



PRME

PRINCIPLES FOR RESPONSIBLE MANAGEMENT EDUCATION

Sharing Information on
Progress
Business School of the University of Mannheim

September 2017

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Preface: Renewal of the Commitment

To:
PRME Steering Committee
c/o Jonas Haertle, Head PRME Secretariat at United Nations Global Compact Office
801 2nd Avenue, 2nd Floor
New York, New York 10017

Mannheim, 30/09/2017

Adoption of the Principles for Responsible Management Education

The mission of the University of Mannheim Business School is to educate future leaders in business, research, and society. As an institution of higher education involved in the development of future managers, the University of Mannheim Business School is committed to the implementation of the Principles for Responsible Management Education (PRME). Business ethics, sustainability, and social responsibility are core pillars of the University of Mannheim Business School. In this report we demonstrate how these pillars are implemented into all areas of the Business School's activities from teaching to research and extra-curricular activities.

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

Professor Dr. Dieter Truxius
Dean of the University of Mannheim Business School





Principle 1: Purpose

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



Principle 2: Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

Basic Principles & Ethical Rules at the University of Mannheim Business School:

Ethics, sustainability, and social responsibility have always been pillars of the University of Mannheim Business School's concept. The education of responsible management and leadership is fundamental to our programs. We believe that in order to achieve sustainable economic systems, it is essential to educate executives and professionals in these topics and to raise awareness of social responsibility.

Thus, it is not only our goal to broaden our students' and participants' professional knowledge but also to enhance their personal skills, intercultural competences, and their critical thinking. We also aim to increase the students' awareness of ethics, social responsibility, and sustainability. These issues are reflected in our mission statement, which says that *"in addition to teaching specialist knowledge, the University of Mannheim strives to raise awareness of interrelated issues and encourages academics and future executives to take on social responsibility"*. We have done this for example through the creation of the Chair of Corporate Social Responsibility (CSR). These issues are core values of our organization and part of our strategy as well as of our mission statement; they are firmly established in the research and teaching of the faculties and incorporated in the syllabus of our programs.

In our mission statement, we also state that *"the University of Mannheim regards the equality of women and men in research and society as one of the major goals in higher education policy"*. The University makes every endeavor to support and promote the equality of women in the academia, and strives to make full use of women's skills in the fields of teaching, research, and administration. The University puts an emphasis on the support of young female researchers from their doctorate to their appointment to a professorship. Finally, the mission statement involves that *"the University promotes social diversity and regards it as a source of innovation"*. In accordance with its policy to ensure equal opportunities, the University furthers the individual development of its members, regardless of their personal background. In this context, the reconciliation of academic work, professional life, and family responsibilities are in particular encouraged by a family-friendly work environment. In sum, the mission statement of the University of Mannheim demonstrates a deep integration of ethics, sustainability, and social responsibility into our actions. The full mission statement can be accessed via: http://www.uni-mannheim.de/1/english/university/profile/mission_statement/



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Guidelines and Commissions

Ethical and responsible behavior is expected from all associated persons. To underline the importance, the University has established the following institutions.

Ethical Guidelines for Students and Faculties

- Code of Conduct: <http://www.uni-mannheim.de/1/english/university/profile/Code%20of%20Conduct/>
- Code of Ethics at the University of Mannheim ("enactus"): <http://www.uni-mannheim.de/1/english/university/profile/commitment/Code%20of%20Ethics/>

Commissions

- Ethics Committee of the University of Mannheim
- Senate Commission for Gender Equality & Integrity Issues

Governance Structures & HR Policies With Regard to Equal Opportunities:

- Campus Family- and Equal Opportunity Services
Counseling and other social services to resolve work-related problems. http://www.uni-mannheim.de/ionas/n/uni/gleichstellung_neu/english/campus_family_and_equal_opportunity_services/index.html
- Campus Scientific Career Services
Human Resource development for junior female scientists/researchers and assisting in the realization and documentation of equality measures in research projects. http://www.uni-mannheim.de/ionas/n/uni/gleichstellung_neu/english/campus_scientific_career_services/index.html
- Campus Dialogue Clinic
The Campus Dialogue Clinic works as a center of excellence on several subjects, such as equality, work-life balance, studies-life balance and „Managing Diversity“. http://www.uni-mannheim.de/ionas/n/uni/gleichstellung_neu/english/campus_dialogue_clinic/index.html
- Department of Equality and Social Diversity (Stabsstelle Gleichstellung und soziale Vielfalt)
The department aims to develop, strategically anchor, and continuously strengthen sustainable structures for work related to equality. <http://sgsv.uni-mannheim.de/Die%20Stabsstelle%20Gleichstellung%20und%20soziale%20Vielfalt/>



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Creation of the Chair of Corporate Social Responsibility (CSR)

In 2015, the University of Mannheim Business School decided to create a full (W3) position on the topic of Corporate Social Responsibility. As this chair was created as an addition to the existing academic staff of the University of Mannheim Business School, a crowdfunding campaign was launched in collaboration with the IHK Rhein-Neckar to attract funding from companies of the Rhein-Neckar region. The dean's office succeeded to secure funding for a five year period. In October 2015, Laura Marie Schons started to establish the first teaching activities of the chair. The chair was officially launched in November 2016. During the last two years the team of the chair has built up a comprehensive teaching portfolio and significantly contributed to the research performance of the faculty.

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

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

Or contact: csr@bwl.uni-mannheim.de





Principle 3: Method - Curricular Integration

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

As the Sustainable Development Goals are embedded in the University's philosophy and government, issues of ethics, sustainability, and social responsibility are treated as integral part of most subjects taught and researched particularly at the Business School of the University of Mannheim. The most relevant courses include the following:

Chair of Accounting & Capital Markets (Prof. Dr. Holger Daske)

- Supervision of multiple master, bachelor, and seminar theses on corporate sustainability disclosure practices.

Chair of Philosophy III/Business Ethics (Prof. Dr. Bernward Gesang) - School of Humanities

- PHI 171 Ethics, Society, and Economy (every semester)
- PHI 172 Basic Module on Ethics (every semester)

Chair of Organization and Innovation (Prof. Dr. Karin Hoisl)

- MAN 721 Research Seminar "Social Innovation": Integrating practical phenomena around social innovation into academic research (fall semester 2017)

Chair of Business Administration, Public and Nonprofit Management (Prof. Dr. Bernd Helmig)

- MAN 451 Lecture on Ethical Management (every spring semester); Guest Lecture by Bilfinger SE on Sustainability Management (spring semester 2017)
- MAN 452 Lecture on Sustainability Management in public administrations (spring semester 2017)
- MAN 676 Public-private-Partnerships as Instruments for Sustainable Development (spring semester 2015; fall semester 2017)
- MAN 710 Sustainable Leadership in Public and Nonprofit Organizations (fall semester 2017)
- MAN 675 Fundraising Management in Nonprofit Organizations (spring semester 2017)
- MAN 680 Challenges in Public & Nonprofit Management: Case Study Seminar on corporate philanthropy (fall semester 2016)



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Dieter Schwarz Endowed Assistant Professorship for E-Business & E-Government

(Jun.-Prof. Dr. Julia Krönung)

- IS 450 Fundamentals of E-Business (every spring semester); contains topics such as social and behavioral issues of e-business and social media as well as ethical and regulatory aspects in the digital world
- IS 651 Behavioral Perspectives on E-Business (every fall semester); deals with phenomena such as technostress, social media addiction, social inclusion through information and communication technologies, and reactions on privacy threats
- IS 751 Master seminar (every fall semester); looks at e-government adoption against the backdrop of recent societal change and the diversity of the different social groups that digital public services should serve according to recent EU action plans

Chair of Service Operations Management (Prof. Dr. Cornelia Schön)

- OPM 582 Case Studies in Service Operations Management (every fall semester); includes case studies on CSR in the service industry as a main topic
- Supervision of three master theses on “green product design” in different industries.

Chair of Small and Medium Sized Enterprises and Entrepreneurship (Prof. Dr. Michael Woywode)

- MAN 770 Research Seminar Sharing Economy – Opportunities and Limitations (spring semester 2015)
- MAN 770 Research Seminar Entrepreneurship in the Sharing Economy (spring semester 2017)

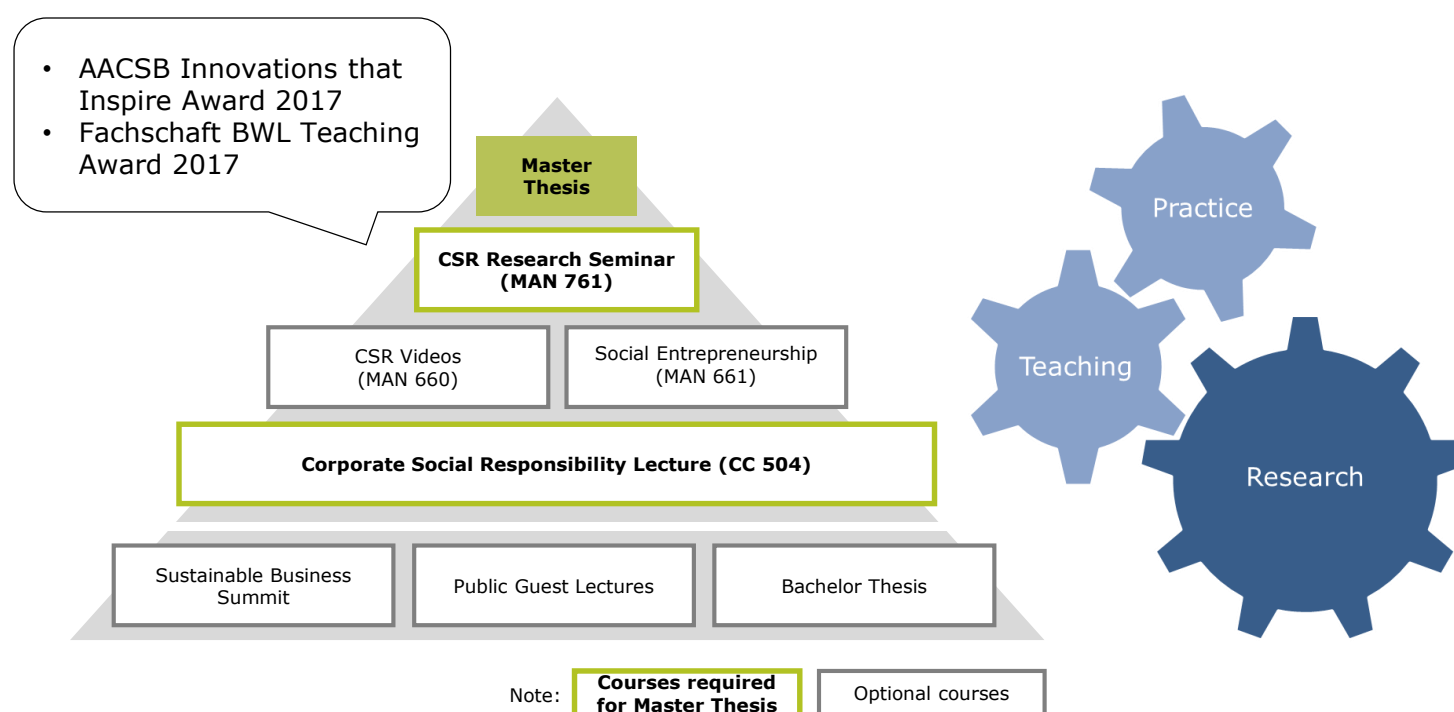


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Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

The chair of CSR offers various teaching formats in order to cover the broad topics of CSR and sustainable business, integrating perspectives from academia and managerial practice. The teaching formats include innovative and interactive teaching methods including inverted classroom formats, gamified learning approaches, video-recording of lectures and guest lectures, case studies in collaboration with partner companies, and a course in which participants produce own video content in the chair's video lab (supervised by the chair's video tutor) which are then made available on the chair's YouTube channel. These video documentaries are screened in a "film festival" which takes place in a local cinema at the end of each semester. The following figure summarizes the chair's teaching activities.



The chair of CSR offers an ongoing guest lecture series in which CSR practitioners, NGOs, and social activists visit the University of Mannheim on a regular basis. Past speakers include well-known personalities as, e.g., Niko Paech or Götz Werner. The lecture series is open to all interested participants. Past guest lecturers include CSR managers of Adidas, Commerzbank, H&M, Fuchs Petrolub, SAP, Daimler, and many more as well as activists from NGOs like Greenpeace or founders of social start-ups like Premium Cola, Kipepeo, or listnride. Further, the chair organizes a CSR conference, i.e., the „Sustainable Business Summit“ (sponsored by the Verein der Freunde der Universität Mannheim) twice a year (in spring and fall). In the following section, you will find more detailed information on these activities.



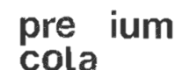
Principle 3: Method - Curricular Integration

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Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

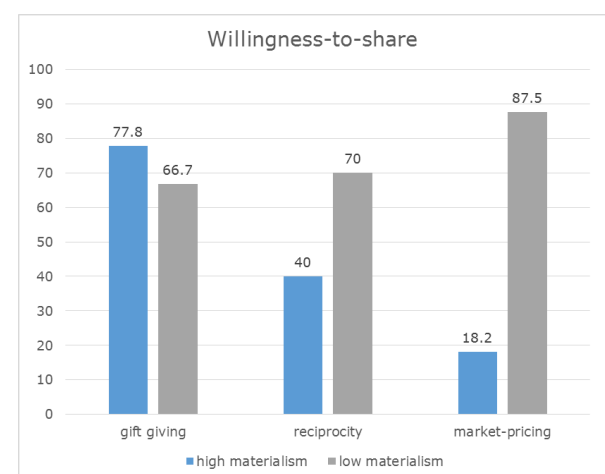
CC 504 Lecture on Corporate Social Responsibility

Every semester, the Chair of CSR offers a lecture on CSR, giving every Mannheim Master in Management student (as it is a mandatory course) an understanding of the broad topics of CSR and sustainable business both from a theoretical and in practical perspective. The goals are to gain an understanding of the CSR concept, to learn about state of the art CSR research, and to get to know current developments in sustainable business (e.g., innovative business models, sharing economy). In every session, a guest speaker mirrors the academic content from a practitioner's viewpoint. Guest lecturers include CSR managers from large companies, founders of small start-ups, as well as activists from NGOs.



MAN 761 CSR Research Seminar

In this course, which is also offered every semester, participants learn to plan and execute a quantitative empirical study in the area of CSR and sustainable business research and report their results in the form of a research paper. This involves reviewing the relevant literature, defining the research gap, formulating research hypotheses, reporting the empirical study as well as the results, and discussing the results with regard to their implications for research and managerial practice. Past topics include consumers' sustainable behaviors, business models in the sharing economy, and sustainable management practices.





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Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

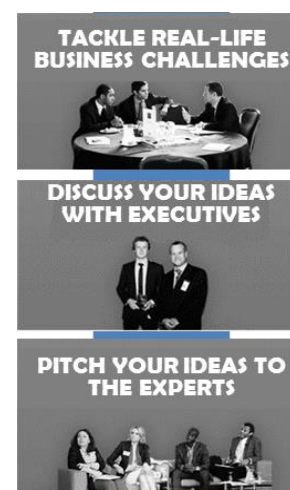
MAN 661 Startery University - Social Entrepreneurship Seminar (Spring 2017)

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



MAN 662 Social Value Creation Seminar with adidas (Spring 2017)

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





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Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

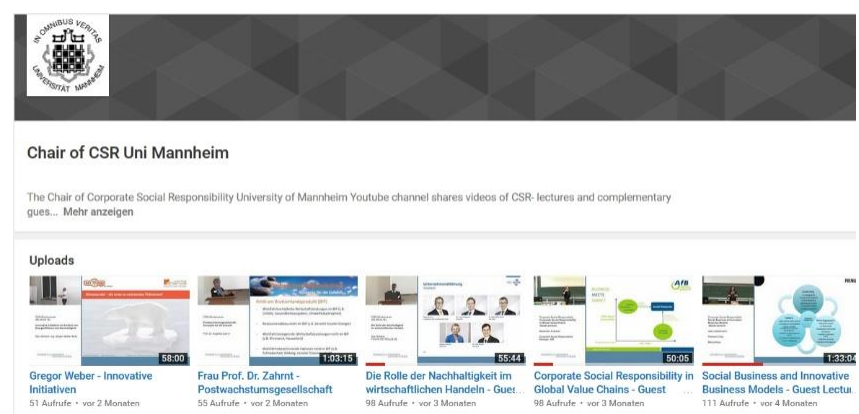
MAN 660 CSR Videos

The chair of CSR received funding from the „WILLE – Wissenschaft lernen und lehren“ project to implement this innovative teaching format. In the fall semester 2016 the chair initiated the CSR video seminar. In the seminar, groups of students produce their own documentary films on a CSR-related topic. The first batch dealt with the topic of donations for stigmatized causes, and subsequent batches have discussed the integration of refugees into the German job market as well as sustainability at the University of Mannheim. They tightly work together with companies, associations, and NGOs. At the end of the seminar, the films are presented at a „film festival“. A selection of the films is further made available through the chair’s YouTube channel.



CSR YouTube Channel

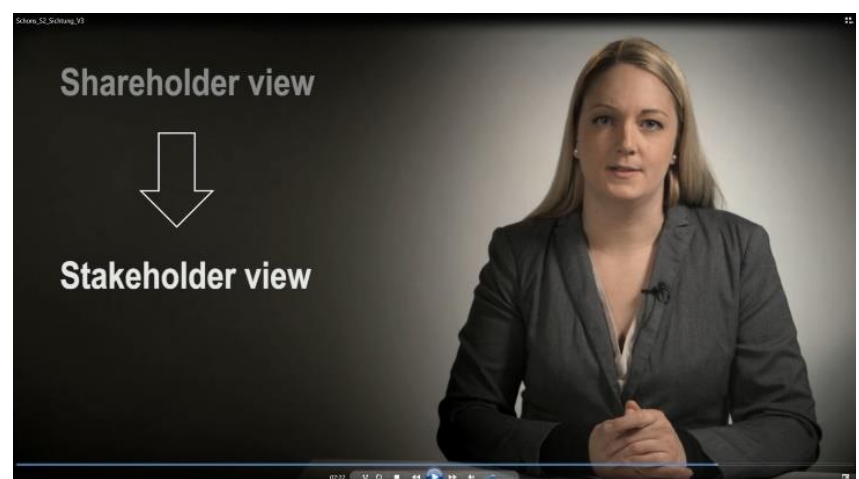
In 2016, the chair launched an own YouTube channel. The channel serves to make video-taped materials openly accessible. This includes guest lectures as well as the films from the video seminar. Visit the YouTube channel at: https://www.youtube.com/channel/UCL0oU_GxuINjZCJ54pmUZEQ



MOOC “Value Based Management”

On March, 1st 2017 the first Massive Open Online Course (MOOC) of the Mannheim Business School on the topic „Value Based Management“ was published online. The CSR chair designed the module on „Corporate Social Responsibility“. For more information please go to:

<https://www.mbsx.education/>





Principle 3: Method - Curricular Integration

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Mannheim Business School – Social Sustainability Project

A Full-Time MBA at the Mannheim Business School consists of far more than simply managerial hard and soft skill courses. Business ethics and social responsibility are also core elements of the school's educational concept. That is why the Social Sustainability Project is an integral and mandatory part of the Mannheim MBA curriculum.

The Social Sustainability Project provides a meaningful project management challenge while also giving students the opportunity to make a difference in the community. Past projects include art workshops for children undergoing treatment at a local hospital, introductory internet classes for senior citizens, and youth engagement through sports programs and charity concerts.

In general, the Social Sustainability Project endeavors to:

- Train the students' abilities to work in a diverse team
- Improve the students' project management skills
- Show social commitment
- Apply the MBA students' unique skills in a positive and meaningful way.



Wie Sie Ihre Dachbegrünung finanzieren können!

<http://green-from-above.de/de/>

Sie können kein Dach zur Verfügung stellen möchten aber trotzdem Teil dieser Initiative sein? Gerne können Sie sie an der Initiative trotzdem beteiligen....

Wie bereits berichtet haben wir nach langer Suche nun das erste Dach in Mannheim gefunden und unser Projekt „Green



NEUESTE BEITRÄGE

Wie Sie Ihre Dachbegrünung



Principle 3: Method - Extracurricular Activities

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Alongside the curricular integration of sustainability in management, the University of Mannheim Business School additionally promotes these values through extracurricular activities such as the following:

- **Uni-Cleverlinge² - start something for a child today!** As education opportunities are largely dependent on the educational path of one's own family, it is important to support affected children already in elementary school. Therefore the Kinderhelden gGmbH and the Mannheim Mozart School have been working together with the University of Mannheim, Business School on a special project: a group of 40 pupils of the third and fourth grade are being tutored by personal mentors before they attend secondary school. For more information, visit: https://www.bwl.uni-mannheim.de/en/programs/social_responsibility/
- **Kinderuni.** This program enables children to study various topics in the university's lecture halls, and thus familiarizes children to university studies from a young age.
- **Social Project Contest 2016/2017.** The Business School of the University of Mannheim and the Mannheim Business School are tendering the Social Project Contest. A sustainable or charitable project, which is lacking financial start-up capital, is supported. Last year, nearly 1,200 Euros were raised and donated to the project "[Coffee to Go - Drink it, Keep it](#)", focusing on the reduction of coffee cup waste on campus.
- **ABSOLVENTUM Volunteering Fair "Ehrenamtsbörse".** The "Ehrenamtsbörse" has been taking place annually since 2009 at the University of Mannheim. The aim of this event is to inspire students and ABSOLVENTUM members for a social commitment. Various charities from Mannheim and the surrounding area offer opportunities for volunteering. Different activities of social commitment will be offered. Over the years, the fair has been constantly expanded and cultural institutions from the Rhine-Neckar region have got involved.





Principle 3: Method - Extracurricular Activities

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Student Initiatives

Furthermore, the University of Mannheim Business School is proud to support a plethora of student initiatives, many of which are centered around the topics of sustainability and social responsibility (listing only a selection of them):

- **Infinity Mannheim:** Raising awareness of sustainability by bringing together young academics and encouraging them to find innovative solutions for current issues. For more information visit: <https://infinity-mannheim.de/>
- **Enactus Mannheim:** Application of academic knowledge by working on current social projects directly related to the Rhein-Neckar region.
- **Amnesty International Hochschulgruppe:** Defending and speaking up for human rights.
- **Mannheim FORUM:** Organizing Annual Student Forums with high-caliber participants from science, politics and the corporate world to discuss pressing societal issues on campus.

For more information: https://qm.uni-mannheim.de/config/links/liste_akkreditierter_studentischer_initiativen/



<https://infinity-mannheim.de/>





Principle 3: Method - Extracurricular Activities

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

Semi-annual Sustainable Business Summit (formerly "CSR-Wochenende")

Once every semester, in October and April, students from all programs and majors are invited to join the Sustainable Business Summit ("CSR Wochenende").

On two days, guest speakers from companies, NGOs, and other relevant institutions present their experiences and insights on Corporate Social Responsibility and sustainable business. Following several presentations on the first day, students may choose between workshops offered by practitioners on the second day.

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

Each semester, the Sustainable Business Summit takes place under a different heading, e.g., *Responsibility through Diversity - Chances and Challenges of Diversity in the Labor Market* in spring semester 2017. More information:

https://schons.bwl.unimannheim.de/csr_wochenende/past_events/





Principle 3: Method - Extracurricular Activities

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Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

Prosperity without Growth – Plenary discussion about the Post-Growth-Economy

As our finite planet cannot provide infinite growth, in collaboration with the student initiative Infinity Mannheim the CSR chair organized a plenary discussion about the Post-Growth-Economy (Postwachstumsökonomie) in order to raise awareness about the topic and discuss possible solutions for the issue. Among the discussion participants were well-known personalities such as Niko Paech (one of the key protagonists of the Post-Growth-Economy). More information: <https://infinity-mannheim.de/podiumsdiskussion/>
<https://www.youtube.com/watch?v=XkmIVN0jpJ4>



Sharing and Donation Events

The Chair of CSR is organizing sharing and donation events every semester. Participants bring items they no longer need or have any use for, like clothes, shoes, bags, CDs, books, audio books, and toys, and swap them with items brought by others. Everything that is left over is donated to local NGOs like the Red Cross and Amalie. The goal is to raise awareness of a more sustainable use of consumer goods in our throw-away society.





Principle 4: Research – Ongoing Research Projects

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

Ongoing Research Projects

The researchers at the University of Mannheim Business School actively engage in research regarding sustainability and responsible management. The work-in-progress projects represent the most recent, upcoming research around this topic. The following section includes a listing of both working papers and ongoing projects.

Chair of Information Systems II (Prof. Dr. Christian Becker)

- The EyeT Lab: As manual input is still the predominant way to control mobile devices such as smartphones and tablets, many people are excluded from these technologies due to their inability to use their hands and fingers. The goal of the EyeT Lab project is to make input independent from hands and to use eyes to control mobile devices to give people with special needs access to the latest technology and even further to develop applications tailored to the needs of handicapped people.
- FESAS - Towards a Framework for Engineering Self-Adaptive Systems: The project aims at providing support for programmers of self-adaptive systems. One main use-case of the project is a smart highway scenario that enables platooning for autonomously driving cars. Autonomous platooning offers multiple advantages for passengers such as an increased safety and more time that the passenger can spend without paying attention to the traffic as well as for the environment as platooning reduces the drag for each car and thus reduces fuel consumption.
- Energy Aware Data Management: With the increase of renewable energy sources, variability and uncertainty in power supply rise. One countermeasure to support the sensitive balance in power systems is to actively involve consumers. Demand Response (DR) is one solution where consumers adjust their power demand in response to market price signals. The goal of this project is to manage data with respect to power grid requirements in order to facilitate the integration of renewable energy.
- E-Mobility - Grid-friendly charging of electric vehicles: In the future, electric vehicles (EVs) are intended to supersede traditional combustion-engine vehicles. In combination with the enhancing intake of renewable energies and smooth integration with Smart Cities, EVs can significantly contribute to the reduction of greenhouse gas emissions. Currently, various issues hinder the broad adoption of EVs by private and commercial entities. The goal of this project is to increase the intake of renewable energies, improved battery lifetime and smart vehicle-grid integration.



Principle 4: Research – Ongoing Research Projects

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

Chair of Business Administration, Human Resource Management and Leadership

(Prof. Dr. Torsten Biemann)

- Koch, I. & Biemann, T. "Does philanthropic corporate social responsibility spill over to employees?"
- Gao-Urhahn, X., Lin-Hi, N. & Biemann, T. "Exploring the Effects of Internal CSR on Work Attitudes and Behaviors of Blue-collar Workers: A Combination of a Cross-sectional Study and a Field Experiment".

Chair of Strategic and International Management (Prof. Dr. Matthias Brauer)

The chair conducts research projects around the capital market implications of corporate misconduct, as well as the influence of CSR on portfolio restructuring.

Chair of Accounting & Capital Markets (Prof. Dr. Holger Daske)

The chair's research projects investigate the connection between:

- Corporate sustainability disclosure practices and regulation (e.g., the effect of the new EU Directive; the effect of elected governments).
- Corporate sustainability disclosure practices and corporate sustainability activities

Chair of Small and Medium Sized Enterprises and Entrepreneurship (Prof. Dr. Michael Woywode)

The chair is currently conducting two research projects which are funded by the Federal Ministry of Education and Research within the funding line "social ecological research":

- [i-share](#): The aim of the research project i-share is to capture the economic, ecological, and social impact of the sharing economy in Germany.
- [platforms2share](#): This is an interdisciplinary group of junior researchers. The group studies the social-ecological potential of alternative organizational models (e.g., cooperatives) and technologies (e.g., Blockchain Technology) in the platform economy.



Principle 4: Research – Ongoing Research Projects

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

Dieter Schwarz Endowed Assistant Professorship for E-Business & E-Government (Jun.-Prof. Dr. Julia Krönung)

The chair has several running research projects that investigate the use or avoidance of IT by digitally-disadvantaged groups:

- "Do IT! – Erfassung sozio-kultureller Hemmnisse für die Wahl von IT-Berufswegen von Frauen" (English: "Identifying Socio-Cultural Barriers to IT Career Choices of Women") examines why women are still underrepresented in information systems/business informatics study programs despite their heavy use of information technology in everyday life. It is sponsored by the Federal Ministry of Education and Research (BMBF) under grant number 01FP1705.
- "Alter(n)sgerechte Gestaltung von Webseiten: Ein kognitionspsychologischer Ansatz" is a joint research project with Prof. Dr. Kuhlmann (Psychology III - Cognition & Individual Differences) that develops IT applications and websites for the elderly. It is funded by the German Society for Online Research. A related project focuses on societal perceptions of the elderly and how they may prevent elderly people from using the internet. It is funded by the research fund of the University of Mannheim.
- Another project looks at the social inclusion of people with disabilities through information and communication technologies. It aims to shed light on the barriers that prevent people with disabilities from using the internet and partaking in digital societies.
- Finally, the chair investigates if applications specifically designed for refugees are more likely to be adopted or rejected by refugees, and thereby if these applications contribute to the social inclusion of refugees.

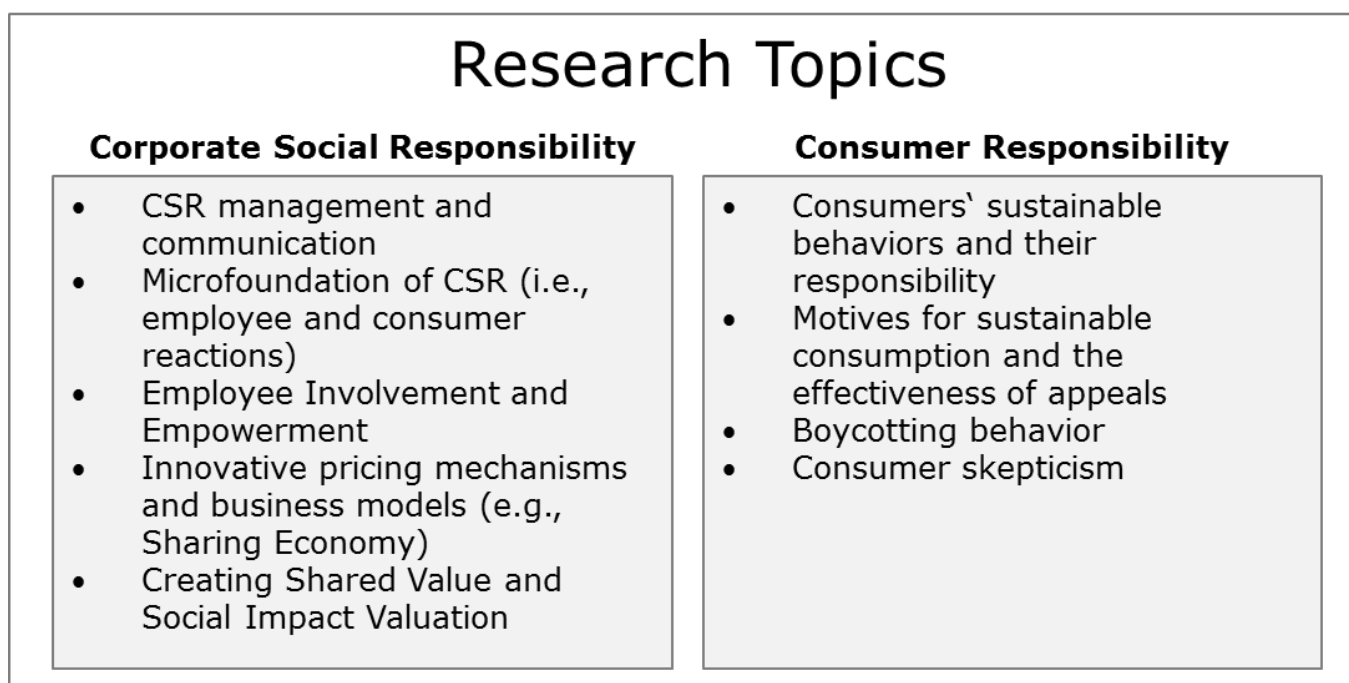


Principle 4: Research – Ongoing Research Projects

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

The main research focus of Dr. Laura Marie Schons is to explore the responsibilities of corporations and consumers in society as well the respective reactions of stakeholders to the Corporate Social Responsibility activities of companies. Thereby, her work is characterized by a strong empirical orientation: using qualitative as well as quantitative methods she analyzes data on firm-, customer-, and employee level. Her main interest lies in the search for answers to the question how corporations can do business in responsible ways in the face of altered stakeholder expectations and globalized market structures. For this purpose, she examines the balanced consideration of diverse interests of company-internal and external stakeholders and whether corporations actually “walk their talk”, i.e., whether they live up to the promises they make in terms of responsibility. Moreover, she is interested in the question whether consumers can be seen as responsible for the negative consequences incurred by their consumption choices and how consumers can be effectively persuaded to adopt more sustainable consumption patterns. Thus, her research interests can be broken down into the two fields of corporate and consumer responsibility (please see Figure below).



In her research, she intensively collaborates with corporate partners such as IKEA or SAP as well as with NGOs and small start-ups (including social businesses and sharing economy start-ups). Thus, it is a central goal of her work to build bridges between the academic research on CSR and sustainable business and the practical management of these issues.



Principle 4: Research – Ongoing Research Projects

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

Current working papers under review:

- Schons, Laura Marie, Lengler-Graiff, Lars, Scheidler, Sabrina, and Wieseke, Jan: "Frontline Employees as Corporate Social Responsibility (CSR) Ambassadors - a Quasi Field Experiment", 2nd round in Journal of Business Ethics.
- Scheidler, Sabrina, Schons, Laura Marie, Spanjol, Jelena, and Wieseke, Jan: "Striking the Right Corporate Social Responsibility (CSR) Balance: A Portfolio Approach to Externally- vs. Internally-Oriented CSR Strategies", 2nd round in Journal of Business Ethics.
- Scheidler, Sabrina, Schons, Laura Marie, and Wieseke, Jan: "Not Guilty? The Many Faces of Corporate Social Irresponsibility and the Role of Consumers' Perceived Culpability as a Determinant of Boycotting", 2nd round in Journal of Business Research.
- Schons, Laura Marie, Sipilä, Jenni, Sen, Sankar, Mende, Gina, and Wieseke, Jan: "Are two Reasons Really Better than one? What Companies can do (Wrong) in Selling Sustainable Products", R&R in Journal of Consumer Psychology.

To be submitted soon:

- Schons, Laura Marie, Scheidler, Sabrina, Sen, Sankar, and Wieseke, Jan: "I don't buy Your Story! A Field Experimental Study on the Detrimental Effects of Storytelling in Corporate Social Responsibility Communication".
- Alavi, Sascha, Schons, Laura Marie, Dörfer, Sabrina, and Wieseke, Jan: "Guilt-Free Indulgence – Corporate Social Responsibility as a Tool for Moral Licensing in the Luxury Context".
- Schons, Laura Marie, Lengler-Graiff, Lars, Scheidler, Sabrina, Mende, Gina, and Wieseke, Jan: "Listen to the Voice of the Customer- A Field-Experimental Study on Customer Involvement in Corporate Social Responsibility".
- Blatt, Inken and Schons, Laura Marie: "Is Sharing up for Sale? A Field-Experimental Study on the Erosion of Social Norms of Sharing through Market-Pricing Business Models of the Sharing Economy".
- Sipilä, Jenni, Schons, Laura Marie, and Mende, Gina: "Meat is Murder! How Guilt Appeals Work".
- Alavi, Sascha, Habel, Johannes, Müller, Urs, and Schons, Laura Marie: "The Crux of the Morality Halo: The Interplay of Corporate Social Responsibility and Price Increases on Consumers' Perceived Price Fairness".
- Verbücheln, Michael, Schons, Laura Marie, and Bhattacharya, CB: "One size does not fit all- an investigation of the effectiveness of inclusive and skills-based employee volunteering programs".
- Güntürkün, Pascal, Haumann, Till, and Schons, Laura Marie: "CSR Insurance against Corporate Scandals? The role of specific CSR Domain Investments in light of a Corporate Scandal".



Principle 4: Research – Journal Publications

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

Journal Publications

In the following, the recent journal publications related to the topics of sustainability and responsible management are listed:

Chair of Business Administration, Public and Nonprofit Management (Prof. Dr. Bernd Helmig)

- Englert, B. & Helmig, B. (2017). Volunteer Performance in the Light of Organizational Success: A Systematic Review. Forthcoming, *Voluntas – International Journal of Voluntary and Nonprofit Organizations*. DOI: 10.1007/s11266-017-9889-2.
- Pinz, A., Roudyani, N., & Thaler, J. (2017). Public-Private-Partnerships as Instruments to Achieve Sustainability-Related Objectives. Forthcoming, *Public Management Review*. DOI: 10.1080/14719037.2017.1293143.
- Helmig, B., Spraul, K., & Ingenhoff, D. (2016). Under Positive Pressure: How Stakeholder Pressure Affects Corporate Social Responsibility Implementation. *Business & Society*, 55(2), 151-187.

Chair of International Taxation (Prof. Dr. Christoph Spengel)

- Eisgruber, T., & Spengel, C. (2017). Replik zu Spatscheck/Spilker: Cum-/Ex-Transaktionen im Fokus der Steuerfahndung. *Der Betrieb (DB)*, 70(14), 750-751.
- Spengel, C. (2017). Unzulässige Verrechnungspraxis deutscher Banken bei Cum/Ex-Geschäften. *Finanz-Rundschau Ertragsteuerrecht*, 99(12), 545-553.
- Spengel, C. (2017). Kollektivversagen: Cum/Cum, Cum/Ex und Hopp!. *Wirtschaftsdienst*, 97(7), 454-455.
- Spengel, C. (2017). Länderberichte als Mittel zur Bekämpfung aggressiver Steuerplanung? *Der Betrieb (DB)*, 31, M28-M29
- Fuest, C., Spengel, C., Finke, K., Heckemeyer, J.H., & Nusser, H. (2015) Eindämmung internationaler Gewinnverlagerung: Wo steht die OECD und was sind die Alternativen? *Steuer und Wirtschaft*, 92(1), 90-97.
- Spengel, C., & Eisgruber, T. (2015). Die nicht vorhandene Gesetzeslücke bei Cum Ex Geschäften. *Deutsches Steuerrecht (DStR)*, 52(16), 785-801.
- Spengel, C. (2016). Dringender Handlungsbedarf bei Cum/Cum-Geschäften. *Der Betrieb (DB)*, 69(51/52), 2988-2995.



Principle 4: Research – Journal Publications

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- Schons, L.M. (2017). When Do Companies Have a Positive Duty to Engage in Philanthropy? An Empirical Application of Mieth's Five Criteria for Positive Duties of Individuals to the Corporate Context. Forthcoming, *Zeitschrift für Wirtschafts- und Unternehmensethik (zfwu)*.
- Schons, L. M., Cadogan, J., & Tsakona, R. (2017). Should Charity Begin at Home? An Empirical Investigation on Consumer's Responses to Companies' Varying Geographical Allocations of Donation Budget. *Journal of Business Ethics*, 144(3), 559-576. DOI: 10.1007/s10551-015-2832-9
- Schons, L.M., Scheidler, S., & Bartels, J. (2017). Tell me how you treat Your Employees! A Field-Experimental Study on Customers' Preferences for Companies' CSR Efforts in the Employee Domain. Forthcoming, *Journal of Marketing Behavior*.
- Ulke, A. & Schons, L. M. (2016). CSR as a Selling of Indulgences: An Experimental Investigation of Customers' Perceptions of CSR Activities Depending on Corporate Reputation. *Corporate Reputation Review*, 19(3), 263-280. DOI: 10.1057/s41299-016-0005-0.
- Schons, L. M. & Scheidler, S. (2016). Forschungsk Kooperationen zwischen Wissenschaft und Praxis zum Thema „Corporate Social Responsibility“ am Beispiel von IKEA Deutschland. *UmweltWirtschaftsForum*, pp. 1–9. DOI: 10.1007/s00550-016-0429-0.
- Habel, J., Schons, L.M., Alavi, S., & Wieseke, J. (2016). Warm Glow or Extra Charge? The Ambivalent Effect of Corporate Social Responsibility Activities on Customers' Perceived Price Fairness. *Journal of Marketing*, 80(1), 84-105. DOI: 10.1509/jm.14.0389
- Schons, L.M. & Steinmeier, M. (2015). Walk the Talk - How Symbolic and Substantive Corporate Social Responsibility Actions Affect Firms' Sustainable Financial Performance Depending on Stakeholder Proximity. *Corporate Social Responsibility and Environmental Management*, 23(6), 385-372. DOI: 10.1002/csr.1381.



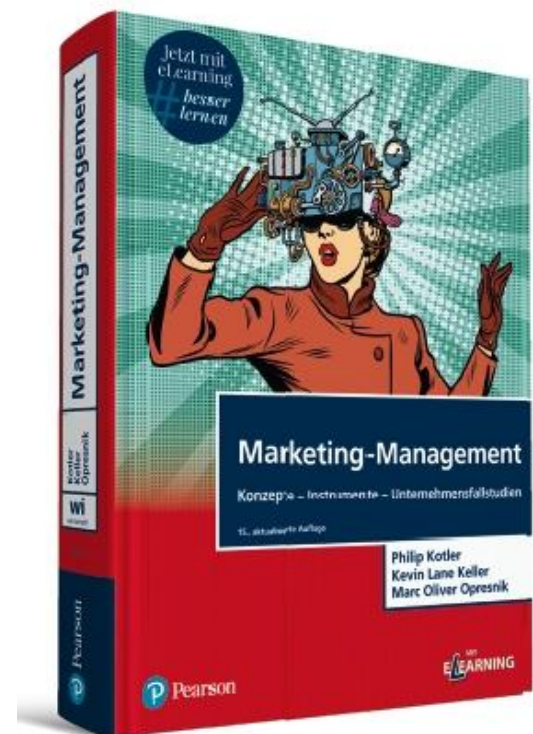


Principle 4: Research – Books and Book Chapters

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- Editorship [with Alexander Krämer]: „CSR & Social Enterprise“, Springer, publication scheduled for Summer 2018.
- Book chapter in „CSR & Social Enterprise“ (forthcoming): “Wir hacken die Wirtschaft: Veränderung aus dem System heraus” [with Uwe Lübbermann and Bienja Kaya].
- Case Study in Philipp Kotler’s Marketing Management (2017): „People, Planet, Positive: Determinanten einer erfolgreichen CSR Strategie und Kommunikation am Beispiel der Marke IKEA“ [with Ulf Wenzig and Lars Lengler-Graiff].
- Book chapter in: CSR und Marketing, Herausgeber Prof. Dr. Christopher Stehr, Verlag: SpringerGabler (2017): „Tue Gutes und rede darüber? Erfolgreiche Corporate Social Responsibility Strategie & Kommunikation durch Verständnis von Kundenpräferenzen und –skepsis“.





Principle 4: Research – Conference Presentations

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

Conference Presentations

Our researchers regularly present their latest research results at renowned international conferences. The following list summarizes these conference presentations.

Chair Information Systems II (Prof. Dr. Christian Becker)

- Krupitzer, C. (2015) A Concept for Infrastructure-Aided and Self-Organized Platooning of Vehicles. *First International Summer School on Smart Cars (IS3C 2015)*, Schloss Segau, Austria, September 2015.
- Kirpes, B., & Klingert, S. (2016) Evaluation process of demand response compensation models for data centers. *Proceedings of the 5th International Workshop on Energy Efficient Data Centres. ACM, 2016.*

Chair of Business Administration, Public and Nonprofit Management (Prof. Dr. Bernd Helmig)

- Oberg, A., Wruk, D. Friedrich, M. Rottler, M. Helmig, B. & Woywode, M. (2017). How can we measure the impact of the sharing economy? A conceptual and empirical impact model. *SustEcon Conference - The contribution of a sustainable economy to achieving the SDGs*, Berlin, Germany (September 2017).
- Friedrich M. & Helmig, B. (2016). Assessing the sustainability impact of sharing economy initiatives - a systematic review on sustainability indicators. *2nd International Workshop on the Sharing Economy*, Paris, France (January 2016).
- Friedrich, M., Helmig, B. & Wruk, D. (2016). How sustainable is the sharing economy? Indicators for the assessment of the economic, ecological and social contribution of sharing organizations. *3rd International Workshop on the Sharing Economy*, Winchester, UK (September 2016).

Chair of Organization and Innovation (Prof. Dr. Karin Hoisl)

- Baumstark (2015). Creating Shared Value by Open Innovation - The Case of the Concept Car "smart forvision". Presented at Academy of Management Annual Meeting 2015, Vancouver, BC and World Open Innovation Conference 2015, Santa Clara, CA.

Chair of Marketing & Innovation (Prof. Dr. Sabine Kuester)

- von Janda, S., Shainesh, G., Kuester, S., & Schuhmacher, M. (2017). Adding to the Frugal Innovation Discourse: Conceptualizing and Measuring Product Frugality. *Proceedings of the 24th Innovation and Product Development Management Conference*, Reykjavik, Island (June 11-13, 2017).
- von Janda, S., Schuhmacher, M., & Kuester, S. (2016). Re-Inventing the Wheel? How to Develop Innovations for Consumers at the Bottom of the Economic Pyramid. *Proceedings of the 45th European Marketing Academy Conference*, Oslo, Norway (May 24-27, 2016).



Principle 4: Research – Conference Presentations

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

Dieter Schwarz Endowed Assistant Professorship for E-Business & E-Government (Prof. Dr. Julia Krönung)

- Pethig, F., Noeltner, M., Cabinakova, J., & Kroenung, J. (2017). "Don't call me refugee!" The role of social identity in the adoption of refugee-specific mobile applications. Conditionally accepted at the *International Conference on Information Systems (ICIS 2017)*.
- Pethig, F., Noeltner, M., & Kroenung, J. (2016). What makes them play? Hedonic vs. symbolic aspects of girls' intention to adopt gender-specific hedonic information systems. *Proceedings of the International Conference on Information Systems (ICIS 2016)*, Dublin, Ireland.
- Kroenung, J. & Noeltner, M. (2016). Computer-based stereotype threats as a new theoretical perspective on IS avoidance by elderly people. *Proceedings of the European Conference on Information Systems (ECIS 2016)*, Istanbul, Turkey.
- Lau, T.Y.I. & Kroenung, J. (2016). I envy your life: Social network sites and virtual exhibition. *Tagungsband der Multikonferenz Wirtschaftsinformatik (MKWI 2016)*, Ilmenau, Germany.
- Pethig, F., Kroenung, J. (2015). Social inclusion through e-government? Developing an inclusionary framework of e-government adoption. *Proceedings of the International Conference on Information Systems (ICIS 2015)*, Fort Worth, USA.
- Kisyovska, Y., Kroenung, J., & Eckhardt, A. (2015). Peer influence, family dysfunction or conditioning? – An empirical analysis of Facebook addiction predispositions. *Proceedings of the Wirtschaftsinformatik 2015 (WI 2015)*, Osnabrück, Germany.
- Jaeger, L., Kroenung, J., & Kupetz, A. (2013). Me vs. cyber-me - Analyzing the effects of perceived stigma of physically disabled people on the disguise of the real self in virtual environments. *Proceedings of International Conference on Information Systems (ICIS 2013)*, Milan, Italy.

Chair of International Taxation (Prof. Dr. Christoph Spengel)

- R&D and Taxation - An International Overview, Summer School on Taxation and R&D, ZEW, University of Mannheim, MaTax, Mannheim (July 24, 2017).
- Cum/Ex-Deals und Cum/Cum-Deals – Der größte Steuerskandal der Bundesrepublik, *MaTax Lecture*, Mannheim (July 4, 2017).
- Steuerliche Förderung von FuE – ein „missing link“ im deutschen Fördersystem?, *Parlamentarisches Frühstück*, Berlin (June 27, 2017).



Principle 4: Research – Conference Presentations

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

Chair of International Taxation (Prof. Dr. Christoph Spengel)

- Ökonomische Perspektive/ Wettbewerbsumfeld (Status Quo, GKKB-RL mit AGI und FuE, Verbindungen zu ATAD sowie USA/UK), *Jahrestagung des Instituts für Finanzen und Steuern „Entwicklungslinien und Zukunft des deutsch-europäischen Steuerrechts“*, Berlin (June 26, 2017).
- Aktuelle steuerpolitische Vorschläge auf dem Prüfstand, 15. FALK FORUM „Die steuerpolitische Diskussion im Vorfeld der Bundestagswahl“, Heidelberg (June 13, 2017).
- Substanzsteuern im internationalen Vergleich, *Symposium der Stiftung Familienunternehmen „Fakten und Positionen zur Vermögensteuer“*, Berlin (June 1, 2017).
- Streitpunkt Steuern – Wie (un)gerecht ist unser Steuersystem?, *Mannheim Forum*, Mannheim (March 17, 2017).
- Tax barriers to cross border capital flow, Roundtable of the ECB on taxation aspects of Capital Markets Union, *Europäische Zentralbank*, Frankfurt (March 15, 2017).
- Wachstumswirkungen einer steuerlichen F&E-Förderung, *Bundesministerium für Bildung und Forschung*, Berlin (March 13, 2017).
- Dividendenstripping: Cum/Ex-Deals und Cum/Cum-Deals – Der größte Steuerskandal Deutschlands, *Forschungsseminar Jura*, Mannheim (February 15, 2017).
- Der Brexit als Gestaltungsaufgabe in Unternehmen, Wissenschaft und Steuerberatung, *IFA-Regionalgruppe Rhein-Main-Neckar*, Mannheim (October 27, 2016).
- Dividendenstripping: Cum/Ex- und Cum/Cum-Deals, *Informationsveranstaltung Mannheim Master of Accounting and Taxation (MaMAT)*, Mannheim (October 8, 2016).
- Cum/Ex-Deals – Zulässige Steuervermeidungsstrategie oder größter Steuerbluff aller Zeiten, Vortrag anlässlich der Konferenz „*Legale oder illegale Steuervermeidungsstrategien und deren Bekämpfung durch die Politik*“, Heidelberg (September 30, 2016).
- Steuerliche Folgen des Brexit, Podiumsdiskussion, Jahrestagung des *Mannheimer Forum Accounting & Taxation e.V. (MaFAT)*, Mannheim (June 27, 2016)
- Les impôts sont-ils plus justes en France qu’en Allemagne?, *Club Economique Franco-Allemand*, Paris (May 25, 2016).
- Steuern national und international. Sind die Steuern in Deutschland gerecht?, *Fachtagung der Richterinnen und Richter des Finanzgerichts Baden-Württemberg 2015*, Karlsruhe (October 9, 2015).
- Unstimmigkeiten in der Steuerpolitik in Deutschland, *Steuerausschuss der IHK Darmstadt*, Darmstadt (September 30, 2015).



Principle 4: Research – Conference Presentations

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

Chair of International Taxation (Prof. Dr. Christoph Spengel)

- Was läuft steuerlich schief bei Aktiendeals?, Podiumsdiskussion, *Jahrestagung des Mannheimer Forum Accounting & Taxation e.V. (MaFAT)*, Mannheim (September 29, 2015).
- Steuern national und international, *Partner der Mannheimer Betriebswirtschaftslehre e.V.*, Frankfurt (May 12, 2015).
- Der richtige Weg zur Erbschaftsteuerreform, *IHK Stuttgart*, Stuttgart (March 30, 2015).
- Aggressive Steuerplanung (BEPS), Transparenz und Verrechnungspreise, *Arbeitskreis Verrechnungspreise der Schmalenbach Gesellschaft e.V.*, Frankfurt (March 20, 2015).

Chair of Small and Medium Sized Enterprises and Entrepreneurship (Prof. Dr. Michael Woywode)

- Work from the i-share project has been presented at the following conferences within the last years:
- Schöllhorn, T., Wruk, D., & Oberg, A. (2017). Is the Sharing Economy a Field? How a Disruptive Field Nurtures Sharing Economy. Paper Presented at the *Organizations European Group of Organization Studies Colloquium 2017* in Copenhagen.
- Maurer, I., Mosmann, P., Oberg, A., & Wruk, D. (2017). The Governance of Communities in Community-based Organization of the Sharing Economy. Paper presented at the *Academy of Management Meeting 2017* in Atlanta, Georgia, USA.
- Oberg, A., Wruk, D. Friedrich, M. Rottler, M. Helmig, B. & Woywode, M. (2017). How can we measure the impact of the sharing economy? A conceptual and empirical impact model. *SustEcon Conference - The contribution of a sustainable economy to achieving the SDGs*, Berlin, Germany (September 2017).
- Oberg, A., Berwing, S., Wruk, D., Kellermeier, O. (2017). How are sharing economy organizations distributed at the regional level? The case of Germany. Paper presented at the *Fourth International Workshop on the Sharing Economy* in Lund, Sweden.
- Oberg, A., Wruk, D., Maurer, I., Klutt, J. (2016). Types of Sharing Economy Models: A conceptual framework and a quantitative analysis of sharing organizations in Germany. Paper presented at the *Second International Workshop on the Sharing Economy* in Paris, France.



Principle 4: Research – Conference Presentations

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- *CSR Communication Conference, Vienna, Austria, September 2017:*
 - Inken Blatt and Laura Marie Schons: "For the Sake of the Environment - Conviction or Concern for Status? An Experimental Study on the Effectiveness of Motivational Appeals".
 - Ornella Willeke and Laura Marie Schons: "How Consumers React to Brand Generated Sustainability Messages Communicated via Social Media".
 - Lisa Rothenhöfer, Irmela Koch, Sabrina Scheidler, and Laura Marie Schons: "Communicating Responsibility Makes a Change! The Impact of Corporate Social Responsibility and Supervisor Communication on Employee Reactions during Change".
 - Pascal Güntürkün, Till Haumann, and Laura Marie Schons: "Getting the 'Right' CSR Insurance: When CSR Activities Buffer or Bolster the Adverse Impact of Corporate Scandals on Marketing Outcomes".
 - Laura Marie Schons, Lars Lengler-Graiff, Sabrina Scheidler, Gina Mende, and Jan Wieseke: "Listen to the Voice of the Customer – A Field-Experimental Study on Customer Involvement in Corporate Social Responsibility".
- Laura Marie Schons: *Business and Society Seminar 2017, IESEG Lille, France, June 2017: Workshop on "How to Access Companies – Experiences from Working with Partners from Private Business"*.
- Jenni Sipilä, Laura Marie Schons, and Gina Mende: *AMA Winter Marketing Educators' Conference, Orlando, USA, February 2017: "Meat is Murder! How Guilt Appeals Work"*.
- *CIARG Conference, Henley Business School, Henley-on-Thames, UK, September 2016:*
 - Pascal Güntürkün, Gina Mende, Laura Marie Schons, Jan Wieseke, and Christian Schmitz: "Joining Virtual Brand Communities – Does Every Honeymoon Have its' Hangover?"]".
 - Inken Blatt and Laura Marie Schons: "For the Sake of the Environment – Moral Conviction or Concern for Social Status? A Field-Experimental Study on the Effectiveness of Pro-environmental Appeals".
- *AMA Winter Marketing Educators' Conference, Las Vegas, USA, February 2016. Presentations:*
 - Sabrina Scheidler and Laura Marie Schons: "."
 - Pascal Güntürkün, Gina Mende, Laura Marie Schons, Jan Wieseke, and Christian Schmitz: "Joining Virtual Brand Communities – Does Every Honeymoon Have its' Hangover?"
 - Pascal Güntürkün, Till Haumann, Jan Wieseke, and Laura Marie Schons: "The Dynamic Effects of Customers' Attributions of Co-Production Motives for Customer's Satisfaction over Time".
- Laura Marie Schons: Track Chair of the Social Responsibility and Sustainability Track and Organization of the Special Session "Taking care of their own: The crucial role of employment practices for successfully managing stakeholder relationships, *AMA Summer Marketing Educators' Conference, Chicago, USA, August 2015. Presentations:*
 - Sabrina Scheidler, Laura Marie Schons, and Jelena Spanjol: "Scrooge Posing as Mother Theresa: A Portfolio Approach to Externally- vs. Internally-Oriented CSR Strategies".
 - Laura Marie Schons, Sabrina Scheidler, and Jos Bartels: "Tell me how you treat Your Employees! A Field-Experimental Study on Customers' Preferences for Companies' CSR Efforts in the Employee Domain".
 - Laura Marie Schons, Gina Mande, Sankar Sen, and Jan Wieseke: "Are two Reasons really better than one? What Companies can do (Wrong) in Selling Sustainable Products".



Principle 4: Research – Conference Presentations

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- Laura Marie Schons, Sabrina Scheidler, Sankar Sen, and Jan Wieseke: "I don't buy Your Story! A Field Experimental Study on the Detrimental Effects of Narrative Storytelling in Corporate Social Responsibility Communication", *EMAC Conference*, Leuven, Belgium, May 2015.
- Sabrina Scheidler, Laura Marie Schons, and Jelena Spanjol: "Striking the Right Corporate Social Responsibility (CSR) Balance: A Portfolio Approach to Externally- vs. Internally-Oriented CSR Strategies", *C(I)RC Workshop – Corporate (Ir-)Responsibility and its global Consequences*, Bochum, Germany, 2015.
- Laura Marie Schons, Sabrina Scheidler, and Jos Bartels: "Tell me how you treat Your Employees! A Field-Experimental Study on Customers' Preferences for Companies' CSR Efforts in the Employee Domain", *C(I)RC Workshop – Corporate (Ir-)Responsibility and its global Consequences*, Bochum, Germany, 2015.
- Laura Marie Schons, Sabrina Scheidler, Sankar Sen, and Jan Wieseke: "I don't buy Your Story! A Field Experimental Study on the Detrimental Effects of Narrative Storytelling in Corporate Social Responsibility Communication", *CIARG Conference*, Amsterdam, Netherlands, 2014.
- Laura Marie Schons, Gina Mende, Sankar Sen, and Jan Wieseke: "Team Up For the Environment! Encouraging Customers' Sustainable Purchase Behavior through Marketing Communication Strategies", *CIARG Conference*, Amsterdam, Netherlands, 2014.
- Laura Marie Schons, Sabrina Scheidler, Sankar Sen, and Jan Wieseke: "I Don't buy Your Story- A Field-Experimental Study on the Detrimental Effects of Narrative-Storytelling in CSR Communication", *CSR Days*, Audencia School of Management, Nantes, France, 2014.
- Laura Marie Schons, Gina Mende, Sankar Sen, and Jan Wieseke: "Team Up For the Environment! Encouraging Customers' Sustainable Purchase Behavior through Marketing Communication Strategies", *CSR Days*, Audencia School of Management, Nantes, France, 2014.
- Laura Marie Schons and Maria Steinmeier: "Walk the Talk - How Symbolic and Substantive Corporate Social Responsibility Actions Affect Firms' Sustainable Financial Performance Depending on Stakeholder Proximity", *AMA Winter Marketing Educators' Conference*, Orlando, USA, 2014.



Principle 4: Research – Awards

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

Chair of Organization and Innovation (Prof. Dr. Karin Hoisl)

- 2015 Finalist Student Paper Award at the World Open Innovation Conference 2015 for Baumstark (2015), Creating Shared Value by Open Innovation - The Case of the Concept Car "smart forvision".

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- 2017 Wolfgang-Ritter-Award 2017 for the habilitation project (10,000 €)
- 2017 Lehrpreis der Fachschaft BWL der Universität Mannheim 2017
- 2017 AACSB Innovations that inspire Award 2017 for "CSR video documentaries"
- 2016 German Science Award for the project "Consumer Retailing Insights Panel" (€ 20,000)
- 2015 Top Ten Junior Academics 2015 "Nachwuchswissenschaftler des Jahres 2015"
- 2014 Overall Best Paper Award, AMA Winter Marketing Educators' Conference, Orlando, USA



Principle 4: Research – Third-Party Funding

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- 2016 WILLE – Wissenschaft lernen und lehren: Funding (€107,816.70) for proposed project for more innovative teaching techniques (CSR video documentaries + YouTube channel)
- 2016 Chair of CSR financed through crowdfunding (>€500,000)
- 2015 DFG funded research project on CSR communication (€ 84,800): „Reden ist Silber, Schweigen ist Gold? Kundenreaktionen auf Unternehmenskommunikation über soziale und nachhaltige Maßnahmen“



Principle 5: Partnership - Academic Partnerships

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

In order to spread our research results and become inspired by the work of other academic institutions, the University of Mannheim Business School considers academic partnerships as an essential part of its strategy.

Chair of Accounting & Capital Markets (Prof. Dr. Holger Daske)

- Filed a EU Marie Curie Network Proposal: called RECORSO: "The new integrated reporting framework in the European Union: REporting CORporate environmental SOcial and governance information." Under the call: MARIE SKŁODOWSKA-CURIE ACTIONS, Innovative Training Networks (ITN), Call: H2020-MSCA-ITN-2017 with a network of leading European Universities.

Dieter Schwarz Endowed Assistant Professorship for E-Business & E-Government (Jun.-Prof. Dr. Julia Krönung)

- German Graduate School of Management and Law (GGS), Heilbronn, Germany; Prof. Dr. Andreas Eckhardt
- Goethe University, Frankfurt am Main, Germany; Institute for Information Systems and Management, Prof. Dr. Wolfgang Koenig

Chair of Small and Medium Sized Enterprises and Entrepreneurship (Prof. Dr. Michael Woywode)

- i-share: University of Göttingen, Hertie School of Governance, Augsburg University
- platforms2share: Fraunhofer Institut für Bauphysik, Institut für ökologische Wirtschaftsforschung



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Principle 5: Partnership - Academic Partnerships

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

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- Stanford University, CA, USA
- Baruch College, NY, USA
- San Diego State University, CA, USA
- University of Illinois at Chicago, IL, USA
- Université de Lausanne, Lausanne, CH
- IESEG School of Management, Puteaux, FR
- Université catholique de Louvain, Belgium
- Vienna University of Economics and Business, AT
- Loughborough University, UK
- European School of Management and Technology, Berlin, DE
- Lappeenranta University of Technology, FIN

Stanford
University



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COLLEGE
CUNY

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UIC

SAN DIEGO STATE
UNIVERSITY

UCL
Université
catholique
de Louvain
BELGIUM



IESEG
SCHOOL OF MANAGEMENT

WU
WIRTSCHAFTS
UNIVERSITÄT
WIEN VIENNA
UNIVERSITY OF
ECONOMICS
AND BUSINESS

LUT
Lappeenranta
University of Technology

Loughborough
University



Principle 5: Partnership – Partner Organizations

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

The University of Mannheim Business School collaborates with for-profit and non-profit organizations on sustainability and responsible management topics. The partner organizations are shown below.





Principle 6: Dialogue – Talks

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

Dieter Schwarz Endowed Assistant Professorship for E-Business & E-Government (Jun.-Prof. Dr. Julia Krönung)

- 2015 Research presentation on social inclusion and IT as part of the faculty's research seminar at German Graduate School of Management and Law (GGs), Heilbronn, Germany.
Host: Prof. Dr. Andreas Eckhardt
- 2015 Research presentation on women in tech and science as part of the IS research PhD seminar series at University of Cologne, Cologne, Germany.
Hosts: Prof. Dr. Christoph Rosenkranz, Prof. Dr. Ali Sunyaev

Chair of Corporate Social Responsibility (Prof. Dr. Laura Marie Schons)

- 2016 Research Presentation at Stanford University "Scrooge Posing as Mother Theresa"
- 2016 Research Presentation at the Annual Meeting of the Ethics Commission of the VHB
- 2016 Featured Academic Presentation at the Sustainable Business Roundtable of the ESMT Berlin (together with Lars Lengler-Graiff, Multichannel Intelligence Specialist, IKEA)



Chair of Small and Medium Sized Enterprises and Entrepreneurship (Prof. Dr. Michael Woywode)

- 2016 Presentation of the i-share project at the ShareIsrael 2016 in Tel Aviv, Israel.
- 2015 Presentation of the i-share project at the ShareFair 2015 in Berlin.



Principle 6: Dialogue – Memberships/Networks

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

The University of Mannheim Business School leverages on networks to interact with different stakeholders and gain access to highly specialized communities.

Dieter Schwarz Endowed Assistant Professorship for E-Business & E-Government (Jun.-Prof. Dr. Julia Krönung)

- Association for Information Systems including the special interest group social inclusion (SIGSI) and the AIS women's network
- Frauen mit Format

Chair of Service Operations Management (Prof. Dr. Cornelia Schön)

- INFORMS/MSOM with sustainability being a contemporary topic of growing importance



Association for IS Women's Network





Future Milestones for Sustainable Management Education at the University of Mannheim

Expanding the integration of the principles for responsible management education in the activities of the University of Mannheim Business School

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

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

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

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

Thereby, we are open to partnerships and discourse with other schools and organizations who share these interests.

Please do not hesitate to contact us via:

csr@bwl.uni-mannheim.de