such as BMW, DHL/Deutsche Post, Mey, Sparkasse, Gore Tex and Mercedes. In addition, as managing partner of an agency for music and youth communication, she was able to pursue her two passions of text/language and music and, in addition to developing concepts for the release of new productions by well-known and new artists, also shoot videos and conceive and publish new compilation series.

Bettina Borchardt is currently Academic Director of the SRH Berlin University of Applied Sciences, Berlin School of Design and Communication.



## **Prof. Sebastian Denz**

Berlin School of Design and  
Communication

- Professor of Photography
- Program Director of Photography

### Research/Artistic Foci

Prof. Sebastian Denz focuses his research on spatial image media, immersive imaging technologies and their application in the artistic field. He is especially interested in the various modalities of "space" as a human system of reference, and its depiction in three-dimensional processes.

### Career

Prof. Denz studied architecture at the University of Hanover, photography and fine arts at the University of Applied Sciences and Arts in Hanover and photography at the University of Applied Sciences in Bielefeld where he obtained both, a degree in design and a Master of Arts from the Photography Department. He spent several years as a freelance photographer based in Hamburg with commissions and projects both in Germany and abroad. A pioneer and expert in large-format stereoscopic photography, Denz receives invitations as a guest artist and lecturer at the San Francisco Art Institute, Filmschool Łódź, Berlinale et al. His works are in art collections and are represented at international exhibitions and art fairs. Since 2011, he has been a professor of photography at the design akademie berlin, SRH Hochschule für Kommunikation und Design. Between 2012 and 2019 he was chairman of the board of examiners, department of design. He developed three photography degree programs: B.A. Photography (German), B.A. Photography (English) and M.A. Photography (English). Since October 2019 Prof. Denz is Program Director Photography at SRH Berlin University of Applied Sciences.

### Research/Artistic Activities

Since 2012, Prof. Denz has maintained an ongoing university partnership with the Fraunhofer Heinrich Hertz Institute, 3IT – Innovation Center for Immersive Imaging Technologies, Berlin: regular excursions with students, visits to demonstrators, prototypes, studios and labs (Volumetric Studio, 3D-Lab, Time-Lab), Stereo3D DCP cinema projections of students work (photo and CGI), prototype testing, numerous partner meetings, exhibitions of student work (3IT, re:publica), working students at Fraunhofer HHI.

Prof. Sebastian Denz conducts research in the field of spatial image media and develops stereoscopic cameras in large format. In artistic activities he seeks out his motifs in urban civilization's subcultures, which has its own signs, modes, and rituals. One of his recurring themes are so-called "postvirtual spaces", that oscillate between the continual and the digital, the natural and the artificial.



## **Prof. Marcus Fischer**

Berlin School of Design and  
Communication

- Professor of Brand Management
- Institute for Ludology

### Research/Artistic Foci

Professor Marcus Fischer has over twenty years of practical experience in the field of brand staging, brand management and brand communication in connection with internal branding campaigns. In his research, he focuses on the effects of special didactic multisensory brand experiences for employees in order to increase commitment and identification with one's own brand. Among other things, this involves using gamified applications and interactive elements that can be experienced both in the analog, physical, and cross-digital realms (AR, VR, XR) to generate involvement in relation to value frameworks.

### Career

Marcus Fischer, born in 1971, is Interior Designer (Dipl. Ing. Innenarchitekt, FH Hannover) since 1996. He is co-founder of dan pearlman - an agency for strategic creativity and works as creative consultant for dan pearlman brand architecture unit. The dan pearlman group is a Berlin-based group of owner-managed creative agencies with about 120 international and interdisciplinary employees, which was founded in 1999. The interior design expert is responsible for the creative direction of internal

brand experiences/brand spaces on behalf of customers such as Roca, MTV, Mercedes-Benz, smart, Lufthansa, BMW, MINI, Maggi, Jägermeister, Allianz, Brillux, Schwäbisch Hall, Sartorius and uvex. In addition to his work as creative director, Marcus Fischer is involved in teaching for the preparation of young communication designers and interior designers. Since 2011 he has been professor for brand management and brand staging at the SRH University of Applied Sciences, BSDC (formerly design academy berlin).



## **Prof. Christopher Jung**

Berlin School of Design and  
Communication

- Professor for Communication Design

### Research/Artistic Foci

Grafikdesign / Corporate-Design / Editorial

### Career

Christopher Jung studied typography and book art at the Academy of Visual Arts in Leipzig. In 2004, he founded the design studio jungundwenig with Tobias Wenig. Christopher Jung's work has been awarded numerous prizes (e.g. Schönste Bücher, Plakatwettbewerb Chaumont, Joseph Binder Award, Short List Walter-Tiemann-Preis) and has been honored in national and international exhibitions. Since 2013, Christopher Jung and Studio Jung have been focusing on the design of art books, corporate designs, websites and posters - always with a strong content concept and the innovative use of typography, material and color. With this focus, Christopher Jung has been holding workshops and lectures at various universities and institutions dealing with contemporary graphic design since 2007: Teaching positions at the Staatliche Akademie der Bildenden Künste Stuttgart, Muthesius Kunsthochschule Kiel, Hochschule Würzburg-Schweinfurt, Bauhaus-Universität Weimar, Hochschule für Gestaltung Offenbach, Hochschule für Künste Bremen and from 2016 to 2018 teaching at the Hochschule Harz. Since October 2018, Christopher Jung has been Professor of Communication Design at the Berlin School of Design and Communication, SRH Berlin University of Applied Science



## **Prof. Dr. Jens Junge**

Berlin School of Design and Communication

- Professor of Economics and Marketing

### Research/Artistic Foci

Areas of expertise: Ludology

### Career

- 1984-1987: Publishing house manager, argo Verlag- und Werbe GmbH and Mittelstandsverlag GmbH, Bonn
- 1987-1989: Studies in economics and history, University of Cologne
- 1990-1993: Studied business administration, majoring in marketing, Flensburg University of Applied Sciences
- 1996-2005: Doctorate at the University of Flensburg, Systems and Social Theory
- since 2008: Lectureships, among others at the Berlin School of Economics and Law, Flensburg University of Applied Sciences
- since 2011: Professor of Economics and Marketing at the Berlin School of Design and Communication, SRH Berlin University of Applied Sciences

### Professional career and practice focus

- 1977-1987: Cartoonist, editor-in-chief of school and youth newspapers
- since 1986: Founding of Flying Kiwi Media GmbH, Dollerup, publishing house and publishing services
- since 1992: Founding of Glücksburger Konzepte GmbH, management consultancy, project manager until 1995
- since 1995: Foundation of Ticcon GmbH, Flensburg, Internet agency and technical service provider
- 1999-2007: Member of the overall board of BVDW e.V. (Bundesverband Digitale Wirtschaft, formerly dmmv), Chairman of Verband Digitale Wirtschaft Schleswig-Holstein (DiWiSH e.V.)
- since 2004: Founding of MCS SH GmbH, Flensburg, mobile applications, mobile marketing, marketing management until 2008
- since 2006: Foundation of Mediatrust GmbH & Co. KG, Flensburg and Berlin, operator of internet portals (among others www.spielen.de and game developer, managing director until today)

### Research/Artistic Activities

Gameful design, game science organizational analysis, ludological management for companies and institutions, director of the Institute for Ludology.

Innovation history and management, strategic corporate management, branding and communication, corporate culture, digital transformation, member of the Institute for Entrepreneurship, Small and Medium-Sized Enterprises and Family Businesses (EMF Institute)

Systems, social and exchange theory in macroeconomic contexts, member of the Verein für Socialpolitik e.V. (Association for Social Policy).



## **Prof. Ralf Kemmer**

Berlin School of Design and Communication

- Professor of Campaigning and Communication Planning

### Research/Artistic Foci

Ralf Kemmer's research focus is on the culture of failure and new work. His most recent publications have been strongly related to the new work environments and the associated changes in the work context. One of his articles can be found in "Arbeitswelt der Zukunft", SpringerGabler, 2019.

### Career

Prof. Ralf Kemmer studied Psychology at FU-Berlin and media and communication consulting at Technical University of Berlin, where he started teaching directly after his diploma. He is a branding and strategy expert with over 20 years of experience, during which he held leadership positions, such as member executive board Publicis group worldwide. As director for strategy he has advised international top brands such as easyJet, Messe Frankfurt, Paypal, Siemens, Viacom and many more in various countries. His experience also includes political communications, where he was a strategic advisor in several state parliamentary election campaigns and an consultant to the Brandenburg Ministry of Education. During the last 10 years he has worked mainly in market research, where he has accompanied international studies using implicit and qualitative research methods.

Since 2014, he has been the initiator of Fuckup Night Berlin, a global movement that aims to improve our culture of failure. In the area of New Work, he coaches companies specifically to improve their error culture, and his research and publications over the past 5 years have focused primarily on this topic.

### Research/Artistic Activities

He is currently researching the effects of a company's failure culture on the values and culture of a brand with various companies. Ralf Kemmer is regularly invited to various conferences as a speaker or moderator on the topic of failure culture, e.g. DIHK, BMAS, Mittelstandsforum, Tag der Stiftungen, Innovation Circle or Deutsche Gesellschaft für Projektmanagement.



## **Prof. Gabor Kovacs**

Berlin School of Design and Communication

- Professor for Digital Product Development

### Research/Artistic Foci

Since 2006 he has been teaching at the design akademie berlin, SRH University of Applied Sciences for Communication and Design in the field of applied digital product development. As managing director of the H6 | Kommunikationsagentur Berlin, he and his team conceive and develop in the areas of interaction design, digital product development, web-based business software, content management systems, mass customising platforms and e-learning systems. In addition, he advises national and international agencies and companies such as AOK, VIACOM, Wolters Cluver and many other companies and start-ups. Prof. Gabor Kovacs is a qualified comms designer, MA media educator and head of the degree course in development.



## **Prof. Julia Leihener**

Berlin School of Design and Communication

- Professor of Strategic Design
- Program Director of M.A. Strategic Design

### Research Foci

Strategic Design Thinking, Design Research, Design Thinking Training, Innovation Methodology, Innovation Consulting, Critical Design, Media Competence in the digital society

### Career

- 2016 - Present: Professor & Program Director Strategic Design at SRH Berlin University of Applied Sciences, Berlin School of Design and Communication
- 2006 - Present: Innovation Consultant: Freelance Trainer & Speaker at e.g. PEAK Berlin, Moccu Berlin etc.
- 2011 - Present: Design Thinking coach & consultant at HPI School of Design Thinking/ Design Thinking Academy: Professional Coach & Program Conception & Speaker
- 2012 - 2013: Scenario expert at 'Internet & Gesellschaft Co:laboratory' e.V./ Google Institute: Future of Media Competence
- 2008 - 2016: Founding member of Creation Center, Telekom Innovation Laboratories: A cross-disciplinary platform for innovative services and product development
- 2004 -2006: Ideation Designer at Product Visionaires/ Siemens Mobile/ BenQ Mobile: Think Tank for Future Mobile Communication Products & Services
- 2002 - 2005: Trend Research Freelance at Trendbüro



## **Prof. Dr. David Linner**

Berlin School of Design and  
Communication

- Professor for Applied Computer  
Science

Research/Artistic Foci  
Applied informatics

### Career

David Linner has a degree in computer science and a PhD in engineering. His academic and professional background focuses on digital transformation. He was a researcher at the Technical University of Berlin and the Fraunhofer Institute for Open Communication Systems before advising Germany's two largest companies in the telecom and media sectors, respectively. In 2012, David Linner co-founded the online legal document service Smartlaw. Until its acquisition by Wolters Kluwer in 2014, he served as CTO of Smartlaw and then as Technical Director in Wolters Kluwer's Global Platform Organization. In 2018, David was appointed to a professorship in Applied Computer Science by the Berlin School of Design and Communication. In the same year, he also started as CTO of the smart home planning service Noocoon. Coming from applied research at the Fraunhofer Institute Fokus, among others, and inspired by CTO positions in various start-ups, he specialized in working out novel software solutions with the freedoms and constraints of start-ups. David Linner teaches the development of digital products with web technologies in the B.A. Web Development program.



## **Prof. Dr. Dörte Schultze-Seehof**

Berlin School of Design and Communication

- Professor of Communication Sciences and Media Theory
- Vice President Teaching and CORE

### Research/Artistic Foci

Semiotics, Philosophy of language, Design Theory, Naming and Branding, Signs in cultural contexts

### Career

- 1983-1992: Studied Romance Languages (French and Italian) and German at the Free University of Berlin, graduating with a Master's degree with "very good".
- 1988-1990: Freelance writer on the editorial staff of Kindlers Neues Literaturlexikon
- From 1990: Freelance writer for the Tagesspiegel newspaper
- 1998: Doctorate in Philosophy (magna cum laude)
- 1997-1998: Research assistant (C1) at the FU Berlin at the Institute for Romance Philology
- 1999: Project contract with the Freie Universität Berlin for the award of an honorary doctorate to Umberto Eco
- 2000: Project contract with the Free University of Berlin for the development of the research project "Historical Anthropology of Language"
- 2000-2001: Qualification for management in the cultural and media sector
- 2001-2006: Founded the agency Zeichen.net for consulting in the field of naming and branding
- Since 2008: Professor at the design akademie berlin
- 2011-2019: Rector of the design akademie berlin
- Since 2019: Vice President Teaching and CORE, SRH Berlin University of Applied Sciences
- Juror: Art Award BA Tempelhof/Schöneberg
- Juror: Venice Design Week
- Juror: Design Prize CLB



## **Prof. Dr. Benjamin Schwenn**

Berlin School of Design and Communication

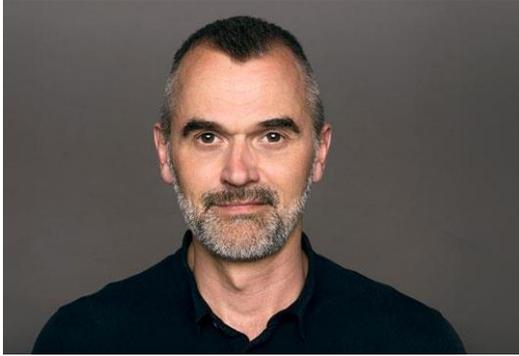
- Professor of Brand Management
- Program Director of M. A. Marketing Communication

### Research/Artistic Foci

Brand Management, Brand Sociology, Brands as Institutional Facts

### Career

- Studied in Hamburg (Germany) and Bogotá (Colombia)
- PhD at Humboldt University Berlin (Germany)
- Lecturer at Hamburg University, 1999-2000
- Lecturer at design akademie berlin, 2009-2011
- Professor of Brand Management at design akademie berlin (now BSDC) since 2011
- Brand Consultant at different advertising agencies (i. e. KNSK, Kolle Rebbe, Saatchi&Saatchi), 1998-2008
- Co-Founder and Managing Partner of ISK Institut für Strategie & Kommunikation GmbH, 2009-2018



## **Prof. Markus Wente**

Berlin School of Design and Communication

- Professor of Innovative Communication
- Program Director of Marketing Communication B.A.; Advertising & Brand Communication B.A.

### Research/Artistic Foci

Ideation, Communication Design, Brand Design, Innovation, Relations between art and popular culture such as design, media culture and advertising

### Career

- 2011 - Present: Professor for Innovative Communication | Berlin School of Design and Communication, SRH Berlin University of Applied Sciences
- 2001 - 2011: Lecturer | design akademie berlin
- 2005 - Present: Creative Director (freelance)
- 2002 - 2005: Creative Director | 52 Nord Berlin
- 1999 - 2002: Art Director | Pixelpark Berlin
- 1998: Degree in Industrial Design | Hanover University of Applied Sciences and Arts, Design and Media

### Research/Artistic Activities

Artistic and project-related examination of the interrelationships between visual and performing arts with the strategies and manifestations of design, media and advertising. Design, media and advertising as a »stage« for socially relevant issues (e.g. inclusion, change in gender roles and identities, sustainability, change in aesthetic perception, etc.).



## **Prof. Dr. Holger Zumholz**

Berlin School of Design and  
Communication

- Professor for strategic marketing, B2B marketing, media marketing, entrepreneurship, socio-marketing

### Research/Artistic Foci

Marketing, Nonprofit & Social Marketing as well as various marketing majors, Entrepreneurship.

### Career

Studied business administration at the TU Berlin and FU Berlin, graduated with a degree in business administration. PhD with Prof. Dr. Dietrich Winterhager (Institute for Economic Policy, FU Berlin) in the field of Entrepreneurship. Study visits/continuing education at Harvard Business School, Babson College and the University of St. Gallen, among others, participation in numerous international conferences.

Several years of teaching in the field of marketing at Bachelor, Master and MBA level, among others at the Berlin School of Economics and Law and at the Institute of Management Berlin. Several years of research activity, including senior researcher in various research projects of the European Commission as well as in third-party funded projects of the Institute for Entrepreneurship, Small and Medium-Sized Enterprises and Family Businesses at HWR Berlin. More than 15 years of professional experience in various positions, e.g. as a management consultant, especially in the field of strategic marketing for start-ups, young companies in the early development phase and SMEs (development of innovative business models and market entry strategies), as a trainer in teacher training courses on entrepreneurship education and as the managing director of a non-profit organization.

Seit 2011 Professor für Marketing an der Berlin School of Design and Communication, SRH Hochschule für Technik und Wirtschaft Berlin.

Teaching focuses include introduction to marketing, strategic and operational marketing, business model development and market entry strategies, entrepreneurship and BtoB marketing.

For some years now, he has also been particularly interested in the field of "non-commercial" marketing, i.e. in topics such as non-profit and socio-marketing, social business and political campaigning.

## Annex I: Publications in 2021

- Antonschmidt, H. (2021). *Impact of the corona crisis on the innovation behaviour of hospitality businesses – empirical evidence from German accommodation providers* [Conference presentation abstract]. 70<sup>th</sup> AEST conference, Lucerne, Switzerland.
- Antonschmidt, H., & Lund-Durlacher, D. (2021). Stimulating food waste reduction behaviour among hotel guests through context manipulation. *Journal of Cleaner Production*, 329, 129709.
- Antonschmidt, H. (in press). Sustainable Food Operations. In: D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing*. Cheltenham, England: Edward Elgar Publishing.
- Bassey U., Rojek L., Hartmann M., Creutzberg R., & Volland A. (2021). The potential of NIR spectroscopy in the separation of plastics for pyrolysis. <https://doi.org/10.2352/ISSN.2470-1173.2021.3.MOBMU-143>
- K. Sarquah. E. Antwi, U. Bassey, M. Hartmann, M. Nelles, & S. Narra (2021). Potential Refuse Derived Fuel Production in Ghana: State of the art and outlooks for sustainable energy integration.
- Beronneau, G., Jung, C. & Rustom, J. (Hrsg.) (2021). Heaven Above Beirut; artefakte 03; Publikationsreihe der Berlin School of Design and Communication der SRH Berlin University of Applied Sciences; Heidelberger Hochschulverlag, Heidelberg
- Bomnüter, U., Hansen, N., & Beuthner, M. (2021). More important than ever before? Assessing readers' willingness to pay for local news as a constituent für sustainable business models. Presentation at emma Conference 27-29. October 2021, Jönköping, Sweden.
- Biehl, B. (2021). *Leadership in Game of Thrones*. (English Translation and revised edition). London: Palgrave Macmillan.
- Biehl, B. (2021). 'Dracarys' for all: TV series and experiential learning. *Management Learning*. <https://doi.org/10.1177/13505076211053327>
- Biehl, B. (2021). Luxury in Germany. From 'sick cars' to healthy bodies. *Society* <https://doi.org/10.1007/s12115-021-00610-x>
- Tams, S., Biehl, B., & Eliseev, N. (2021). The inner Louis-Vuitton-circle. An arts-based inquiry into luxury in Russia. *Society* <https://doi.org/10.1007/s12115-021-00611-w>
- Biehl, B. (2021). The "Watching Dead": Connecting through popular culture and TV series. *Organizational Aesthetics*, 10(2): 8-11. <https://oa.journals.publicknowledgeproject.org/index.php/oa/article/view/241>
- Biehl, B. (2021). Always open to change: Atmospheres. Book review. *Symbolic Interaction*, 44(1): 235-238. <https://onlinelibrary.wiley.com/doi/epdf/10.1002/symb.507>

- Biehl, B., & vom Lehn, D.** (2021). Atmospheres as dynamic configurations: The case of a museum and a techno club. In: De Molli, F. & Vecco, M. (eds.) *The Metamorphosis of Organisational Space in Cultural and Creative Sectors. Exploring Change from a Spatial Perspective*, 27-39. London: Routledge.
- Biehl, B.** (2021). Luxury in Germany. From 'sick cars' to healthy bodies. In Berger, A. A. (Hrsg.) *Luxury and American Consumer Culture: A Socio-Semiotic Analysis*, 98-105. Newcastle: Cambridge Scholars Publishing.
- Curdt, Y.-O., & **Biehl, B.** (2021). Kreative Kommunikationsstrategien für Video-Konferenzen. In: Bentele G./Piwinger M./Schönborn G. (Hrsg.): *Kommunikationsmanagement (Loseblatt 2001ff.)*, Köln, Beitrag 5.127.
- Biehl, B.** (2021). Vulnerability in the pandemic. *10<sup>th</sup> Art of Management and Organization Conference*, University of Liverpool, (online), 24-26.8.2021
- Biehl, B.** (2021). "I'm in big business, and I cry all the time": Emotional impression management strategies. *SCOS: Difference, Standing Conference on Organizational Symbolism*. Copenhagen Business School (CBS) (online), 5-6.7.
- Biehl, B.** (2021). "I need to start drinking alcohol": Affective enterprising of celebpreneurs in the popular media, *EGOS (European Group for Organizational Studies)*, 8.7.2021
- Bohne, H.** (2021). *Keys to Success: Connective Structures for Educational Innovations in the Hotel Industry*, in: Marco A. Gardini, Michael C. Ottenbacher, Markus Schuckert (Hrsg.): *The Routledge Companion to International Hospitality Management*, Routledge, New York
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Zoghi, F. (2021). An Analysis on Complaint Behaviour of Hotel Guests in Italy, *providers* [Conference presentation abstract]. European Council on Hotel, Restaurant & Institutional Education (EuroCHRIE), 27 SEP- 01 OCT 2021, Aalborg, Denmark.

Zoghi, F., & Antonschmidt, H. (2021). *An Overview on Risk Management Practices in Hospitality Organizations in Germany* [Conference presentation abstract]. Tourman 2021 4th International Scientific Conference, Online.

## Annex II: Active Contributions and Participations in 2021

### Prof. Katrin Androschin

#### Active Contributions:

- 2021/22 Assessor for the Wissenschaftsrat (German Council for Science) for an institutional re-accreditation of a University of Applied Sciences
- 2021 Expert Juror and Head of Jury, Innovation Funding Programme »Creative Impact« of Austria Wirtschaftsservice (aws), the Promotional Bank of the Austrian Federal Government, Bundesministerium für Digitalisierung und Wirtschaftsstandort Österreich
- Expert Juror of the 2021 »Arthur Zelger-Prize for Good Design« and the »Arthur Zelger-Förderstipendiums«, Austria
- Member of the 2021 Commission for the funding of innovative spaces »Dritte Orte« of the Protestant Church Berlin-Brandenburg-schlesische Oberlausitz (EKBO)

#### Participation:

- Future Modeling – A Strategy & Foresight Method [Digital Workshop], Speculative Futures: Berlin. February 4, 2021
- Unboxing Hate Speech – Europäische Impulse für Respekt und Solidarität im Netz, Digitale Konferenz, Friedrich Ebert Stiftung. 18. Februar 2021
- version21, Tagung Ideen für die Demokratie von morgen, Z2X in Kooperation mit dem Futurium und der Kulturstiftung des Bundes. 6. März 2021, 10. Juli 2021, 30. Oktober 2021
- Campaign Fiction – a foresight method from Z\_punkt [Digital Workshop], Speculative Futures: Berlin, November 17, 2021
- bio:fictions – Ko-kreative Design Fictions der Bioökonomie [Digitales Panel], Speculative Futures: Berlin. 14. Dezember 2021

### **Prof. Dr. Hannes Antonschmidt**

#### Active Contributions:

- 70th Aiest conference, Lucerne, Switzerland. Antonschmidt, H. (2021). Impact of the corona crisis on the innovation behaviour of hospitality businesses – empirical evidence from German accommodation providers [Conference presentation].

#### Participation:

- Tourman 2021, 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after", Online. 21-23 May 2021.
- 4th Global Creating Value Conference, Online. 21-23 September 2021.
- Outstanding scientific and/or artistic achievements:
- Publication in high-ranking academic journal.
- Acceptance and presentation of research results at 70th Aiest conference.

### **Uduak Bassey**

#### Active Contributions:

- Author and conference paper: Imaging conference 2021
- Conference paper co-author: Sardinia 2021

#### Participations:

- Bassey U., Rojek L., Hartmann M., Creutzberg R., Volland A. (2021). The potential of NIR spectroscopy in the separation of plastics for pyrolysis. Oral presentation in the society for Imaging Science and technology February 2021

- Separation of olefinic plastics, Uduak Bassey, Michael Hartmann, Lukasz Rojek, oral presentation on the DGM Materials Week September 2021

### **Prof. Dr. Gesa Beck**

#### Active Contributions:

- Topic chair of the topic "Circular Materials" at the international Materials Week 2021 from the DGM (German Society Materials Science)
- Organization and chair of 4 online meetings of the DGM technical committee "Circular Materials"
- Presentation of "Recycling and Recovery Projects at IARS" at the institute seminar of the Fraunhofer IWKS, October 2021
- Organization of the Colloquium of the Berlin School of Technology at SRH Berlin University of Applied Science, every second Wednesday per months

#### Participations:

- VDMA (Verband Deutscher Maschinen- und Anlagenbau e. V.) Textilrecycling, Januar 2021
- Fraunhofer IWKS; Internationale Ressourcenchemie-Konferenz, März 2021
- Cradle-2-cradle congress 2021, Plastic and Packaging for tomorrow, September 2021
- DGM (German Society Materials Science) international Materials Week 2021, September 2021
- Invited presentation at the Dechema ProcessNet-Fachgruppe Rohstoffe, November 2021

#### Outstanding scientific and/or artistic achievements:

- Initiation and chair of the technical committee "Circular Materials" of the DGM (German Materials Society) with international visibility and new conference topics in the international Materials Week 2021 and the international Material Science Engineering 2022

### **Prof. Dr.-Ing. Torsten Becker**

#### Active Contributions:

- March 10th, 2021 Ten Hurdles While Implementing Digital Supply Chains, AI Conferences, TWIST events

### Prof. Gilbert Beronneau

#### Active Contributions:

- Seminars/Workshops: "Innovation Strategies in Crisis Situations" der BSDC in Kooperation mit der ALBA Académie Libanaise des Beaux-Arts, Beirut und Berlin, September 2021

#### Participation:

- DPV Deutsche Psychoanalytische Vereinigung; Herbsttagung, November 2021, Bad Homburg (Frankfurt a.M.)

### Prof. Dr. Michael Beuthner

#### Active Contributions:

- Bomnüter, U., Hansen, N., & Beuthner, M. (2021). More important than ever before? Assessing readers' willingness to pay for local news as a constituent für sustainable business models. Presentation at Emma Conference 2021, Jönköping, Sweden.
- Media-Project "AUFGENOMMEN Migration und Integration neu denken", production of a video-podcast in cooperation with Culture Coaches, Berlin, interview-videos with nine experts, 15.11. – 17.12.2021
- Media-Project "Exchange and Dialog about German Security- and Defense Policy / Vermittlung und Dialog in der deutschen Sicherheits- und Verteidigungspolitik", in cooperation with the German Council on Foreign Relations (DGAP – Deutsche Gesellschaft für Auswärtige Politik), production of an innovative podcast for stakeholders and society, startet in 10/2021

### Prof. Dr. Brigitte Biehl

#### Active Contributions:

- Tams, S. & Biehl, B. (2021) Urban creativity as site-specific creative production and career work: Insights from Berlin's electronic music scene. CROCUS Cultural and creative industries Meeting, Lund University, Helsingborg, Schweden (Zoom). 24.11.
- Biehl, B. (2021) Wirtschaftsästhetik. Künstlerische Methoden zur Personal- und Organisationsentwicklung. Partnerschaften zwischen Kultur und Wirtschaft als Caring und Sharing Practice. Kunst Merano Arte. Zusatzveranstaltung in Zusammenarbeit mit Niederstätter AG – Art Academy. Meran, Italien, 19.10.
- Biehl, B. (2021) Creative leadership in dance management. Teacher Education Summit 2021 Dance Management and Education, Institute of Education Undergraduate Studies, Far Eastern University, Manila, Philippines. (Zoom). 2.10.
- Biehl, B. (2021) All About Creative Leadership and Entrepreneurship. MTH Foundermentals, MTH Mediatech Hub, Potsdam. (Zoom). 15.9.

- Biehl, B. (2021) Cultural Management: Creative Leadership. Cultural Management Training Programme, Istanbul Foundation for Culture and Arts (IKSV), Spaces of Culture project. (Zoom) 14.9.
- Biehl, B. (2021) Gender and creative work in the pandemic, moderation of panel with Chono Chibesakunda, guest speaker: Rebekah (DJ), Randolph Quan, The Future of the Creative Industries in Disruptive Times Series, SRH (MS Teams). (Zoom) 16.3.

Outstanding scientific and/or artistic achievements:

- I was awarded the only guest professorship (10/21-4/22) on "Gender & Queer Studies in Leadership" at FernUniversität in Hagen, Prof. Dr. Jürgen Weibler Lehrstuhl für Betriebswirtschaftslehre, insbes. Personal und Führung.
- This shows recognition for the work that I am doing on embodiment, experience and organizations and the use of aesthetic approaches to organizations.

### **Prof. Henning Birkenhake**

Active Contributions:

- 11/2021 Tonmeistertagung in Düsseldorf: 2 contributions:
  - 1) The James Last Remix Project, modern ways of teaching sounddesign and mixing
  - 2) Who is better? Artificial intelligence or a human mastering engineer? Presentation of a Bachelor Thesis and the following research project.

### **Prof. Dr. Dr. Marcel Bisges**

Active Contributions:

- Long-term research project on the psychological aspect of the concept of work under copyright law.

### **Prof. Dr. Hartwig Bohne**

Active Contributions

- Bohne, H./Borkmann, V. (2021): Perspectives of a post-COVID-19 hotel industry – the future is smart, digital and resilient, EuroChrie conference 2021, September 2021, Aalborg
- Bohne, H. (2021): Opportunities and threats of artificial intelligence for Human Relations Management in the hotel industry, EuroChrie conference 2021, September 2021, Aalborg
- Bohne, H./Gellweiler, S. (2021): Low Season, big Events – the Semper Opera Ball and the Ski World Cup and impacts on the tourism industry in Dresden, Joint

AsTRES-ORME conference on City, Events, Mega-Events and Tourism,  
25.-27. Mai 2021, Champs sur Marne (online)

#### Participations

- International Working Group on International Tea Tourism (online), monthly meetings since Jan 2021
- European Tea Culture Research Circle (online), foundation in Feb 2021, monthly meetings since March 2021
- Working Group on Tourism & Hospitality, ESTA – European Specialty Tea Association, (online), quarterly since March 2021
- Workshop "Immersive Sustainable Food Experience Design", BREDA University of Applied Sciences, September 2021
- European Tea Culture Research Circle, meeting at the Hotelschool The Hague, September 2021
- European tea porcelain design, exhibition at the Porzellanikon - Porcelain Museum, Selb/Germany, October 2021
- Tea heritage and culture, exhibition at the University of Primorska, Portoroz/Slovenia, October 2021

#### Outstanding scientific and/or artistic achievements:

Foundation of the European Tea Culture Research Circle in Feb 2021 with professors and lecturers from The Netherlands, Slovenia, and Germany. Growing number of members till Dec 2021 incl. new researchers from the Czech Republic, France and Ireland. Joint online activities for publications and conferences + first "real" meeting in September 2021 in Breda and The Hague. Reliable and resilient foundation for two planned conferences in 2022 and the development of a course "European Tea Culture Heritage" for all participating universities as of winter term 2023 as well as developing the book project "European Tea Culture and Hospitality", which will be published in autumn 2022. 2021 was the successful start for a longterm research agenda on European Tea Culture and Heritage and cross-border activities.

At the same time, a new book about leadership, retention management and future HR challenges in the German Hotel Industry has been develop in order to be publishes also in 2022.

**Prof. Dr.-Ing. Vanessa Borkmann**

#### Active Contributions

- 19.01.2021. ENTER CONFERENCE: International Federation for IT and Travel & Tourism.  
Keynote presentation: The future of hospitality
- 03.03.2021. HFTP EUROPE: Hospitality Financial and Technology Professionals.  
Expert Talk: Key Hotel Technologies addressing Sustainability – Done at a Low Cost and Efficiency
- 22.04.2021. WIEN TOURISMUS - STAKEHOLDER DIALOGUE:  
Keynote: Wandel eines Geschäftsmodells: Vom Stadthotel zur smarten Service- und sozialen Erlebnis-Plattform
- 26.05.2021. HITEC EUROPE: HFTP Session  
Keynote: Guest Messaging Opportunities along the Customer Journey
- 16.07.2021. Zukunftsforum des Fraunhofer IAO  
Keynote: Post-Corona-Mobilität
- 10.09.2021: Tourismstag Mecklenburg-Vorpommern  
Keynote: Zukunftsfähige Arbeitswelten im Gastgewerbe - Herausforderungen und Chancen
- 15.09.2021: EuroCHRIE Annual Conference 2020  
Presentation: Perspectives of a post-COVID-19 hotel industry – the future is smart, digital and resilient.
- 22.-24.09.2022: Bergbahncamp 2021  
Keynote: Alpine Hotel-Visionen: Der Sommer am Berg im Dauerhoch?
- 30.09.2021: Fair Job Hotels Jahrestreffen  
Keynote: »New Work. Neue Arbeitsmodelle im Wandel.« Herausforderungen und Chancen.
- 07.10.2021: 3. Meeting TeamZukunft des Landestourismusverbandes Sachsen  
Keynote: Das Verbundforschungsprojekt FutureHotel
- 30.10.2021: DAZ Digital Art Zurich Festival 2021  
Keynote: Future Museum – The Future of Presenting Art
- 01.11.2021: Museum 4.0 Abschlusskonferenz im Humboldt Museum Berlin  
Keynote: Future Museum – Smart Visitor Journeys and Experiences
- 05.11.2021: ImmersiveX Conference  
Keynote: Virtual Creativity: Kann uns VR kreativer machen?
- 25.11.2021. WIEN TOURISMUS - STAKEHOLDER DIALOGUE:  
Keynote: Future Museum – Smart Visitor Experiences
- 14.12.2021: Jahresendgespräche des Bayerisches Zentrum für Tourismus  
Discussion

## Participations

### Member of the Jury:

- May 2021: Stiftung lebendige Stadt Hamburg. Stiftungspreis 2020 - „Das beste Heimatmuseum“.
- Member of the Jury
- September 2021. IHIF Berlin (International Hotel and Investment Conference)  
Member of the Jury at PKF Hotel Innovation Award
- September 2021. FIABCI Prix Excellence Germany  
Member of the Jury
- Dezember 2021. Travel Startup Night des VIR – Verband Internet Reisen eV und des TIC Travel Industry Club eV  
Member of the Jury

### Podcasts:

- Architecture Talks Podcast by Jung GmbH & Co. KG: Fraunhofer Future Hotel
- The Pulse Podcast by Apaleo: FutureHotel

### Arbeitskreise:

- Bitkom e.V.: Vorsitzende des Arbeitskreis Touristik

### Outstanding scientific and/or artistic achievements:

In 2021, the second year marked by the COVID pandemic, outstanding scientific achievements become elusive. Keeping international innovation networks up and running and collaborating successfully in research alliances could perhaps be rated as special achievements from this point of view. Furthermore, I am very happy that in these times we were able to realize the field research with students of 2 Schools of the SRH within the framework of a one-week excursion, thus enabling the project "Innovations for the Middle Rhine Valley" in compliance with all hygiene requirements.

### **Prof. Bettina Borchardt**

#### Active Contributions:

- Berlin Design Week (27.5.-6.6.2021),  
BSDC participated virtually as well as physically with different study programmes (bachelor as well as master). See also the following link, which was/is available on the Berlin Design Week page as well as on the SRH-Berlin page.  
<https://www.srh-berlin.de/landing-pages/berlindesignweek21/>

Within the framework of the Berlin Design Week event "Open Studio Nights" (6.6.) students from the B.A. Advertising and Brand Communication, M.A. Social Design and M.A. Strategic Design study programmes each presented a project with a different design focus live. : <https://www.youtube.com/watch?v=QhhWHHZZLqDA>

In the video you can see the students/teams who participated.

Professors who were also involved in our contribution to the Berlin Design Week 2021: Prof. Katrin Androschin, Prof. Nele Anders, Prof. Gilbert Beronneau, Prof. Sebastian Denz, Prof. Christopher Jung, Prof. Gabor Kovacs, Prof. Julia Leihener, Prof. Markus Wente)

Participation:

Selected 2/2021

The exhibition presents the work of graduates from the various BSDC study programmes. The vernissage took place on 30.09. in the rooms of the BSDC. Around 300 guests were present - in line with corona requirements.

### **Prof. Dr. Claudia Bunte**

Active Contributions:

- Keynotes on the following conferences and congresses
- Speakers Excellence "Restart" (2/2021). KI – Topp oder Flopp?
- DDV Dialogmarketing Verband. (3/2021). "Die KI-Revolution – Marketing, Werbung und CRM"
- Speakers Excellence Online Conference (4/2021). "KI – die Revolution im Marketing"
- AI in Business Zürich Online Conference (5/2021). "KI - Die Revolution in der Wirtschaft"
- AMC Forum – Frühjahrs-Meeting (5/2021). „KI – die Revolution in der Wirtschaft“ + Interview
- 11. German CRM Forum (6/2021) Frankfurt. „KI - Mensch oder Maschine Keynote"
- Konfuzius Institut Bonn (7/2021). "Digitalisierung Made in China"
- Future Interactive Online Conference (9/2021). "Future – Trend – KI"

Outstanding scientific and/or artistic achievements in 2021

Appointed sworn expert on "Marketing (especially brands) and Communication". Prof. Bunte is the only female expert in Germany on this topic, in total only 9 experts in Germany existing

### Laura Creon

#### Active Contributions:

- Creon, L. E., & Schermuly, C. C. (2021, July). Welcome to our (divided) team: Perceived subgroups and LMX during newcomer socialization. Presentation at the 81st Academy of Management Annual Meeting, online.
- Creon, L. E., & Schermuly, C. C. (2021, July). A new pathway to training transfer: Psychologically empowered training participants. Presentation at the 32nd International Congress of Psychology, online.
- Creon, L. E., & Schermuly, C. C. (2021, September). Transfer across team boundaries: The relationship between perceived subgroups, psychological safety, and knowledge transfer between teams [Transfer über Teamgrenzen hinweg: Der Zusammenhang von Subgruppenwahrnehmung, psychologischer Sicherheit und Wissenstransfer zwischen Teams]. Presentation at the 12th Congress for Work, Organizational, and Economic Psychology and Human Factors, online.

### Ivana Drazic

- Drazic, I. & Schermuly, C. C. (2021, September). Empowered to stay (active)? The relationship between psychological empowerment, desired and actual retirement age, and occupation-related activeness after retirement. Presentation at the 12. Congress for Work, Organizational, and Economic Psychology and Human Factors in 2021.
- Koch, J., & Schermuly, C. C., & Drazic, I. (2021). The Effect of Agile Project Management on Affective and Behavioral Outcomes: A Systematic Review and Pre-Registered Meta-Analysis. Presentation at the 12. Congress for Work, Organizational, and Economic Psychology and Human Factors in 2021.

### Prof. Dr. Susanne Gellweiler

#### Participation:

- Online Webinar: Creative Industries and Tourism (Prof. Dr. Greg Richards, Tilburg University) 16. November 2020

### Prof. Dr. Katrin Girgensohn

#### Active Contributions:

- "Creative Writing about Teaching" - Workshop held at the (virtual) Conference of the European Association for Teaching Academic Writing (EATAW), "The residence of writing and writing support", Technical University of Ostrava, Czech Republic, July 8th

- "Writing as community: Co-authoring for and about collaborative learning" Symposium held at the (virtual) Conference of the European Association for Teaching Academic Writing (EATAW), "The residence of writing and writing support", Technical University of Ostrava, Czech Republic, July 8th, with G. Dobravac (Pula, Croatia), A. Farrell (Maynooth, Ireland), M. Freddi (Pavia, Italy), K. Girgensohn (Berlin, Germany), E. Melonashi (Tirana, Albania), S. Oliver del Olmo (Bellaterra, Spain), √ç. O'Sullivan (Limerick, Ireland), B. ≈†fáepanovifá (Podgorica, Montenegro), J. ≈†ink≈´nienfó (Vilnius, Lithuania),
- "Schreibkompetenz und Textverst√ndnis bei Studierenden -- Probleme und L√sungsans√tze." Plenarvortrag am TAG DER BUSINESS SCHOOL 2021, Hochschule Pforzheim, 28.04.2021
- "Schreibkompetenz vermitteln", Workshop am TAG DER BUSINESS SCHOOL 2021, Hochschule Pforzheim, 28.04.2021
- "Schreibendes Denken, schreibende Intuition - Memoschreiben in der Grounded Theory Methodologie", Workshop-Track held at Summer School "Schreiben in der Qualitativen Forschung", Universit√t T√bingen, 2.+3.08.2021
- Final Meeting COST Action 15221 We ReLaTe: Advancing effective institutional models towards cohesive teaching, learning, research and writing. March 2021
- Verteidigung Dissertation Dzifa Vode, Leuphana Universit√t L√neburg (Teilnahme als Zweitgutachterin der Dissertation), 17.12.2021
- Freies Kolloquium Schreibwissenschaft, Promotionskolloquium (Vorbereitung und Moderation), virtuell, 23.07.2021
- Future Skills Workshops SRH Berlin University of Applied Sciences, 28.09.2021 und 11.10.2021
- Task Force Digitalisierung, SRH Berlin University of Applied Sciences

Participation:

- Workshop "Decoding the disciplines und Lehren mit Metaphern", Lehren-Netzwerkkonferenz, 19.04.2021
- Workshop "Weiterentwicklung kompetenzorientierter Pr√fungen", Lehren-Netzwerkkonferenz, 20.04.2021
- Future Education: Imagining the University of Tomorrow. Hosted by The Falling Walls Foundation and Hochschulforum Digitalisierung. 25.-26.02.2021
- University:Future Festival (U:FF) - Open for Discussion from 2 - 4 November 2021. Hosted by Hochschulforum Digitalisierung and Stiftung Innovation f√r die Hochschullehre.
- Workshop "Briefing f√r Gutachter\*innen", Stiftung Innovation in der Hochschullehre, 12.3.2021

- Forschungswerkstatt Spezielle Interessengruppe Forschung der Gesellschaft für Schreibdidaktik und Schreibforschung e.V., 21.06.2021

### **Prof. Dr. Alexander Iliev**

#### Active Contributions:

- 13th International Conference on Large-Scale Scientific Computations, June 7-11, 2021, Sozopol, Bulgaria
- 22nd International Conference on Computer Systems and Technologies, CompSysTech'21, 18-19 June 2021, University of Ruse, Bulgaria
- Digital Presentation and Preservation of Cultural and Scientific Heritage, Volume 11, Sofia: Institute of Mathematics and Informatics at the Bulgarian Academy of Sciences, 2021
- Transactions on Large-Scale Data- and Knowledge-Centered Systems, Springer, Special Issue on "Digital Ecosystems and Social Networks" DESN, 2021

#### Participations:

- 13th International Conference on Large-Scale Scientific Computations, June 7-11, 2021, Sozopol, Bulgaria
- 22nd International Conference on Computer Systems and Technologies, CompSysTech'21, 18-19 June 2021, University of Ruse, Bulgaria
- Digital Presentation and Preservation of Cultural and Scientific Heritage, Volume 11, Sofia: Institute of Mathematics and Informatics at the Bulgarian Academy of Sciences, 2021

### **Saiful Islam**

#### Active Contributions:

- Worked as a Coordinator and supervisor in research for Berlin School of Technology in Mobility for Traineeships Erasmus+ Program.
- Mobility period: from 01.10.2021 to 31.12. 2021. Supervising SRH students during the Research period.
- Please note: The traineeship was a full-time position and working hours was not exceed 40 hours per week)
- Other members: Prof. Goran Rafajlovski (Head of the Exchange Program), Anne Strauß, Outgoing Coordinator | Global Cooperation Institute, Kirsten Matthes Director Global Cooperation Institute | ERASMUS Coordinator.

- It was a program funded by Erasmus and students from SRH attended a successful internship with Saints Cyril and Methodius University in Skopje. Prof. Dr. Goran Rafjlovski and Prof. Dr. Dimitar Taskovski, (Dean) was the heads of this Program.

#### Participations:

- Attended the Electronic Imaging Conference, Mobile Devices and Multimedia Technologies, Algorithms & Applications 2021 under Society for Imaging Science and Technology.
- The Society for Imaging Science and Technology (IS&T) is a professional society (a type of research and education organization. It is headquartered in Springfield, Virginia. In 2018 it had about 850 members worldwide, and 5,000 participants in its various technical and industry-related programs.
- Participated as a Trainer at Solar Summer Team-up (SRH Berlin University of Applied Sciences). Head of the Program (Prof. Dr. Michael Hartmann, Coordinator: Matthias Raab).
- Participated The smarter E Europe Restart 2021, Intersolar Europe, ees Europe, Power2Drive Europe und EM-Power Europe with 20 students of Engineering and International Business focus on Renewable Energy M.Eng. /Engineering and Sustainable Technology Management Mobility and Automotive Industry.

#### Outstanding scientific and/or artistic achievements:

- Trained 115 students in the Study program of Sustainable Technology Management and they have successfully awarded as Siemens Mechatronic Systems Certification Program (SMSCP) Level 1 and Level 2. Other two trainer was Lukasz Rojek (M.Sc.) and Jagadish Pyneni (M.Eng.)
- Supervised more than 15 students in their master's Thesis research activities frequently.
- Installed the Heating and Cooling system at CLay house of the SRH partner school Peter-Lenne- Schule. Installed PV-Thermal system with SRH renewable students. Developed the research project of a Smart Energy Home.
- Participated In Ideen Fest <https://www.move-ideenfest.de/> and represents SRH Berlin University of Applied Sciences in the Festival with interesting projects with Sigrid Peuker and Lukasz Rojek.
- Contributed to teaching at Berlin School of technology for following subjects:
  1. ERP-ESTM-07- Project Lab (including SMSCP Level 1), Basics Measurement Technologies

2. ERP-DIIA-2.5- Industrial Automation (PLC, incl. SMSCP Level 2)
3. ERP-ESTM-14- Digital Signal Processing) & Sensor & Cloud Technologies
4. ERP-Eng-011- Elective 1: In-depth Knowledge Renewable Power Systems incl. Practice
5. ERP-Eng-024- Research and Development Methods incl. master's Colloquium
6. ERP-AMM-3.5- Alternative Power supply including infrastructure

### Prof. Pepe Jürgens

Participation:

- GatsbyConf, 1.3, 2.3.2021
- Next.js Conf, 22.10.2021
- Klangwerkstatt-Festival, 5.11. bis 14.11.2021
- World Usability Day, 11.11.2021

### Prof. Dr. Ute Kahle

Active Contributions:

- EURECO Forum 2021: Harnessing the digital momentum for persons with disabilities and support services post COVID-19: Opportunities, risks and research needs
- 30.03.2021, Bruxelles online: Contribution to group session A: Individual needs and digital potential A4: Digital learning practices in long term care
- Ute Kahle: "Re-inforcing motion competences and self-effectivness, supporting digital participation: implementation of a digital tool for people with disabilities"
- Bündnisversammlung des Aktionsbündnisses Teilhabeforschung: Ute Kahle: "Professionelles Handeln in der Sozialen Arbeit unter Berücksichtigung der Digitalisierung" , 15.09.2021, Münster online und face-to-face
- EURECO 2021 Siegen: Ute Kahle: "HABEN TEILEN: Re-inforcing motion competences and self-effectivness, supporting, supporting digital participation: implementation of a digital tool für people with disabilities", 02.12. – 03.12.2021 Siegen online

Participation:

- Inklusion und Teilhabe: Vergleichende und internationale Perspektiven  
Zentrum für Inklusionsforschung Berlin an der Humboldt Universität zu Berlin  
25.03. – 26.03.2021, Berlin online  
Symposium „Netzwerk Kinästhetik Forschung“  
10.09.2021, Ostschweizer Fachhochschule, St. Gallen online und face-to-face

- EAMHID – European Association for mental Health in intellectual disability, 23.09. – 25.09.2021 Berlin, online and face-to-face
- Tagung „Aktuelle Herausforderungen an die Lehre in der Sozialwirtschaft“  
Tagung der BAG Sozialmanagement/Sozialwirtschaft an Hochschulen e. V. und der FH der Diakonie gGmbH in Kooperation mit der Fachgruppe Sozialwirtschaft der Deutschen Gesellschaft für Soziale Arbeit (DGSA) 08.10.2021, Neubrandenburg online

### **Prof. Robert Keßler**

#### Active Contributions:

- Radio & Press Reviews & Interviews
- MDR Kultur, Julia Hemmerling, 11.3.2021
- RBB Kultur, Ulf Drechsel, 14.3.2021
- NDR Play Jazz, Ralf Dorschel, 12.4.2021
- Jazzthing, Reinhard Köchl, 4.5. 2021
- Jazzthing, Wolf Kampmann, March 2021
- Jazzthetik, Verena Düren, March 2021
- Jazzpodium, Alexander Schmitz, May 2021
- Gitarre & Bass, June 2021
- Jazz Fono, Angelika Ballhorn 3.4.2021
- Babskim Uchem, Marta Ratajczak, 9.3.2021
- Jazzfun, March, 2021
- Jazz Mania, April 2021
- Jazzguitar Today, April 2021
- Jazzviews, Jim Burlong, March 2021
- Longplay Polen, Robert Ratajczak, 22.2.2021
- Museenblätter, Sabine Kaufmann, 14.4.2021
- Rondo, Josef Engels, 20.3.2021
- Westfälischer Anzeiger – Ralf Stiftel, 31.3. 2021
- Radio Stuttgart 12.3.2021
- Robert Keßler Trio:
- A-Trane Berlin 24.3.2021

- Hamburg Stream 25.4.2021
- Jazzgottesdienst 16.10.2021
- Dürbacher Nachlese Festival 5.11.2021
- Oscars Delight
- Orania Berlin 11.6.2021
- SPD Parteitag 30.10.2021
- BMW Foundation 20.11.2021
- Mit Prof. Paulo Morello: Orania Berlin 29.7.2021
- Trio Mayence: KFW 30.9.2021
- Vocal Invitation: Berlin Moabit 4.11.2021
- Klezmeyers: DMW Medienpreis 22.11.2021
- Bernd Spanier Trio: Orania 27.11.2021 & Orania 11.12.2021

### **Prof. Dr. Marcus Kleiner**

#### Active Contributions:

- 07.10.2021 - Streamland: Wie Netflix, Amazon Prime und Co. unsere Demokratie bedrohen, Neues Evangelisches Forum Moers; Veranstalter: Evangelisches Erwachsenenbildungswerk / Evangelischer Kirchenkreis Moers/Aachen
- 17.09.2021 - Berliner Härte, Die Medialisierung arabischer Clankriminalität in der Serie „4 Blocks“. Inter- und intrakulturelle Perspektiven, Universität Regensburg, Regensburg, Vortrag im Rahmen der Tagung Kunst & Film. Das immersive Bild (16.09-18.09.2021), Veranstalter: Prof. Dr. Christoph Wagner (Institut für Kunstgeschichte, Universität Regensburg) & Prof. Dr. Marcus Stiglegger (Institut für Film-, Theater, Medien- und Kulturwissenschaft)
- 22.07.2021: Achtung Fake Facts – Erkennen Sie Verschwörungserzählungen?, Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung, Vortrag im Rahmen der Web-Talk-Reihe Politische Kommunikation, Medien-/Netzpolitik, Diskussion: Marcus S. Kleiner, Benjamin Strasser (FDP, MdB), Veranstalter: Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung
- 22.04.2021: Streamland: Wie Netflix, Amazon Prime und Co. unsere Demokratie bedrohen, Veranstalter: VHS Konstanz
- 06.04.2021: Die „Netflaxisierung“ von Politik. Wie beeinflussen Politserien unsere Wahrnehmung?, Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung, Vortrag im Rahmen der Web-Talk-Reihe Politische Kommunikation, Medien-/Netzpolitik, Diskussion: Marcus S. Kleiner, Valentin Christian Abel (FDP, Vorsitzender der Jungen

Liberalen Baden-Württemberg), Veranstalter: Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung

- 15.03.2021: Asoziale Medien, Politische Kommunikation im Superwahljahr, Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung, Vortrag im Rahmen der Web-Talk-Reihe Politische Kommunikation, Medien-/Netpolitik, Diskussion: Marcus S. Kleiner, Ann Cathrin Riedel (FDP), Veranstalter: Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung
- 23.02.2021: Streamland: Wie Netflix, Amazon Prime und Co. unsere Demokratie bedrohen, Veranstalter: VHS Dresden
- 18.01.2021: Streamland: Wie Netflix, Amazon Prime und Co. unsere Demokratie bedrohen, Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung, Vortrag im Rahmen der Web-Talk-Reihe Politische Kommunikation, Medien-/Netpolitik, Diskussion: Marcus S. Kleiner, Simone Fasse, Veranstalter: Friedrich Naumann Stiftung / Reinhold-Maier-Stiftung

### Jan Koch

Active Contributions:

- Koch, J., & Schermuly, C. C. (2021). Managing the Crisis: How COVID-19 Demands and Agile Project Management Predict Employee Exhaustion. Presentation at the Academy of Management Annual Meeting 2021.  
<https://doi.org/10.5465/AMBPP.2021.10424abstract>
- Koch, J., & Schermuly, C. C., & Drazic. I. (2021). The Effect of Agile Project Management on Affective and Behavioral Outcomes: A Systematic Review and Pre-Registered Meta-Analysis. Presentation at the 12. Congress for Work, Organizational, and Economic Psychology and Human Factors in 2021.

### Prof. Marco Kuhn

Active Contributions:

- Rural Development extd – REVEIL 2021 –  
<http://streams.soundtent.org/2021/projects/rural-development-extd>
- UK-AHRC-DFG 2021 - UK-German Funding Initiative in the Humanities call – in collaboration with University for the Creative Arts London – Topic: Sonic Boundaries: Designing new musical instruments, compositions and performance strategies for people with disabilities

### Prof. Julia Leihener

Active Contributions:

- Co-Creation Expert Workshop, December 09 – 12 2021: OPPORTUNITIES & LIMITATIONS OF DESIGN THINKING AS A STRATEGY FOR DIGITAL TRANSFORMATION, Goal of the Workshop: Exploring barriers and levers in digital transformation of complex systems on a qualitative level and testing first digital transformation design thinking method prototypes around a tentative digital transformation process framework.
- SRH Strategy Workshop, BSDC, September 19-21 2021: Conception, Realisation, Moderation of a three day interactive Design Thinking Workshop in presence, for a diverse group of selected 60 representative SRH Members, Goal of the Workshop: Identifying Synergies of the current SRH Devisions ,Higher Education, Further Education, Health, Services'. Development, C-Level presentation and publication (documentation and film) of three innovative cross sector concepts and future business potentials for the SRH cooperation.

### **Prof. Robert Lingnau**

Active Contributions:

- "Music Production in a Nutshell" – Six episodes of video tutorials on music production with a duration of approximately one hour each as well as a library of native African percussion sounds, accompanied by on-location video shootings, for public use as a collaborative outcome of the DAAD-Project "SESDH".

### **Rebecca Prell**

Active Contributions:

- Lecture "Research at the Berlin Fire Department: Post-Traumatic Stress Disorders in Firefighters" held at the Werkfeuerwehrverband Deutschland e.V. in March 2021
- Workshop at SRH Berlin "Diversity: Identity and Integration" in May 2021
- Conference contribution "Key elements to start an IVAC: structure and icebreakers" at the conference "The leap from theory to practice" at SRH Berlin in June 2021
- Conference contribution "Key elements to start Virtual Exchange" at University Future Festival in November 2021

### **Prof. Regine Provvedi**

Active Contributions:

- Cooperational project with film and television production company UFA GmbH on advertising clips
- SRH project: film series with diverse filmmakers (with Prof. Teigler)

### **Prof. Dr. Goran Rafajlowski**

#### Active Contributions:

- International Conference on Information Technologies (InfoTech-2020), Rec#49733, 17-18 September 2021, Bulgaria
- SCEESD 2020, 8th international student conference on energy efficiency and sustainable development, organized by Faculty of electrical engineering and IT technologies, University Ss. Cyril and Methodius, Skopje 2021, supported by IEEE section Nord Macedonia.

#### Participations:

- The International Symposium on Electronic Imaging, sponsored by the Society for Imaging Science and Technology (IS&T) Society for Imaging Science and Technology (IS&T), 7003 Kilworth Lane · Springfield, VA 22151 · 703/642-9090 · 703/642-9094 ei@imaging.org / www.imaging.org

### **Prof. Jörg Remy**

#### Outstanding scientific and/or artistic achievements:

International Nominations for Film/Movie Awards for the Filmscore of „Geography of the Heart - Film by Alexandra Billington“ (Amazon)

New York Movie Awards - Best Film Score

International Music Video Awards - Best Song: Someday

Hollywood Gold Awards - Best Film Song

Masters of Cinema Awards - Best Score

Vancouver International Film Awards - Best Music Score

### **Prof. Dr. Osvaldo Romero Romero**

#### Active Contributions:

- Rosabell Pérez Gutiérrez, María del Carmen Echevarría Gómez, Osvaldo Romero Romero, Ernesto Luis Barrera Cardoso. Training Guidelines on the Road to the Democratization of Renewable Energy Sources in Cuba. VI Conferencia Científica Internacional YAYABOCIENCIA 2021. Universidad de Sancti Spíritus, Cuba. 13 – 16 Octubre 2021.

#### Outstanding scientific and/or artistic achievements:

- Study of the importance of the participation of biomass for the Cuban energy transformation towards renewable sources of energy.

- Layout of an integrated information management system for renewable energies in Cuba.
- Circular energy concept for the integration of renewable energies in rural regions of developing countries.
- Agrivoltaic systems as alternatives to the development of renewable energies.
- Evaluation of sustainability indicators in the implementation of renewable energies.
- Comprehensive study of toxic loads and their monitoring due to the use of agrochemicals in Cuban agriculture.
- Management of business opportunities for foreign investment in Cuba.
- Socio-technical adequacy of renewable energy sources from the conception of local development: three case studies in Cuba.
- Management of higher education and impact on local development. Academic contributions from the territorial context.

### **Prof. Dr. Carsten C. Schermuly**

#### Active Contributions:

- Creon, L. E., & Schermuly, C. C. (2021, July). Welcome to our (divided) team: Perceived subgroups and LMX during newcomer socialization. Presentation at the 81st Academy of Management Annual Meeting, online.
- Creon, L. E., & Schermuly, C. C. (2021, July). A new pathway to training transfer: Psychologically empowered training participants. Presentation at the 32nd International Congress of Psychology, online.
- Creon, L. E., & Schermuly, C. C. (2021, September). Transfer across team boundaries: The relationship between perceived subgroups, psychological safety, and knowledge transfer between teams [Transfer über Teamgrenzen hinweg: Der Zusammenhang von Subgruppenwahrnehmung, psychologischer Sicherheit und Wissenstransfer zwischen Teams]. Presentation at the 12th Congress for Work, Organizational, and Economic Psychology and Human Factors, online.
- Drazic, I. & Schermuly, C. C. (2021, September). Empowered to stay (active)? The relationship between psychological empowerment, desired and actual retirement age, and occupation-related activeness after retirement. Presentation at the 12. Congress for Work, Organizational, and Economic Psychology and Human Factors in 2021.
- Koch, J., & Schermuly, C. C. (2021). Managing the Crisis: How COVID-19 Demands and Agile Project Management Predict Employee Exhaustion. Presentation at the Academy of Management Annual Meeting 2021. <https://doi.org/10.5465/AMBPP.2021.10424abstract>

- Koch, J., & Schermuly, C. C., & Drazic, I. (2021). The Effect of Agile Project Management on Affective and Behavioral Outcomes: A Systematic Review and Pre-Registered Meta-Analysis. Presentation at the 12. Congress for Work, Organizational, and Economic Psychology and Human Factors in 2021.
- Schermuly, C. C. (2021). Negative Side Effects of Business Coaching - State of research and next steps. Presentation at the EAWOP Small Group Meeting, Berlin.
- Schermuly, C. C. (2021). Wie sieht Coaching in der Zukunft aus? Die Zukünfte des Coaching. Keynote auf der VTT, Online-
- Schermuly, C. C. (2021). Die Zukünfte des Coaching, Keynote RTC, online.
- Schermuly, C. C. (2021). Was ist New Work und wenn ja wie viele? Ergebnisse aus dem New Work-Barometer 2021. New Work-Online Kongress, SRH Mobile University.

### Prof. Dr. Agnes Schipanski

#### Active Contributions:

- Development of several campaign concepts to publicise (image and encourage participation) "Culture Coaches" of the Zohre Esmali Foundation
- Development of a concept for the design and implementation of a hybrid event format with a focus on women in leadership positions
- Submission of the concept "Hybrid Event Format with a Focus on Women in Leadership Positions" at the 13th Scientific Conference on Event Research on 29.10.2021 at Chemnitz University of Technology

#### Participation:

- virtual events of the media:net
- virtual events of the initiative "Songs of Substance" by Jocelyn B. Smith, also as a discussion guest
- virtual events of the Münchner Kreis e.V. (e.g. on the topics of New Work and AI)
- virtual events of „Initiative der Kultur- und Kreativwirtschaft der Bundesregierung“

#### Outstanding scientific and/or artistic achievements:

- Various lectures on the topic: Generation Y and Z and their integration into the New Work Culture
- Redesign of the Media Management degree programme in the direction of network management and digitalisation according to the CORE principle (competence-oriented learning) (start: WS 2022/23)

## **Klaus Schwarz**

Active Contributions:

- IS&T Int'l. Symp. on Electronic Imaging: Mobile Devices and Multimedia: Technologies, Algorithms & Applications

## **Prof. Marc Secara**

Active Contributions:

- Lecturing at Youth Jazz Orchestra of NRW in Wolfenbüttel (August 29th and 30th)
- Lecturing at Landesmusikakademie NRW (September 11th and 12th) two courses (Estill Voice Training, Complete Pop Choir)
- Lecturing a EVT 5-days Level 1+2 course in Berlin, September 24th -28th
- Lecturing a seminar "Introduction to Estill Voice Training", November 27th
- Lecturing a seminar "Breathing, Anchoring, Support", December 11th

Participation:

- Estill World Voice Symposium (July 7th-9th 2021 – ONLINE)  
Pvoc Kongress (August 21st)

Outstanding scientific and/or artistic achievements:

- Reaching the Certification:
- ESTILL MENTOR COURSE INSTRUCTOR, as second german and 37th professional I reached this highest certification in Estill Voice Training ©.

## **Prof. Dr. Nadja Sennewald**

Active Contributions:

- General Assembly of Gesellschaft für Schreibdidaktik und Schreibforschung. Digital, October 8, 2021.

Participation:

- Kollektive Autorschaft: digital/analog. Online-Workshop, FU Berlin, 6./7. May 2021.

Outstanding scientific and/or artistic achievements:

- Publication of my habilitation thesis:

- Sennewald, N. (2021). Schreiben, Reflektieren, Kommunizieren. Studie zur subjektiven Wahrnehmung von Schreibprozessen bei Studierenden. Bielefeld: wbv, 218 pages.
- Guest-Editorship for the central German speaking Journal for Writing Studies: Journal für Schreibwissenschaft, issue 22 (2) that focuses on the theory of creative writing
- Founding of the Institute for Writing Studies, Academic Director of the Institute in cooperation with Prof. Dr. Katrin Girgensohn, SRH Berlin University of Applied Sciences, Prof. Dr. Kirsten Schindler, Universität zu Köln, Prof. Dr. Sarah Brommer, Universität Bremen, Prof. Dr. Kirstin Bromberg, Universität Mainz und Hochschule für Technik und Wirtschaft des Saarlandes.
- Active Board Member of the Gesellschaft für Schreibdidaktik und Schreibforschung e.V.

### **Prof. Dr. Farzaneh Soleimani Zoghi**

#### Active Contributions:

- Soleimani Zoghi, F. (2021). "An Analysis on Complaint Behaviour of Hotel Guests in Italy", providers [Conference presentation abstract]. European Council on Hotel, Restaurant & Institutional Education (EuroCHRIE), 27 SEP- 01 OCT 2021, Aalborg, Denmark.
- Soleimani Zoghi, F., & Antonschmidt, H. (2021). An Overview on Risk Management Practices in Hospitality Organizations in Germany [Conference presentation abstract]. Tourman 2021 4th International Scientific Conference, Online.

#### Participation:

- Soleimani Zoghi, F. (2021). "a Seminar on Complaint Management", In cooperation with Bahcesehir University (Turkey). Funded by ERASMUS Mobility.

### **Prof. Dr. Katrin Starcke**

#### Active Contributions:

- 37. Jahrestagung der Deutschen Gesellschaft für Musikpsychologie (DGM), virtuell (see above).

#### Outstanding scientific and/or artistic achievements:

- Special featuring of the manuscript "Emotion modulation through music after sadness induction – The iso principle in a controlled experimental study" in the Journal "International Journal of Environmental Research and Public Health" leading to a complete waive of publication fees (usually 2300 CHF).
- Finishing and publishing a research project with functional magnetic resonance imaging (fMRI) which allows direct measurement of brain activation during psychological processes: "Dorsal and ventral striatum activity in individuals with

buying-shopping disorder during cue-exposure: A functional magnetic resonance imaging study”.

### Prof. Dr. rer. pol. Christina Stecker

#### Active Contribution

- Co-Chair des Diskussionsforums: Wie können die förderpolitischen Ziele des Bundesprogramms „Innovative Wege zur Teilhabe am Arbeitsleben – rehapro“ in den Modellvorhaben erfolgreich umgesetzt werden? 30. Rehabilitationswissenschaftliches Kolloquium DIGITAL, Deutscher Kongress für Rehabilitationsforschung, Online-Kongress, 23.03.2021.
- Mitorganisatorin: Remote Work – Remote ab-c, Qualitätssicherung und Berichte aus der Praxis des Arbeitsbewältigungs-Coachings, ab-c-Sommerschule 2021, Hybride Veranstaltung, Strobel, Österreich, 03.-04.09.2021.

#### Participation:

- FNA-Jahrestagung 2021: Nachhaltigkeit in der Alterssicherung, Forschungsnetzwerk Alterssicherung (FNA), Berlin, 11.-12.02.2021.
- 30. Rehabilitationswissenschaftliches Kolloquium DIGITAL, Deutscher Kongress für Rehabilitationsforschung: Teilhabe und Arbeitswelt in besonderen Zeiten, Deutsche Rentenversicherung Bund, Deutsche Gesellschaft für Rehabilitationswissenschaften (DGRW), Online-Kongress, 22.-25.03.2021.
- Statistisches Berichtswesen und Statistiken der GRV 2021, Statistik der Deutschen Rentenversicherung, Hybride Veranstaltung, 13.-15.09.2021, Erkner.
- FIS-Forum 2021, Fördernetzwerk Interdisziplinäre Sozialpolitikforschung (FIS), Hybride Veranstaltung, 18.-19.11.2021, Duisburg

### Prof. Dr. Svenja Tams

#### Active Contributions:

- Tams, S. & Biehl, B. Urban creativity as site-specific creative production and career work: Insights from Berlin's electronic music scene. Paper presentation at CROCUS Network for Creative and Cultural Industries, Lund University, Sweden, 24 November 2021
- Jackson, G. & Tams, S. "Creating New Dialogues and Solidarity in the Face of Inequalities: A Music Performance and Workshop." Paper accepted for presentation at TRANS-GENERATIVES 2030: Impactful actions for a sustainable future through art

and science, ICN Business School, France (planned November 2021, postponed to March 7 to April 1, 2022)

- Kurapkaityte, K & Tams, S. "Leading for sustainability in a fractured knowledge world: Inquiring into representational and collective aspects through an online arts-based intervention." Paper accepted for presentation at TRANS-GENERATIVES 2030: Impactful actions for a sustainable future through art and science, ICN Business School, France (planned November 2021, postponed to March 7 to April 1, 2022)
- Tams, S. (2021-2022) Member of Working Group on 'Organizational Change' of 'Future of Design Education', a partnership between the Design Lab of the University of California San Diego, IBM Global Design, and the World Design Organization., [www.futureofdesigneducation.org](http://www.futureofdesigneducation.org)
- Tams, S. (2021) Initiator and host of four monthly 'Sustainability Dialogue' videocasts with professors and guests from different school of SRH Berlin University of Appl. Sciences

Outstanding scientific and/or artistic achievements:

- Prof. Dr. Tams contributed to the visibility of SRH Berlin University of Applied Sciences in international management research through her guest editorship of a special issue in an international top journal. Human Relations is one of 50 journals on the prestigious FT Research Rank List of journals in economics and management. Prof. Dr. Tams guest edited the special issue as an internationally recognized expert on 'new careers' (one of the scholarly forerunners of the German popular discourse on 'new work'), and as European member of a global team of editors from respected universities (Massey University, New Zealand, Suffolk University, MA, USA, and Nanyang Business School, Singapore). Prof. Dr. Tam's leadership role in this publication project is underscored with her being the lead author of the Introductory article.

### **Prof. Dr. Anabel Ternès von Hattburg**

Active Contributions:

- Forbes f15
- Fair reden Stiftung Zukunft Berlin
- Hermann Ehlers Akademie Kiel
- FKi Accenture Think Tank Round Table
- Berliner Unternehmerinnentag und BMWI
- Konrad Adenauer Gesellschaft Digitalisierung Abend
- Konrad Adenauer Gesellschaft und CDA Event zu Arbeit 4.0

- Frauen unternehmen und Senat Berlin virtueller Kongress
- Stiftung Forum Berlin, Fair reden, Konferenz
- Gesundheitskonferenz BGM MOOVE
- Girls Day Konferenz
- Symposium Politische Bildung Hermann Ehlers Akademie
- Frankfurter @ahead forum deutschland singapur
- MEP Europa Professionell
- Sustainable Finance @ Private Banking & Wealth Management PGS E-Conference
- Summer of Purpose
- Bosch Health Campus Expertenrunde Gesundheitliche Bildung
- Bundeskonferenz Familienbildungsstätten Berlin
- Economic Breakfast Gesundheitsmanagement BCCG Bundestag
- Schlüsselfähigkeiten bei der DPOLG Tagung
- Tag der Verbände
- 8 x 80 Future Skills
- Deutscher Hochschulverband Tagung
- London Partners Life Science Conference
- Bürgerratssitzung und -vorstellung Bildung
- Intus Hoch 3 zu Future Skills
- MEP Perspektive Europa
- Her Career Seminar Female Entrepreneurship
- Future Skills @Axica
- Ferngespräch mit Vodafone
- Impact Hub Sustainable Finance

### **Prof. Dr. Ian Towers**

Active Contributions:

- 31.3.2021 Organised the Berlin Symposium for Entrepreneurship and Management in Additive Manufacturing. Held online.
- Presentation and workshop at the symposium on the topic Sustainability and Change in Additive Manufacturing

### Prof. Dr. Richard von Georgi

#### Active Contributions:

- XXVI Conference of the International Association of Empirical Aesthetics. London (Online), Goldsmiths, University of London: September.
- 37. Jahrestagung der Deutschen Gesellschaft für Musikpsychologie (online): September.

#### Participation:

- XXVI Conference of the International Association of Empirical Aesthetics. London (Online), Goldsmiths, University of London: September.
- 37. Jahrestagung der Deutschen Gesellschaft für Musikpsychologie (online): September.

### Prof. Ricarda Wallhäuser

#### Active Contributions:

- Cutting Room Floor: Artist Symposion 31.8.– 6. 9.2021, Fleischmarkthalle am Alten Schlachthof in Karlsruhe, Participating Artist (Exhibition, Reading), Organization: Circus 3000, Karlsruhe
- SABAA: #ensemble - Pandemic Voices and Views from sub-Saharan Africa, Jury-Member for the art-prize of SABAA.education, Category: Illustration, Managing Director: Prof. Dr. Ulrich Wunsch

### Prof. Dr. Jacek Welc

#### Active Contributions:

- February 2021, University of Central Arkansas (Conway, USA) – guest lecture on a topic "Accounting Red Flags Related to Revenue Recognition Policy".
- February 2021, CFA Society Switzerland (Zurich, Switzerland) – workshop (for members of CFA Society) on the topic "Cash is King, but... Sometimes the Emperor Has No Clothes: Selected Distortions of Reported Corporate Cash Flows".
- February / March 2021, Université Notre-Dame d'Haïti (Port-au-Prince, Haiti) – series of lectures and workshops, as one of the teachers of the course "Managerial Economics" (taught at the MBA level).
- February-June 2021, Tecnológico de Monterrey (Queretaro, Mexico) – participation in the "Global Classroom" didactic project (as part of a collaboration between TEC and SRH Berlin University of Applied Sciences).

- March 2021, CFA Society Singapore (Singapore) – workshop (for members of CFA Society) on the topic “Cash is King, but... Sometimes the Emperor Has No Clothes: Selected Distortions of Reported Corporate Cash Flows”
- April 2021, CFA Society South Florida (Miami, USA) – workshop (for members of CFA Society) on the topic “Cash is King, but... Sometimes the Emperor Has No Clothes: Selected Distortions of Reported Corporate Cash Flows”.
- April 2021, CFA Society Denmark (Copenhagen, Denmark) – workshop (for members of CFA Society) on the topic “Cash is King, but... Sometimes the Emperor Has No Clothes: Selected Distortions of Reported Corporate Cash Flows”.
- May 2021, University of Illinois Springfield (Springfield, USA) – guest lecture on a topic “Accounting Red Flags Related to Revenue Recognition Policy”.
- June 2021, “Wall Street Journal” – expert opinion (quoted in an article in WSJ) on the accounting irregularities at RLX Technology Inc. (one of Chinese companies listed on the New York Stock Exchange).
- June 2021, Polish Association of Individual Investors (Warsaw, Poland) – a guest expert speech on an annual conference “Wall Street 2021”.
- August 2021, Institute of Accountancy and Taxes (Warsaw, Poland) – membership (as an expert) in the jury of the competition “The Best Annual Report 2021”.
- September 2021, Budapest Business School (Budapest, Hungary) – a series of guest lectures on the topic “Selected Problems of Comparability and Reliability of Corporate Financial Reports (under IFRS)”.
- October 2021, Polish Agency of Auditing Oversight (Warsaw, Poland) – a guest expert speech on a conference “Corporate Governance 2021: How to Build a Trust in the Economy”.
- October / November 2021, INSEEC Paris (Paris, France) and University of the Basque Country (Bilbao, Spain) – participation in the “European Classroom” didactic project (as part of an Erasmus partnership collaboration between all three partner universities).
- October / November 2021, Warsaw Stock Exchange (Warsaw, Poland) – a series of professional trainings, on selected accounting problems of video games developers, offered to the analytical staff members of the Warsaw Stock Exchange.

### **Prof. Dr. Frank Wolter**

#### Active Contributions:

- Online Workshop: 2021: Research and Development in Autonomous Driving, Project SUMIC2020: Smart Urban Mobility in Iranian Cities Considering Climate Change

Mitigation Solution, Online Workshop: Academic and Research projects in the field of Sustainability and Smart mobility, December 20th.

- Online Webinar: 2021: Challenges and Lines of Development for Sustainable Mobility - Electric, Networked and Autonomous, Project SUMIC2020: Smart Urban Mobility in Iranian Cities Considering Climate Change Mitigation Solution, Online Webinar: Concerns about future smart urban mobility, October 28th.

### **Prof. Dr. Dr. Alexander Wulf**

Active Contributions:

- On 23 March 2021, Prof. Dr. Dr. Alexander J. Wulf co-organized the German-Japan Joint Symposium on "Smart City and its Ethical, Legal and Social Issues". The conference was hosted by the RIKEN AIP AI Ethics and Society Team. Other Co-organizers were Osaka University Research Center on Ethical, Legal and Social Issues (ELSI Center) General Research Division and the German Federal Institute for Research on Building, Urban Affairs and Spatial Development.