



SRH Berlin University of Applied Sciences –

Annual Report on Scientific and Artistic Activities 2020

Berlin School of Management

Berlin School of Technology

Dresden School of Management

Berlin School of Popular Arts

Berlin School of Design and Communication

October 2021

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1 Introduction

Research and art are essential pillars of the academic work at SRH Berlin University of Applied Sciences, formerly SRH Hochschule Berlin. For the first time, a joint report is presented, which summarizes the scientific and artistic activities of professors and research associates at the following five SRH schools in 2020: the Berlin School of Management, Berlin School of Technology, Dresden School of Management, Berlin School of Popular Arts, and Berlin School of Design and Communication. The year 2020 was heavily impacted by the coronavirus pandemic and posed a significant challenge to research and artistic activities. Almost all events, including conferences and exhibitions, which used to serve the academic and artistic exchange, were canceled. Nevertheless, SRH employees continued to successfully conduct research and art, as is presented below.

First, an overview of the highlights at each school throughout the year 2020 is given, summarizing the research workshops, conferences, and expert talks given by SRH researchers. The next part of this report introduces the research profile of SRH Berlin University of Applied Sciences, presenting the university's research strategy, third-party funded projects and institutes, and Ethics Committee.

The next section introduces the individuals behind the projects and institutes by presenting the research and artistic profiles of professors and research associates at all five schools.

The present report concludes with an overview of the research and artistic work from professors and research associates at SRH Berlin University of Applied Sciences that was published in 2020. With 25 third-party-funded projects, more than 100 publications, and four newly established research institutes, 2020 has been a successful year for SRH Berlin University of Applied Sciences – despite the pandemic and its challenges for research, art, and teaching.

2 School Highlights

2.1 Highlights at the Berlin School of Management

Special publication achievements of professors/research associates

Graßmann, C., & Schermuly, C. C. (2020). Understanding what drives the coaching working alliance: A systematic literature review and meta-analytic examination. *International Coaching Psychology Review*, 15(2), 299-118. <https://doi.org/10.5465/AMBPP.2020.259>

Graßmann, C., Schölmerich, F., & Schermuly, C. C. (2020). The relationship between working alliance and client outcomes in coaching: A meta-analysis. *Human Relations*, 73(1), 35-58. <https://doi.org/10.1177/0018726718819725>

Hessel, F. (2020). Overview of the socio-economic consequences of heart failure. *Cardiovascular Diagnosis and Therapy*, 1(11). <https://dx.doi.org/10.21037%2Fcdt-20-291> (e-pub ahead of print).

Schermuly, C. C., & Meyer, B. (2020). Transformational leadership, psychological empowerment, and flow at work. *European Journal of Work and Organizational Psychology*, 29(5), 740-752. <https://doi.org/10.1080/1359432X.2020.1749050>

Schuhmann, R., & Eichhorn, B. (2020). Optimierungspotenziale für Projektverträge in der internationalen Diskussion. *Zeitschrift deutsches & -internat. Bau- & Vergaberecht (ZfBR)*, 501-507.

Schuhmann, R., & Eichhorn, B. (2020). Vertragsrisiken und vertragliches Risikomanagement - Eine Neubestimmung. *Zeitschrift Risk Fraud Compliance (ZRFC)*, 4, 156-162.

Seizov, O., & Wulf, A. J. (2020). Communicating legal information to customers transparently: A multidisciplinary multistakeholderist perspective. *Journal of International Consumer Marketing*, 33(2), 159-177. <https://doi.org/10.1080/08961530.2020.1742841>

Seizov, O., & Wulf, A. J. (2020). The principle of transparency in practice: How different groups of stakeholders view EU online information obligations. *European Review of Private Law*, 28(5), 1065-1092.

Seizov, O., & Wulf, A. J. (2020). Artificial intelligence and transparency: A blueprint for improving the regulation of AI applications in the EU. *European Business Law Review*, 31(4), 611-640.

Scholl, W., & Schermuly, C. C. (2020). The impact of culture on corruption, gross domestic product, and human development. *Journal of Business Ethics*, 162(1), 171-189. <https://doi.org/10.1007/s10551-018-3977-0>

Hosted conferences/workshops/expert talks

Due to the pandemic, many workshops and expert talks had to be conducted online. For example, on November 26, 2020, the Contractual Management Institute organized its first online meeting via Microsoft Teams. The aims of this meeting were to present and discuss research results as well as exchange thoughts in a joint round of talks among members. A paper, "Online transparency in Indian contract law – results from an empirical survey," by

Ognyan Seizov and Alexander J. Wulf, was discussed during the meeting, and a research topic, "An overview on risk management practices in hospitality organizations in Germany," by Farzaneh S. Zoghi and Hannes Antonschmidt, was presented.

Selected events promoting the transfer between research/art and practice

Prof. Dr. Dr. Alexander J. Wulf and Dr. Ognyan Seizov presented the major findings from the research project "The ABC of online disclosure duties: Towards a more uniform assessment of the transparency of consumer information in Europe" in a popular and innovative digital format: an animated explainer video. The goal of the project, an international collaboration between SRH Berlin University of Applied Sciences, the University of Amsterdam, and the University of Exeter, was to formulate clear and uniform guidelines for improving the transparency of consumer information online. Prof. Wulf and Dr. Seizov designed and conducted a series of qualitative and quantitative studies with experts and consumers across the EU to arrive at the conclusions presented in the video. The research project was funded by the German Research Foundation (DFG), while the video production was funded by the SRH research transfer budget.

Further projects and activities

Ivana Drazic, Prof. Dr. Victoria Büsch, and Prof. Dr. Carsten C. Schermuly established a new research field, investigating the question: "New work, older staff – two diverging trends?" In 2020, Ivana Drazic and Prof. Dr. Carsten C. Schermuly published an article in the Journal "Work, Aging and Retirement" showing that – contrary to common age stereotypes – older employees were not less ready for Scrum, the predominant agile project management approach. In their second study, these researchers found that psychological empowerment positively influenced the desired and actual retirement timing of older individuals as well as their occupation-related activeness after retirement. Dr. Carolin Graßmann (postdoc at the Berlin School of Management) was appointed to a professorship for business psychology and coaching at Victoria University Berlin. Jan Koch published a paper in the British Journal of Management, investigating the impact of agile project management on ratings of organizational attractiveness and commitment. His second research project focused on project employees' levels of emotional exhaustion during the COVID-19 pandemic. Laura Creon began investigating the consequences of work team diversity on onboarding and newcomer socialization.

Prof. Dr. Carsten Schermuly was appointed an EBS Fellow at EBS University Wiesbaden. He furthermore received the annual coaching award in the category of best paper of the year for the paper "Coaching of insolvent entrepreneurs and the change in coping resources, health, and cognitive performance" from Henley Business School together with colleagues from Dresden (Dominika Wach, Felix Kirschbaum, Jürgen Wegge).

2.2 Highlights at the Berlin School of Technology

Special publication achievements of professors/research associates

- Digalovski, M., & Rafajlovski, G. (2020). Calculation of Starting and Breaking Times of Induction Motor Electric Drives, for Different Mechanical Loads. *2020 International Conference on Information Technologies (InfoTech)*, 1-4. <https://ieeexplore.ieee.org/document/9211062>
- Drljevic, N., Aranda, D. A., & Stantchev, V. (2020). Perspectives on risks and standards that affect the requirements engineering of blockchain technology. *Computer Standards & Interfaces*, 69, 103409.
- Islam, S., Rojek, L., Hartmann, M., & Rafajlovski, G. (2020). Artificial Intelligence in Renewable Energy Systems Based on Smart Energy House. *IEEE Conference, Rec*, 49733(1), 17-18.
- Muhammad, S. G. (2020). Cloud computing for SMEs, servitisation through contracts. *International Journal of Business Environment*, 11(3), 239-253.
- Muhammad, S. G., Stantchev, V., & Aranda, D. A. (2020). The click and wrap case – relevance of the contract for the adoption of cloud-based CRM applications. In R. Schuhmann & B. Eichhorn (Eds.), *Contractual Management* (pp. 141-165). Springer Vieweg. https://doi.org/10.1007/978-3-662-58482-8_5
- Radant, O., & Stantchev, V. (2020). A critical assessment and enhancement of metrics for the management of scarce human resources. In S. Misra & A. Adewumi (Eds.), *Handbook of research on the role of human factors in IT project management* (pp. 472-500). IGI Global.

Hosted conferences/workshops/expert talks

The kickoff workshop for the Bundesministerium für Bildung und Forschung (BMBF) third-party-funded project “Waste to Energy Ghana” was held from January 25, 2020, to February 2, 2020, in the Startup Lab: Partners from Ghana (from the University of Science and Technology in Kumasi [Ghana] and a company from Ghana), the University of Rostock, Fraunhofer Institute UMSICHT, and companies from Germany participated in this event. The content of the project was the conception of a hybrid technology of biogas and pyrolysis for energy production from organic and plastic waste in the context of a pilot plant in Ghana. The persons responsible for this project were Prof. Michael Hartmann and Thomas Pfeiffer.

On October 30, 2020, the conference “University Dialogue Western Balkans” was held, which was funded by the German Academic Exchange Service (DAAD) within the project of the same name. The project aimed at supporting the professional exchange of ideas, manpower, and higher education strategies between Germany, Albania and North Macedonia, putting an emphasis on sustainable development. The person responsible for this project was Prof. Goran Rafajlovski.

Events promoting the transfer between research/art and teaching

The Solar Summer Team-Up took place between November 23 and December 9, 2020. During this short course, participants learned about the design and installation of photovoltaic on- and off-grid systems, increased their understanding of capacity-building in major solar markets, and had the opportunity to expand their professional and personal networks. Apart from deepening their knowledge about solar energy and photovoltaic hybrid systems,

participants also gained more insights into wind and bio energy in extra workshops and visited industry-relevant trade fairs. The persons responsible for this event were Matthias Raab and Prof. Dr. Hartmann.

The International Wind Industry Training took place. As wind energy has become a mainstream source of energy in Asia, America, and Europe, professionals with industry knowledge and experience are a sought-after asset in many businesses. During the International Wind Industry short course, participants had the opportunity to learn about the aerodynamic principles and the different types of wind turbines. They discovered how to calculate energy yield and learned about turbine efficiency and blade designs. Apart from technical knowledge, they learned how to manage and finance new wind-energy projects and obtained first-hand insights thanks to on-site and trade fair visits. The person responsible for this project was Matthias Raab.

2.3 Highlights at the Dresden School of Management

Special publication achievements of professors/research associates

Borkmann, V. (Ed.) (2020). *Kompandium für die Hotellerie und Gastronomie - Konzepte und Lösungen zur Corona-Krise*. SRH Berlin University of Applied Sciences. https://www.srh-campus-dresden.de/fileadmin/Hochschule_Berlin/DSM_Dresden_School_of_Management/News/SRH_KOMPENDIUM_HOGA_Konzepte_und_Loesungen_zur_Corona-Krise_Borkmann_EBOOK.pdf

Männicke, J. (2020). *Unternehmerisches Denken und Handeln in der deutschen Hotellerie: Eine empirische Analyse aus der Individualperspektive der Hotelmanager*. Verlag Dr. Kovač.

Gössling, S., Lund-Durlacher, D., **Antonschmidt, H.**, Peters, M., Smeral, E., Pröbstl-Haider, U., & Gratzner, M. (2020). Beherbergung. In U. Pröbstl-Haider, D. Lund-Durlacher, M. Olefs, & F. Prettenthaler (Eds.), *Tourismus und Klimawandel* (pp. 75–92). Springer Verlag. https://doi.org/10.1007/978-3-662-61522-5_4

Hosted conferences/workshops/expert talks

Within the ongoing cooperation project with DEHOGA Saxony, the fifth and sixth workshops about staff recruiting for and with regional restaurateurs took place in the district of Saxon Switzerland in June and July 2020. Both events were supervised by Prof. Dr. Matthias Straub.

Events promoting the transfer between research/art and teaching

In January 2020, students of the dual study program “International Hotel Management” developed their first ideas for an open-space lobby of the currently opened hotel prizeotel Erfurt-City. The person responsible for this workshop was Prof. Dr. Vanessa Borkmann. Furthermore, an expert talk by Sebastian Klink, general manager of the Bilderberg Bellevue Hotel Dresden, took place. Students of the International Hotel Management program were guided through the hotel and presented the main activities and requirements for working in

the field of hotel management. Afterward, a discussion about the management background behind the hotel's name change was held on January 1, 2020. The person responsible for this event was Martina Lehnhardt.

Further expert talks were held in May 2020: Ulrike Braun-Nasso, director sales and marketing at the Hyatt Regency in Addis Ababa, discussed sales structures, processes, and challenges in Africa and Europe with students of the program "International Hotel Management" during the course "Sales & Distribution." This expert talk was organized by Prof. Dr. Hartwig Bohne. Another expert talk was held in May 2020 by Gert Noordzy, an expert for organizational project management in the hospitality industry. He is the managing director of Northside Consulting and a blogger at HOTELSMag.com. He gave a great virtual guest lecture about the project life cycle for new hotels during the module "Hotel Real Estate, Asset Management and Experience Design" of the master's program "Hospitality Management and Leadership." The person responsible for this event was Prof. Dr. Vanessa Borkmann.

In June 2020, students of the International Hotel Management program introduced innovative concepts and solutions for the hotel and catering industry to deal with the coronavirus pandemic. Selected hoteliers were invited to each session and spoke with the students live. Prof. Dr. Vanessa Borkmann supervised this event.

In July 2020, two expert talks took place. First, Mateusz Walecki, a senior pricing manager at FlixBus, presented his mobility company to the International Hotel Management class. In particular, he addressed the topics of dynamic pricing and yield management. This event was supervised by Umut Kural. Second, Vahid Mortezaei, a Helsinki-based food designer, presented a very interesting topic, "Entrepreneurial Dilemmas in the Food and Beverage Industry," to the Strategic Marketing Management course in the International Business Leadership master's program. As a multidisciplinary expert at the crossroads of design, gastronomy, and entrepreneurship, our guest shared his experiences and knowledge with our master's students. This event was supervised by Prof. Dr. Farzaneh Zoghi.

Furthermore, in July 2020, a colloquium was hosted: For four months, the students of the elective module "Hospitality Start-Up Project" had to research, plan, and analyze. In a joint project of Nürburgring GmbH and the SRH Dresden School of Management, a concept for a new hotel facility was developed. The Nürburgring welcomed the students to the historic racetrack for the presentation of the results. During a guided tour, the students were able to gain insights into construction challenges and potential. This event was supervised by Prof. Dr. Hartwig Bohne.

In August 2020, an expert talk with Theodor Kubak, cofounder and member of the Supervisory Board of HAMA Europe and managing partner of Value One Arbireo Hospitality, took place. He gave a special guest lecture about real estate management for master's students of the Hospitality Management and Leadership program. Prof. Dr. Vanessa Borkmann led this event. In December 2020, Kristina Jöhling from Kinderarche Sachsen e.V. presented the work of her association to students in the module "Professionalisierung der Sozialen Arbeit und ihre Handlungsfelder." Kinderarche cares for over 1,500 children, young people, and families in Saxony, for example, in daycare centers, residential groups and mother/father-child homes. Afterward, there was a question-and-answer session with Kristina Jöhling. The person responsible for this event was Prof. Dr. Ute Kahle.

2.4 Highlights at the Berlin School of Popular Arts

Special *research* publication achievements of professors/research associates

Biehl, B. (2020). *Management in der Kreativwirtschaft. Grundlagen und Basiswissen*. Springer.

Biehl, B. (2020). *Leadership in Game of Thrones*. Springer VS.

Biehl, B. (2020). Women "in motion": The kinaesthetic viewing experience in Chinese viral advertising films'. *Consumption, Markets & Culture* 23(5), 439-455.

Biehl, B. (2020). Tanz, Organisation und Leadership: Eine kritische und ästhetische Perspektive. In R. Hartz, W. Nienhüser & M. Rätzer, (Hrsg.), *Ästhetik und Organisation* (pp. 69-92). Springer.

Bomnüter, U., **Beuthner, M.**, & Futterlieb, F. (Hrsg.). (2020). *Innovative Unternehmenskommunikation. Band 3 der Reihe: „Medienkommunikation reloaded“*. Readbox Unipress / MV Wissenschaft.

Girgensohn, K. (2020). Science of Writing as a Discipline? Critical reflections on the development of a "Practical Art". In B. Huemer, U. Doleschal, R. Wiederkehr, K. Girgensohn, S.E. Dengerscherz, M. Brinkschulte, & C. Mertlitsch (Hrsg.), *Schreibwissenschaft - eine neue Disziplin. Diskursübergreifende Perspektiven* (pp. 25-47). Böhlau Verlag.

Girgensohn, K., & Sennewald, N. (2020). Auf dem Weg zur Schreibwissenschaft. Ein dreistimmiges Schreibgespräch. *Journal der Schreibberatung (JoSch)*, 11(20), 22-24.

Girgensohn, K., Sennewald, N., & Wallhäuser R. (Hrsg.). (2020) *Stimme & Stimmlosigkeit. Eine Anthologie*. e-publi.

Kleiner, M. S. (2020). *Streamland. Wie Netflix, Amazon Prime und Co. unsere Demokratie bedrohen*. Droemer HC.

Kleiner, M. S. (2020). „Sexism Sells. Das Deutschrapp-Dilemma. *Krachkultur*, 21, 170-189.

Kleiner, M. S. (2020). The Admiration. In H. Schulze (Hrsg.). *The Bloomsbury Handbook of the Anthropology of Sound* (pp. 267-278). Bloomsbury Publishing.

Kleiner, M. S., Reininghaus, S., & Stiglegger, M. (2020). Erotischer und Pornographischer Film. In M. Stiglegger (Hrsg.), *Handbuch Filmgenre. Geschichte – Ästhetik – Theorie* (pp. 671-690). Springer VS.

Kleiner, M. S., & Schulze, H. (2020). Zukunftsmusik. Wie hört man 2030? Acht Szenarien. *Frankfurter Allgemeine Sonntagszeitung*, 01, 34.

Trotzke, P., Müller, A., Brand, M., **Starcke, K.** & Steins-Loeber, S. (2020). Buying despite negative consequences: Interaction of craving, implicit cognitive processes, and inhibitory control in the context of buying-shopping disorder. *Addictive Behaviors*, 110, 106523. <https://doi.org/10.1016/j.addbeh.2020.106523>

Special *artistic* publication achievements of professors/research associates

Aperdannier, B. (2020). Recording for Howard Shore (film composer, academy award winner) and the Netflix production „Pieces of a woman“, director: Kornél Mundruczó, cast: Vanessa Kirby, Shia LaBeouf

Aperdannier, B. (2020). Duo live performance with actress/singer Carol Schuler on german film award TV show „Deutscher Filmpreis 2020“ (ARD)

Aperdannier, B. (2020). Several performances on „The Voice of Germany“ (PRO7/SAT.1) with David Guetta, Joy Denalane, Clueso, Lea, Nico Santos

Ehrhorn, T. (2020). Devices and tools for creating and designing sounds: 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.

Kahl, R.P. (2020). Elsbeth Maschke in Crashland, Documentary, TV-Screening, MDR

Other special achievements of professors/research associates

Herr, J., von Georgi, R., & Starcke, K. (2020, October). *Massenmagnet oder Publikumskiller? Eine experimentelle Online-Studie zum Einfluss von Hintergrundmusik und Persönlichkeit auf die subjektive Bewertung des präsentierenden Unternehmens eines Messestandes.* Vortrag auf der 12. Konferenz für Eventforschung, Chemnitz.

Tams, S. (2020, July). *“We don't need another hero.” The entanglement of contradictions, identity work and issue-based change work in change agent narratives.* Presentation at the 36th EGOS Colloquium, Hamburg, Germany.

Hosted conferences/ workshops/expert talks

The Singposium was held from February 28 until February 29, 2020. In the spirit of good and healthy singing, the who's who of the European singing scene met again at Singposium 2020 at Berlin School of Popular Arts. It is a format initiated and organized by Professor Marc Secara.

The Hullabaloo Festival at School of Popular Arts took place on July 25, 2020: It was the first digital festival at the Berlin School of Popular Arts with talks, webinars, 3D exhibitions (directed by Ricarda Wallhäuser; livestream presented by Dr. Marcus Kleiner and Robert Lingnau), and panels, such as the following:

- Leadership in TV Series: Learning Lessons from Popular Culture (Prof. Dr. Marcus S. Kleiner, Prof. Dr. Ian Towers). Digital Festival (Hullabaloo), <https://www.youtube.com/watch?v=r170fDHYXYE&feature=youtu.be> (Prof. Dr. Marcus S. Kleiner, Prof. Dr. Ian Towers, Prof. Dr. Brigitte Biehl).

- Digital Leadership. Panel presentation: What can we learn from artists for leadership communication (Yannick-Ole Curdt, Tim Thaler, Dirk Erchinger). Digital Festival (Hullabaloo; Prof. Dr. Brigitte Biehl).

Furthermore, discussions with guest speakers (Hanieh Sabokbar, fashion designer; Daniela Verde Nieto, cofounder and CEO, Positive Luxury, London; and Annette Waibel-Butzin, annabuzzi, Berlin) about luxury, consumption, and sustainability were held at the Berlin School of Popular Arts. The persons responsible for this event were Prof. Dr. Svenja Tams and Prof. Dr. Brigitte Biehl.

Events promoting the transfer between research/art and teaching

Two students created videos as arts-based research on "The Kardashians" and "RuPaul's Drag Race" and presented the videos at SOPA Festival. The videos are available at these links:

- https://www.youtube.com/watch?v=jiLTsHognzA&list=PLVAq2_6r4k183hCoNAQN6GUTfHwv-aJ8F&index=15
- https://www.youtube.com/watch?v=UPPlbot3160&list=PLVAq2_6r4k183hCoNAQN6GUTfHwv-aJ8F&index=9

Students also discussed "Game of Thrones" and leadership throughout the semester as part of this event. The event was supervised by Prof. Dr. Brigitte Biehl.

The initiative "Songs of Substance" by Jocelyn B. Smith was initiated in 2020 at the Berlin School of Popular Arts. The movement reminded the artists that they had the skills, tools, and independence to contribute to making a change. Diverse panels and discussions took place with Prof. Dr. Agnes Schipanski.

Steps Ahead took place in its 16th edition. This series has given musicians the opportunity to meet music editors from radio and print, label/publishing staff, songwriters, and producers in direct dialogue: Participants received direct feedback on their music from decision-makers from the media and industry. The 16th edition of Steps Ahead was organized in cooperation with popNRW and the c/o pop Convention in Cologne. Recording and broadcasting took place as part of the c/o pop Convention ("New Talent") on October 15, 2020. Videos of this event are available at <https://www.youtube.com/watch?v=uobwyMyGdBY>. This event was led by Prof. Robert Lingnau and Tim Thaler.

Further projects and activities

In 2020, a weekly concert series "Brotfabrik Now," in cooperation with the Brotfabrik Berlin, was held. The responsible person was Prof. Robert Keßler.

In cooperation with the Kunsthochschule Berlin-Weißensee the event "Digital Catwalk" was hosted. This event was also led by Prof. Robert Keßler.

Another project, "KMA-Artwalk" (Karl-Marx-Allee, Berlin), was initiated in 2020. In this project, an art walk at the Karl-Marx-Allee with audiovisual installations, interaction with the audience, readings, virtual concepts, and a catwalk was developed by designers and more.

More information can be found at www.kma-vision.de. This project was led by Prof. Dr. Matthias Welker.

2.5 Highlights at the Berlin School of Design and Communication

Special publication achievements of professors/research associates

Beronneau, G. (Hrsg.). (2020). *Artefakte 02 – Design Thinking als Methode sozialer Innovation*. Heidelberger Hochschulverlag.

Androschin, K., & Leihener, J. (2020). Strategisches Design im Kontext der syrisch-libanesischen Fluchtmigration. Reflektionen über Design Thinking als Methode für Soziale Innovation. In G. Beronneau (Hrsg.), *Design Thinking als Methode sozialer Innovation*. Heidelberger Hochschulverlag.

Junge, J. (2020). Spielen. In O. Zimmermann & F. Falk (Hrsg.), *Handbuch Gameskultur – Über die Kulturwelten von Games* (pp. 23–28). Deutscher Kulturrat e.V.

Junge, J. (2020). Spielen? Warum Nutzloses nützlich sein kann. In A. Lang & N. Maier-Michalitsch (Hrsg.), *Spielen bei Menschen mit Komplexen Behinderungen* (pp. 9–38). Bundesverband für körper- und mehrfachbehinderte Menschen e.V.

Leihener, J. (2020). Auf dem Weg zur New Work Etiquette. In S. Eversloh & I. Schürmann (Hrsg.), *New Work: Knigge reloaded: Umgang und Netiquette in einer agilen Arbeitswelt*, C.H. Beck.

Hosted conferences/workshops/expert talks

The event "SRH Next – Your future starts now" took place on February 20, 2020, at the campus of the Berlin School of Design and Communication. Together with renowned companies and agencies from the digital and creative industries, such as Heimat Berlin, Dan Pearlman, Blogfoster, and d&p Kommunikation, students organized the "SRH Next – Your Future starts now" event. The aims were to provide an overview of possible employers, create opportunities to ask questions about professional life, and gain interactive insights into the different industries. The program included exciting guest lectures, guided workshops by industry representatives, a free application photo session with a photographer, a wall full of job advertisements, and free advice on application documents. The persons responsible for this event were Prof. Dr. Arta Ante and Prof. Ralf Kemmer (see also Creativity Report).

The exhibitions "Selected" and "Selected. Art by far" (<https://art-by-far.com>) took place in February 2020 and September/October 2020. The first exhibition in 2020 was still opened with a vernissage and public audience. Due to the coronavirus pandemic, the graduates' work in the second exhibition was presented in an abbreviated form (and partly in digital form) at the campus of the Berlin School of Design and Communication. Unfortunately, there was no vernissage and visitors had to register in advance. Both exhibitions featured the work of graduates from all study programs of the Berlin School of Design and Communication, and "Art by far" also featured selected other work from different study programs and semesters.

Responsible for both exhibitions were all study program directors and the school's academic director.

Further projects and activities

The book "Design Thinking as a Method of Social Innovation" was published. From the back of the book: *"In 2018, the project »Community Space« started in cooperation with the Académie Libanaise des Beaux-Arts (alba) – University of Balamand in Lebanon as part of the research focus »Foreign and Foreignness«. Through the process of designing a »Community Space« for a refugee camp in Lebanon, the project investigated the topic area »foreignness«. Students from Berlin and Beirut from artistically oriented fields of study used Design Thinking to explore how social spaces can be designed in situations of crisis. The research question was: How can the space in a refugee camp be designed in such a way, that it has an activating effect, so that foreignness can be processed and that creative and positive impulses arise among the residents and are transformed into action? The complex Design Thinking process, viewed from the students and a scientific perspective, as well as the concept for the design of the »Community Space« for the refugee camp are presented in this publication."* Prof. Gilbert Beronneau, program director of the master's program Social Design and Sustainable Innovation, was the editor of this book. Also part of the project and represented in the book were Prof. Katrin Androschin and Prof. Julia Leihener, program directors of the master's program Strategic Design.

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) Third-Party-Funded Projects
- 3) Institutes
- 4) Ethics Committee

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 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 2020.

3.2.1 Projects completed in 2020

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).

DAAD: Visiting Professor Dr. Osvaldo Romero

The German Academic Exchange Service (DAAD) funded Prof. Romero's visiting professorship at SRH Berlin University of Applied Sciences. During his time with SRH Berlin University of Applied Sciences, Prof. Romero aimed to intensify research activities between Cuba and Germany and promoted knowledge exchange.

SRH School: Berlin School of Management

Duration: 01.09.2019-31.08.2020

Project volume: 73.381,50 €

Funded by: DAAD

SRH Participants: Prof. Dr. Ines Carstensen and Prof. Dr. Michael Hartmann

In Cooperation with: Universidad de Sancti Spiritus, Kuba (UNISS)

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

This project supported professional exchange of ideas, manpower and higher education strategies between Germany, Albania and North Macedonia, putting an emphasis on sustainable development. The aim was to avoid ethnic conflicts, to strengthen collaboration across borders and to support democratic developments and civil society. Furthermore, collaborations were encouraged and enhanced across borders.

SRH School: Berlin School of Management

Duration: 01.01.2020 - 31.12.2020

Project Volume: 39.930,00 €

Funded by: DAAD

SRH Participants: Prof. Dr. Goran Rafajlovski, Kirsten Matthes

In Cooperation with: Nehemiah Gateway University (Pogradec, Albania), St. Cyril and Methodius University (Skopje, North Macedonia)

DAAD: East-West Dialogue: Post-phase of the Mega-Event FIFA World Cup 2018 in Kaliningrad (Russia)

The project aimed to analyse the Mega-Event FIFA World Cup 2018 from a variety of different perspectives, drawing conclusions for the pre-event phase for the "Kant-Year 2024" in Kaliningrad, Russia.

SRH School: Berlin School of Management

Start: 01.01.2020 - 31.12.2020

Project Volume: 7.911,00 €

Funded by: DAAD

SRH Participants: Prof. Dr. Dirk Hagen

In Cooperation with: Martin-Luther-University Halle-Wittenberg and the Baltic Federal Immanuel Kant University (Kaliningrad, RUS)

DAAD: ALBA – Social Design

The university cooperation "Social Design", which has been in place since 2019, envisaged a sequence of four 8-day workshops in 2019 (2 workshops) and 2020 (2 workshops) in the areas of "Socially Engaged Art", "Urban Design", "Sustainable Fashion" and "Civil Society".

The aims of the workshops were the joint artistic treatment and further development of the aforementioned thematic areas on the basis of concrete application-oriented questions with different media (film, graphics, illustration, interactive formats, photography, modeling) and the scientific examination of theoretical focal points and positions in these areas.

SRH School: Berlin School of Design and Communication

Start: 01.03.2019 - 31.12.2020

Project Volume: 192.898,00 €

Funded by: DAAD

SRH Participants: Prof. Gilbert Beronneau

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

BMBF: Family Literacy - Health-Related Basic Competencies (FLiGe): Content and Evaluation in Cooperation with SRH Berlin

In this project, the Family Literacy approach aimed to increase the literacy and numeracy skills of parents in a family. With literacy and numeracy skills, the project intended to increase the basic health literacy of the parents in a family. In the spirit of the National Decade for Literacy and Basic Education, the aim of the project was to integrate a learning area, "Healthy Family" (working title), into the existing vhs* learning portal and to test, evaluate and optimize it during the project.

*Adult education centre

SRH School: Berlin School of Design and Communication

Duration: 01.07.2019 - 31.12.2020

Project Volume Total: 419.885,16 € **SRH Project Volume:** 414.656,67 €

Funded by: BMBF

SRH Participants: Prof. Gábor Kovács

In Cooperation with: IDG Institut für digitale Gesundheit, DVV Dachverband der Volkshochschulen

DCV: The Future of Coaching

This project aimed to derive scenarios for the future of business coaching in the German-speaking area of Europe (Germany, Austria, and Switzerland) within the framework of a Delphi study. In addition, challenges for coaches, coaching associations, coaching buyers and training institutes were examined.

SRH School: Berlin School of Management

Duration: 01.07.2019 – 30.06.2020

Project Volume: 5.000,00 €

Funded by: Deutscher Coaching Verband e. V. (DCV)

SRH Participants: Prof. Dr. Carsten C. Schermuly

In Cooperation with: University of Applied Sciences and Arts Northwestern Switzerland

3.2.2 Newly initiated projects in 2020

DBU: Recycling of the glass and the cells of PV-modules – ReGCell

With the help of "Green Chemistry", a recycling path for thick-film PV modules is to be developed. Both the toughened glass and the silicon cell are to be reused, and the processes and products are to be evaluated in terms of resource strategies.

SRH School: Berlin School of Technology

Duration: 01.02.2020 - 30.06.2021

Project Volume: 86.802,00 €

Funded by: DBU

SRH Participants: Prof. Dr. Gesa Beck

In Cooperation with: TH Aschaffenburg, IME RWTH Aachen, VDE, QCells, Solarverein Alzenau, Fraunhofer ARes

BMBF: Development and evaluation of an innovative recycling way for the recovery of tantalum from e-waste – IRETA 2

Based on a laser disassembling process and electrochemical treatment, a sustainable recycling route for tantalum from electronic waste is developed and a pilot plant built up by the industrial partner Mairec.

SRH School: Berlin School of Technology

Duration: 01.03.2020 – 28.02.2022

Project Volume: 129.417,84 €

Funded by: BMBF

SRH Participants: Prof. Dr. Gesa Beck

In Cooperation with: Mairec Edelmetallrecycling, Tantec, Robot-Technology, SLCR Lasertechnik, Smart Services, Tungsten, Fraunhofer ARes

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

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 - 30.09.2021

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)

IWS: Research Report for the hotel project „Gesundheitspark MAREN blue“ at Peenemünde – Karlshagen“

The Dresden based Institute of Global Hospitality Research analyses and evaluates the market conditions, regional impacts, political and economic factors as well as specific branding and positioning issues.

SRH School: Dresden School of Management

SRH Institute: Global Hospitality Research (IGHOR)

Duration: December 2020 - March 2021

Project Volume: 9.500 €

Funded by: IWS Immobilienwert Sachsen AG

SRH Participants: Prof. Dr. Hartwig Bohne

In Cooperation with: -

PNK: Veranstaltungreihe „Über Schreiben – Überschreiben“

Authors read their work and discuss revision processes publicly.

SRH School: Berlin School of Popular Arts

Duration: November 2020 – February 2021

Project Volume: 2.000 €

Funded by: Programm Neustart Kultur (PNK), „Tausend literarische Wiederbegegnungen“

SRH Participants: Prof. Dr. Katrin Girgensohn

In Cooperation with: Deutscher Literaturfonds e.V.

SEIFENMACHER - Advertising Soap

In the course 'Motion for Advertising', a classic soap advertising movie for Social Media was produced in cooperation with the Swiss Soap Company SEIFENMACHER, which handcrafts soap the old and natural way. The company has paid for props and additional film rental gear, e.g., high-speed cameras, powerful lighting, etc.

SRH School: Berlin School of Popular Arts

Duration: Jan/Feb 2020

Project Volume Total: 1.000 € **SRH Project Volume:** 300 €

Funded by: Swiss soap company SEIFENMACHER

SRH Participants: Prof. Sonja Umstätter

In Cooperation with: Swiss soap company SEIFENMACHER

Drive.Beta: TRU Dokus

Funk.net´s TRU Documentary format tells weekly stories on Youtube about inspiring people, remote realms and astonishing phenomena. In cooperation with head of content and editor Sabrina Scharpen, five films in three semesters were produced, two of which have been chosen and published on their channels. The format TRU and thus, two of the produced films and the SRH ex-student Svenja Nagel have been nominated for this year´s Grimme Preis.

SRH School: Berlin School of Popular Arts

Duration: Summer semester 2020 – Winter semester 2020/2021

Project Volume: 600,- €

Funded by: Drive.Beta

SRH Participants: Prof. Sonja Umstätter

In Cooperation with: funk.net (ARD/ ZDF-Online-Plattform)

FS: Ein Mega Cooles Team

A design-project with students of Visual and Interactive Media at SOPA, Berlin is conducted. The 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: Oct 2020 – April 2021

Project Volume Total: 2700 €

SRH Project Volume: 0 €

Funded by: Fett-SOS e.V. (FS)

SRH Participants: Prof. Lars Roth, Prof. Ricarda Wallhäuser, Students of SOPA

In Cooperation with: Fett-SOS e.V.; Sozialpädiatrisches Zentrum; Abteilung Interdisziplinär, Bereich Stoffwechselstörungen; Charité – Universitätsmedizin Berlin; Frau Dr. Sophie Kurstjens und Frau Sarah Roschke

Teaching Project Smart Phone App HomeConnect

This project aims to develop UX concepts and technology demonstrators in the context of Laundry Care in the HomeConnect App.

SRH School: Berlin School of Design and Communication

Duration: 10/20 – 02/21

Project Volume: 4.700,- EUR

Funded by: BSH Hausgeräte GmbH

SRH Participants: Prof. Dr. David Linner

3.2.3 Ongoing projects in 2020

BMW-ZIM: Technical development and built-up of a pilot plant for an economic and ecological reasonable recycling of metal/plastic composites – ReComp

In cooperation with the company Krall Kunststoff-Recycling, a technological process is to be developed to separate and process plastic-metal composite waste. Ultimately, the metals and plastics contained should be recovered according to type. The process developed should be sustainable (i.e. economical reasonable and ecologically harmless overall).

SRH School: Berlin School of Technology

Duration: 01.12.2019 - 31.12.2021

Project Volume: 115.358,00 €

Funded by: BMW-ZIM

SRH Participants: Prof. Dr. Gesa Beck

In Cooperation with: Krall Kunststoff-Recycling, TH Aschaffenburg

EU: COST Action CA 15221: We ReLaTe

This Action addresses the challenge of creating synergy among the increasingly more specialised and centralised supports for four key higher education activities - research, writing, teaching and learning - which frequently fail to capitalise on their shared territories and common ground. This Action addresses the dearth of professional conversations and research around the shared territory of support for, and development of, these four areas.

SRH School: Berlin School of Popular Arts

Duration: 24.10.2016 -23.04.2021

Project Volume: 650.000 €

SRH Project volume: 0 €

Funded by: Horizon 2020 Framework Programme of the European Union

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

In Cooperation with: Cf. <https://www.cost.eu/actions/CA15221/#tabs|Name:parties>

EU: Musical sonification of arm movements in stroke rehabilitation yields limited benefits:

In this project, stroke patients in both sites are randomly assigned to treatment or control groups and receive daily training of guided sequential upper limb movements additional to their standard stroke rehabilitation protocol. Treatment groups receive sonification.

SRH School: Berlin School of Popular Arts

Duration: 2015-2021

Project Volume: 1.2 Mio €

SRH Project Volume: 0 €

Funded by: EU; the Hertie Foundation

SRH Participants: Prof. Jörg Remy (SOPA), Nikou Nikmaram, Daniel S. Scholz, Michael Grossbach, Simone B. Schmidt, Jakob Spogis, Paolo Belardinelli, Florian Müller-Dahlhaus, Ulf Ziemann, Jens D. Rollnik, Eckart Altenmüller

In Cooperation with: Institute of Music Physiology and Musicians' Medicine, Hanover University of Music, Drama and Media, Germany; Institut für Neurorehabilitative Forschung (InFo), BDH-Klinikum Hessisch Oldendorf, Germany; Department of Neurology & Stroke, Hertie-Institute for Clinical Brain Research, Germany; Department of Psychiatry and Psychotherapy, University Medical Centre, Johannes Gutenberg University Mainz, Germany; SRH Hochschule der Populären Künste, Germany

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 at developing a European guideline for pre-contractual online liabilities for the usage at national enforcement authorities.

SRH School: Berlin School of Management

Duration: 01.10.2016 - 30.09.2021

Project Volume: 262.390,00 €

Funded by: DFG

SRH Participants: Prof. Dr. Alexander Wulf, Prof. Dr. Hans-Bernd Schäfer, Prof. Dr. Joanna Luzak, Dr. Ognyan Seizov

In Cooperation with: University Amsterdam, Bucerius Law School and University Hamburg

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 - 30.09.2021

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

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 – 30.09.2021

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, aligning education and training in ALM with labour market needs. It will provide a flexible pathway resulting in a postgraduate qualification (M. Sc.). SRH Berlin is providing a module that includes innovation management, change management and business planning. Five other European partners are involved (GB, F, E, SB, NL).

SRH School: Berlin School of Management, Berlin School of Technology

Duration: 01.09.2019 - 31.08.2022

Project Volume Total: 408.820,00 € **SRH Project Volume:** 70.890,00 €

Funded by: EU - Erasmus

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

In Cooperation with: University of Wolverhampton and more

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

The primary goal of the project is the further development of a study program in the field of music production as well as the development of specific competence schemes regarding practice in order to increase the student's employability. In addition, there will be an exchange of teachers and, above all, students.

SRH School: Berlin School of Popular Arts

Duration: 01.01.2019 – 31.12.2022

Project Volume: 181.804,80 €

Funded by: DAAD

SRH Participants: Prof. Robert Lingnau, Prof. Dr. Brigitte Biehl

In Cooperation with: University of Dar es Salaam

SAB/FS: Employer Branding in the districts of Sächsische Schweiz-Osterzgebirge

This is a cooperative project with DEHOGA Sachsen e.V., funded by Sächsische Aufbaubank and Fachkräfteallianz des Landkreises.

SRH School: Dresden School of Management

Duration: October 2019 – May 2021

Project Volume: 67.000 €

Funded by: Sächsische Aufbaubank (SAB) and Fachkräfteallianz des Landkreises (FS)

SRH Participants: Prof. Dr. Matthias Straub

In Cooperation with: DEHOGA Sachsen e.V.

3.3 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

3.4 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 Brusch 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.

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	2	4	14	2	2
Baumgärtner, Alex	4	4	7	2	0
Bünthe, Claudia	6	1	7	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
Romero Romero, Osvaldo	4	40	15	4	2
Schermuly, Carsten	59	44	112	2	7
Seisreiner, Achim	14	2	3	2	7

Stecker, Christina	15	9	24	5	0
Ternès von Hattburg, Anabel	83	31	46	10	9
Towers, Ian	15	11	18	5	1
Wulf, Alexander	17	18	8	8	6
	309	274	359	80	59

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	27	3	11
Hartmann, Michael	1	37	5	4	7
Haufe, Knut	1	3	8	1	0
Iliev, Alexander	0	6	14	4	4
Neumann, Klaus-Ulrich	3	98	16	2	5
Rafajlovski, Goran	3	9	37	3	4
Stantchev, Vladimir	32	35	19	29	13
Tamm, Gerrit	17	10	15	4	3
	59	226	141	50	47

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	5	2	14	2	7
Bohne, Hartwig	6	1	2	1	0
Borkmann, Vanessa	8	0	22	3	38
Gellweiler, Susanne	2	3	2	1	
Kahle, Ute	1	1	8	4	1
Soleimani Zoghi, Farzaneh	1	9	10	2	1
Straub, Matthias	6	1	9	1	1
	29	17	67	14	48

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	23	41	2	1
Biehl, Brigitte	22	19	54	8	4	1

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	6	3	28	0	2	0
Ehrhorn, Tilman	0	0	0	1000	3	0
Von Georgi, Richard	17	131	3	5	6	4
Girgensohn, Katrin	58	7	NA	NA	8	15
Jürgens, Pepe	0	4	6	31	0	0
Kahl, Rolf Peter	2	2	4	300	1	0
Keßler, Robert	0	0	5	20	4	0
Kleiner, Marcus S.	23	14	105	4	3	0
Lingau, Robert	0	0	100	800	6	3
Middelkamp, Matthias	0	0	0	100	3	0
Remy, Jörg	0	1	1	150	3	4
Roth, Lars	0	0	8	16	2	6
Schipansky, Agnes	3	0	7	0	2	1
Secara, Marc	0	0	0	5	1	1
Sennewald, Nadja	29	1	49	15	4	9

Starcke, Katrin	2	24	46	NA	1	3
Tams, Svenja	7	7	5	4	4	6
Teigler, Rolf	0	0	0	28	2	0
Wallhäuser, Ricarda	0	0	3	45	0	1
Welker, Matthias	5	0	0	12	3	0
	206	208	444	4084	65	55

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			
Borchardt, Bettina	1	0	0	20	0	8
Denz, Sebastian	22	0	100	50	1	3
Fischer, Marcus	1	0	30	25	3	7
Kahle, Ute	1	1	8	NA	4	1
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
	60	16	168	127	19	25

4.1 Professors and Research Associates at the Berlin School of Management

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Prof. Dr. Arta Ante

Berlin School of Management

- Professor of Communication Management

Research/Artistic Foci

Prof. Dr. Arta Ante focuses her research on intercultural communication, art management, gender focused communication as well as qualitative empirical methodology.

Career

Prof. Dr. Arta Ante is an expert in international and intercultural communication. She has held several senior positions in international organizations, like the United Nations and the International Federation of the Red Cross. Her tasks included Communication, Management and Fundraising. Her interdisciplinary profile with degrees in international management, political and social sciences as well as in art history has been shaped in many European academic institutions like the University of Bordeaux, the Institut des Hautes Etudes Européenne (IHEE) in Nice, the University of Vienna, as well as at the Freie Universität Berlin.

After finishing her doctorate in 2009 (Dr. phil.) with summa cum laude in Vienna, she lectured at the Danube University Krems, the University of Potsdam as well as in several universities of applied sciences like the HTW and the SRH Berlin University of Applied Sciences. At Berlin's Humboldt University she was awarded the Post-Doc Fellowship from the Berlin Equal Opportunities Program (BCP) for research done on the topic of gender focused communication in academic settings. One year later she coordinated for Humboldt University a third-party project proposal under the framework of "Horizon 2020" European Programme with a 2.3 million euros budget and 11 European partner institutions.

At SRH Berlin University of Applied Sciences, she lectures among others Corporate Communication, PR and Intercultural Communication.



Prof. Dr. Alex Baumgärtner

Berlin School of Management

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

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

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.

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 Programme & 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 Bäsch 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 with a focus on 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 Maquarie 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
- Programme 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. Osvaldo Romero Romero

Berlin School of Management

- Professor of Sustainable Management and Renewable Energy

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.
- Biogas production from waste from local food, wood and sugar cane industries for increasing self-sufficiency of energy in Sancti Spiritus, Cuba.



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 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 for the Institute of Labour at 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 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 assisted with research and teaching for the Chair of German and European Social Policy and Comparative Politics.

In 2003, Prof. Dr. 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. From 1999, she lectured at different public and private universities and began lecturing at SRH Berlin University of Applied Sciences in 2012. She conducts training seminars for Work-Ability-Coaching (Arbeitsbewältigungs-Coaching, ab-c[®]) and became Professor of Economics at SRH Berlin University of Applied Sciences in 2015.

Research/Artistic Activities

For more than fifteen years, Prof. Dr. Stecker has been looking for answers to the challenges of ageing staff in an era of rapid digital and demographic change. Her special focus is about maintaining work ability and strengthening the work ability and employability of all generations against the back-drop of workplace digitization and leadership in small and medium-sized enterprises (SMEs) as well as in the public service sector. Prof. Dr. Stecker successfully acquired and led two demography Projects, „GeniAL – Generational Management in Working Life“, funded by the Federal Ministry of Labour and Social Affairs

(BMAS) in Berlin and the Initiative Neue Qualität der Arbeit (INQA), as well as the transnational Project "Smart Region – Age Management in innovative Regions", funded by the European Social Fund (ESF). She continues to conduct training seminars for Work-Ability-Coaching (Arbeitsbewältigungs-Coaching, ab-c[®]) and sensitises firms, and socio-political actors to work ability, healthy and age appropriate working conditions. Prof. Dr. Stecker's current research projects include Idiosyncratic job arrangements (I-Deals), strategic management and innovative leadership strategies for the "Digital Transformation" from an Institutional and Behavioural Economics Perspective.



Prof. Dr. Anabel Ternès

Berlin School of Management

- Professor for International Business Administration and Communication Management, majoring Digitization, Communication Management, HR, Health and EduTech
- Managing Director of the International Institute for Sustainability Management (IISM)

Research/Artistic Foci

- European Green Deal
- Future Skills
- Digital Health
- Mental Health – Prevention and Rehabilitation

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 secondary school 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 in international companies, including Fielmann and Samsonite.

She is one of the leading minds for the 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 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. She is Director Future Strategy at SRH. The author of more than 50 books, she writes for Focus, Impulse and Sales Excellence, among others.

Research/Artistic Activities

Prof. Dr. Anabel Ternès von Hattburg has been conducting significant research, primarily in the fields of human resources, corporate health management, corporate communication, and digital transformation. The publications Agenda HR, Digitalisierung als Chancengeber and Digitalpakt – was nun? are only few examples of the impactful outcomes of her scientific efforts



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 (Bachelor of Arts)

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

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

Changes in the world of work, demographic change, retirement, psychological empowerment

Research/Artistic Activities

Ivana Drazic examines interactions between two trends in the organizational context: While the workforce in many industrialized countries is getting older on average, more and more companies are adopting innovative ways of working. In her first paper, she investigated the acceptance of an agile project management methodology – Scrum – depending on employee age and the perceived age climate. So far, she has taught Leadership, Work and Industrial Psychology, Personality Psychology and Psychological Diagnostics as well as Dynamics in Business and Society to Bachelor and Master students.



Jan Koch, M. Sc.

Berlin School of Management

- Research Associate of the International Business Administration Programme (in German)

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.



Rebecca Prell, M. Sc.

Berlin School of Management

- Research Associate of Global Institute

Research/Artistic Foci

Physiopsychology, Neuropsychology, Heart rate variability (HRV), Decision-making

Research/Artistic Activities

Rebecca Prell studied psychology and human factors in Berlin. Her dissertation 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.



Tobias Stähler, M. A.

Berlin School of Management

- Research Associate of the Communication Management and E-Business Programmes

Research/Artistic Foci

Journalism, political communication, internal corporate communication, and networking research

Research/Artistic Activities

Tobias Stähler is PhD Candidate at the University of Eichstätt-Ingolstadt under the supervision of Prof. Dr. Klaus-Dieter Altmeppen. His dissertation is entitled "Power Transformation in German Parliamentary Journalism". In 2014, he began conducting research about internal corporate communication (employee marketing and behavioural branding) with the International Institute for Sustainability Management.



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".

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

Research/Artistic Foci

The work of Professor Beck is in the fields of “Environmental Technologies” for an innovative and sustainable use of material and energy resources.

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 and was the project leader in several projects amongst others in “Solid Oxide Fuel Cells” and “Plastic Composites as Substitute for Critical Indium-Tin-Oxide”. In 2013 she became a Professor at the University Augsburg for the “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. In parallel, she has been the leader of the Fraunhofer-Applied Center for Resource Efficiency (ARess) since 2015.

Research/Artistic Activities

In her current research and development projects Professor Beck and her team develops “Innovative and Sustainable Ways for the Recycling of Metal and Plastic Composites”:

- BMWi-ZIM-Project „Technical development and built-up of a pilot plant for an economic and ecological reasonable recycling of metal/plastic composites – ReComp”, Partner: Krall Kunststoff-Recycling, running time: 01/12/2019 -31/08/2021
- BMBF-Project „Development and evaluation of an innovative recycling way for the recovery of tantalum from e-waste – IRETA 2”, Partner: Mairec Edelmetallrecycling,

Tantec, Robot-Technology, SLCR Lasertechnik, Smart Services, Tungsten, Fraunhofer ARes, running time: 01/03/2020 – 28/02/2022

- ESF-Project „Resource efficient production by sustainable process innovations – RENPI“, e-Learning Weiterbildungsprogramm, Partner: TH Aschaffenburg, virtuelle Hochschule Bayern, running time: 01/07/2018-31/08/2020



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 Computer Science with focus on Big Data

Research/Artistic Foci

Professor Alexander I. Iliev earned his Ph.D. from the College of Engineering at the University of Miami (UM). During his appointment at UM he had the opportunity to share positive experiences with both undergraduate and graduate students. He taught undergraduate and graduate level classes at the College of Engineering as well as at the School of Communication, where he was also a member of the thesis committee for four consecutive years.

Career

Professor Alexander I. Iliev earned his Ph.D. from the College of Engineering at the University of Miami (UM). During his appointment at UM he had the opportunity to share positive experiences with both undergraduate and graduate students. He taught undergraduate and graduate level classes at the College of Engineering as well as at the School of Communication, where he was also a member of the thesis committee for four consecutive years.

Research/Artistic Activities

Professor Alexander I. Iliev earned his Ph.D. from the College of Engineering at the University of Miami (UM). During his appointment at UM he had the opportunity to share positive experiences with both undergraduate and graduate students. He taught undergraduate and graduate level classes at the College of Engineering as well as at the School of Communication, where he was also a member of the thesis committee for four consecutive years.



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 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 re- searcher 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 Else- vier-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. Goran 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. 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 (Bachelor of Science), Computer Science with Focus on Cybersecurity (Master of Science), Computer Science with Focus on Big Data and AI (Master of Science)

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 (e.g., PwC, fuentis AG), 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, "Crises management in hospitals". He was the SRH project head and 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.

Research Associates at the SRH Berlin School of Technology



Bum-Ki Choi

Berlin School of Technology

- Research Associate of Waste and Water Technologies.
- Member of Institute of Applied Resource Strategies IARS

Research/Artistic Foci

Hydrometallurgical recycling processes, separation of multi-layered composite materials

Research/Artistic Activities

Bum-Ki Choi's research focuses on the development and implementation of projects in the field of metal recycling via hydrometallurgical processes. He is mainly working on the recovery of metals from electrical and electronic waste and the separation of metal-plastic composites.



Thomas Pfeiffer, Dipl.-Ing.

Berlin School of Technology

- Research Associate of the Engineering Programme

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.

Further academic staff at the Berlin School of Technology:

- Prof. Dr. Reiner Creutzburg
- Prof. Dr. Stephan Szuppa
- Adriana Bernal-Osorio
- Arantza Paulina Aguilar Ramirez
- Md Saiful Islam
- Sree Ganesh Thotempudi

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 Eventmanagement
- Member of Institute of Global Hospitality Research and Institute of Service Management

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 experimental designs and non-parametric approaches to influence and predict consumer behavior in the mass tourism context. A further research focus is the impact of the current COVID-19 crisis on the hospitality and tourism industry.



Prof. Hartwig Bohne

Dresden School of Management

- Head of B. A. International Hotel Management
- Head of M.A. International Business & Leadership/ M.A. Hospitality Management & Leadership
- Managing Director of the Institute of Global Hospitality Research

Research/Artistic Foci

His research is focused on human relations in hospitality, especially employer branding, retention management, leadership culture and people development. Furthermore, he is analyzing hotel trends and international networks, digital services and challenges for the hotel industry.

Career

Prof. Dr. Hartwig Bohne started his career with an apprenticeship as hotel specialist at the Kempinski Hotel Taschenbergpalais Dresden, followed by his first position at the reception at the Kempinski Hotel President Wilson Geneva. For his studies in Business Administration he moved to Trier (University Trier) and Strasbourg (Strasbourg Business School IECS), where he majored in Tourism und International Management. Afterwards he was economic adviser at the German Hotel Association in Berlin, lead the department of apprenticeship management & university relations at the head office of Kempinski Hoteliers in Munich and started his own consulting company hpc bohne - Strategiepartner der Hotellerie in 2011. From 2013 till 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 University Trier (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 Hochschule Berlin Campus Dresden responsible for several study programs and serving as Managing Director of the Institute of Global Hospitality Research.

Research/Artistic Activities

In 2019 he attended conferences in Hing Kong and Venice presenting results of research projects and analysis regarding distribution channels, co-operative structures between hotels and universities as well as digital impacts on hotel sales and marketing. Furthermore, he is an active member of the German Society for Tourism Research (DGT), the European Association of Hotel & Tourism Educators (EuroCHRIE) and the European Tea Society.



Prof. Dr.-Ing. Vanessa Borkmann

Dresden School of Management

- Professor for 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 | 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 psycho- logical 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. Susanne Gellweiler

Dresden School of Management

- Professor for 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
 - Doctor of Philosophy - focus on Veranstaltungsmanagement
- 2009- 2018: Senior Lecturer in Event Management/ Programme Leader M.Sc. Event Management, Liverpool John Moores University, GB
- 2018 – 2020: Lecturer in Event Management, Kufstein University of Applied
- Since 10/2020: Professor in International Event Management

Research/Artistic Activities

February 2021: Chapter "Green washing" für das SAGE Encyclopedia of Tourism Management and Marketing



Prof. Dr. Ute Kahle

Dresden School of Management

- Professor for Social Work
- Head of Social Work

Research/Artistic Foci

Managerial and institutional focus on controlling of change processes in the field of disability and disadvantage from people in organizations and facilities focusing on social work. Didactic aspects on inclusion and participation with focus on inclusive teaching and learning processes. Social management and its development, national, Europewide and international comparisons.

Research/Artistic Activities

Managerial and institutional focus on controlling of change processes in the field of disability and disadvantage from people in organizations and facilities focusing on social work.

Didactic aspects on inclusion and participation with focus on inclusive teaching and learning processes. Social management and its development, national, Europewide and international comparisons. Digitalization referring to addressees and institutions of social work:

- Development of organizations and facilities referring social work in context of socio-political dimension and social space
- Management understanding, leadership in social organizations
- Child and Youth Services, Disability Services, Migration Services, services for elder people
- Vocational rehabilitation
- Professionalization, De-professionalization
- Personal social services, its quality and controlling
- Inclusive didactic and methodology
- Participation, new quality of participation for disabled and disadvantaged people
- Intersectionality and diversity
- Digitalization

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 focus of Leadership

Research/Artistic Foci

Diversity Management, Intercultural Studies, Gender Studies, Behavioral Science in Service Oriented industries, Consumer Behavior and Sustainability

Career

Prof. Dr. Soleimani Zoghi studied English literature at the University of Tabriz in Iran and worked as foreign trade manager and procurement specialist in industrial markets for five years, there she developed an interest in business issues. She attended Free University in Iran and graduated with a Master of International Marketing Management in 2008. Prof. Dr. Soleimani Zoghi worked as marketing manager and business consultant for various companies in Iran and Turkey. She completed her PhD in Production Management and Marketing at Marmara University in Turkey. Before joining SRH Dresden School of Management in 2019, she worked in several universities in Berlin as freelancer lecturer for 4 years. She also joined a research project at SRH Contractual Management Institute (CMI) Berlin for two years.

Research/Artistic Activities

Currently Prof. Dr. Soleimani Zoghi is researching the effect of culture shock on international student's adoption process. She is also examining emotional intelligent as a determinant factor for female immigrant's career success.

Furthermore, she is interested in using behavioral science to improve customer experience in service industry and she is working on some project ideas regarding to this topic.



Prof. Dr. Matthias Straub

Dresden School of Management

- Professor of Professor of General Business Administration with a focus on Hospitality/ Tourism
- Program Director of International Hotelmanagement (B.A.), International Tourism- and Eventmanagement (B.A.), International Marketing Management (B.A.)

Research/Artistic Foci

Prof. Straubs 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.

Research Associates at the Dresden School of Management



Dr. Jörg Männicke

Dresden School of Management

- Research Associate of the International Hotel Management Programme (IHM)
- Member of Institute of Service Management (ISM)

Research/Artistic Foci

Entrepreneurial thinking and acting in hotels

Research/Artistic Activities

Dissertation published in April 2020 at TU Dresden / Faculty "Transport Sciences" / Chair "Tourism"

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Prof. Bene Aperdannier

Berlin School of Popular Arts

- Professor of Piano and Ensemble

Research/Artistic Foci

- arranging/composing for Orchestra+ Singer, Concert in Berlin Philharmonie, March 2022, with Argentine Singer Lily Dahab and Sinfonie Orchester Berlin
- arranging/composing for the new album of Argentine Singer Lily Dahab, release probably autumn 2022
- composing for German actress/singer Katrin Sass, tour spring 2022
- recordings for producer pool Uwe Fechner, Henning Verlage, Simon Gattringer

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 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/Pianist 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 Rugg, 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, March 2022, with Argentine Singer Lily Dahab and Sinfonie Orchester Berlin
- arranging/composing for the new album of Argentine Singer Lily Dahab, release probably autumn 2022
- composing for German actress/singer Katrin Sass, tour spring 2022
- recordings for producer pool Uwe Fechner, Henning Verlage, Simon Gattringer



Prof. Dr. Michael Beuthner

Berlin School of Popular Arts

- Professor of Journalism and PR
- Head of Study Programme 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.

Prof. Dr. Beuthner is a coordinator of several media-projects and -cooperations. In the last years he was curator of photo-exhibitions. 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 IWK Institut für Weiterbildung in der Kreativwirtschaft

Research/Artistic Foci

Brigitte Biehl (Biehl-Missal)'s research brings art, aesthetics and management together. This includes researching aesthetic and artistic phenomena in marketing and society and learning for leadership and management from popular culture (TV series, performance, dance and DJ studies). Critical, social, and gender perspectives are included into the research.

Career

Prof. Dr. Brigitte Biehl (Biehl-Missal)'s background is in theatre, film and media studies and business studies. She 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 is invited for seminars and keynotes around the globe (Zhejiang University, Hangzhou, China; Sangmyung University, Seoul, South-Korea; KulturInvestKongress, Berlin). For her academic career, she benefits from her former work experience in Public Relations (Ketchum Pleon) and Journalism (Frankfurter Rundschau). Biehl is a Brain City Berlin Ambassador, Editor of the "Organizational Aesthetics" journal, and a member in different professional bodies (EGOS, VIDA, InVisio, AACORN).

In 2020, she further developed her home schooling and family management skills for two boys aged 10 and 12. Most of her plants died, though.

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 detail in this report.

Her artistic contributions include the moderation of a jazz night where music is used for organizational change and development (2019), dance and art workshops for organizational development (2018, 2019, Switzerland), guerilla knitting initiatives (2014), and a range of

theatrical performances: Biehl worked with René Pollesch (Mousonturm Frankfurt; Volksbühne Berlin); and Rimini Protokoll (HAU Berlin), acting as a performer and advisor when declaring Daimler's annual general meeting a theatre performance (2009). She also worked with Naneci Yurdagül (Städtische Schule Frankfurt, Kanak Attack) for several performances staged in Berlin and Paris, supported by public funding.

In her role as a Head of Studies, she uses her wide network into the creative scene, bringing in experts as guest speakers (e.g. Friedrichstadt Palast; Berghain Ostgut) and facilitating artistic projects (Alienation Performance, 2020; Eulen Performance, 2019), also in cooperation with other universities (ICN Business School Berlin, Paris, Nancy).



Prof. Dr. Dr. Marcel Bisges

Berlin School of Popular Arts

- Professor of Copyright and Media Law
- Chairman of the Regulatory Resources Committee

Career

- 2014: Doctor of Economics (dr. rer. pol.), Lüneburg
- 2013 - Present: Professor for Copyright and Media Law, SRH Berlin University of Applied Sciences
- 2010: admitted to the bar, Berlin
- 2010: Second state examination in law, Berlin
- 2009: Doctor of Law (dr. iur.), Hamburg
- 2007: Master of Laws (LLM. Information Law), Düsseldorf
- 2006: First state examination in law and diploma (Dipl.-Jur.), Berlin
- 1996 - 2005: Entrepreneurial activity in the internet industry
- Studied business administration in Berlin
- Studied law in Düsseldorf, Hagen, Berlin and Hamburg



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

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.



Prof. Dr. M.A. Dipl.-Psych. Richard von Georgi

Berlin School of Popular Arts

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

Research/Artistic Foci

Music and Emotion, Personality, Stress and Health, Test Theory and Construction

Career

- 2019 - Present: Head of Berlin Institute of Biomusicology and Empirical Research
- 2018 - Present: Head of Pop-Ambulanz (healthcare centre for pop musicians) Berlin
- 2016 - Present: Professor for Media Psychology at the Berlin School of Popular Arts, SRH Berlin University of Applied Sciences
- 2013 - 2015: Professor for Statistics, Methods and Evaluation at the International Psychoanalytic University Berlin
- 2012 - 2013: Research assistant at the Justus-Liebig University Gießen in a DFG/SNF-Lead Agency Project „The relevance of ‘Participatory Discrepancies’ (PDs) for the perception of ‘Groove’ in Jazz and Funk Music” in cooperation with the MHS-Luzern
- 2011 - 2012: Freelancer at Hessian Radio in the course of lectures „Music – Symphony of Life” (scientific supervision)
- 2008 - 2010: Head of the complementary-oncologic counselling at the Justus-Liebig University Gießen, Susan G. Koman foundation
- 2005: Habilitation (venia legendi in medical psychology)
- 2002 - 2006: Assistant head of department Medical Psychology at the Justus-Liebig University Gießen
- 2001 - 2011: Magister study of musicology at the Justus-Liebig University Gießen final grade: Magister Artium
- 2000 - 2007: Research assistant at the Justus-Liebig University Gießen, Department for Medical Sociology and Psychology
- 1999: Doctoral degree (Dr. biol. hum.), final grade: summa cum laude
- 1998: Research assistant at the project „Measurement of relaxation ability in participants of hypnosis education” founded by the German Society of Hypnosis (DGH)
- 1994 - 2000: Research assistant at the Justus-Liebig University Gießen, Department for Medical Psychology
- 1994: Research assistant at the project „Evaluation” – Testing subjective theories, founded by the German Research Foundation (DFG)

- 1987 - 1994: Diploma study of psychology at the Justus-Liebig University Gießen final grade: Dipl.-Psych.



Prof. Katrin Girgensohn

Berlin School of Popular Arts

- Professor of Writing Studies

Research/Artistic Foci

Writing, Higher Education Research

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

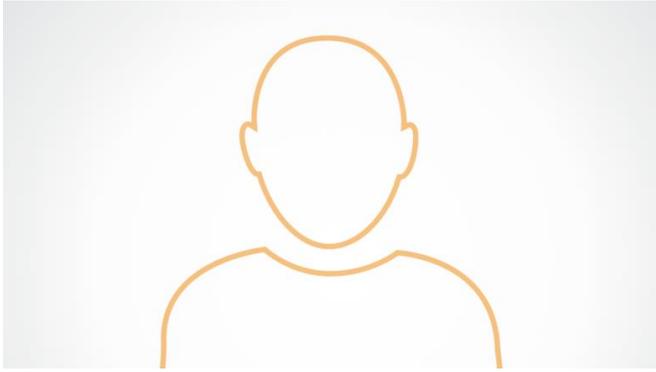
Prof. Pepe Jürgens studied visual communication and digital media at the Karlsruhe University of Arts and Design / Centre for Art and Media Karlsruhe (ZKM). He acquired many years of experience in the conception, design and production of digital projects for companies and institution such as Orange, 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.

Research/Artistic Foci

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

Career

- "Outstanding instrumentalist!" (Guitar and Bass 07/09)
- "Promising and very worth listening to, his solos are outstanding gems"(Andreas Polte - Archtop Germany 12/08)
- "Keßler's debut is a bang for the buck" (Alexander Schmitz Dec.08)
- "An unobtrusive master of psychoacoustics and a gifted storyteller" (Wolf Kampmann 01/2021)
- 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

- 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.
- Robert Keßler plays guitars and amplifiers by Moffa, Hahl, Gibson, Fender, Martin, Hanika and Dr.Z.

Research/Artistic Activities

Discography:

- "Robert Keßler Trio - Bloodline" - GLM Records 2021.
- "Klezmeyers - Moravica" - GLM Records 2017
- "Elen Wendt - Elen" – 2015
- "Klezmeyers - Emilia's Smile" GLM Records 2015
- "Son Madol - Sly Ranja Loca" Octason Records 2009
- "Robert Keßler's Goya - Jasmin" YVP Records 2008

Videography:

- Robert Keßler Trio – Jesaja 41,10 – 2021 - <https://youtu.be/9VzklZzZPq0>
- Robert Keßler Trio – EPK „Bloodline“ – 2021 - <https://youtu.be/COTgy-0raSw>
- Robert Keßler Trio – Jasmin – 2017 - <https://youtu.be/Ss3-P2rhCew>
- Robert Keßler Trio – Little People – 2017 - <https://youtu.be/1UbGmEuE8i0>
- Robert Keßler Trio – I don´t need no doctor – 2017 - 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 Qaurtett -2020 - 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
- 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 for Sound Synthesis and Computer Science for Musicians
- Programme Director Audiodesign B.A.
- Programme Director Computing and the Arts M.A. (interim)

Research/Artistic Foci

His field of research is in the area of human-computer interaction in a musical-performative context. Musically, he is active in the field of experimental improvised music.

Career

In 2015 he was called to the SOPA as professor for sound synthesis and music informatics. From 2016 until 2021 he was the Program Director for Audio Design B.A. He initiated the new Master program M.A. Computing and the Arts in 2020 and was responsible for the course as an interim Program Director until 2021. Previously he worked in the INKA research group at the University of Applied Sciences (HTW) as a research assistant and for international audio software manufacturers such as Ableton, Native Instruments and interdisciplinary agencies such as Archimedes Moving Science as a software developer and product manager.

Research/Artistic Activities

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>



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



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 of Media Economics

Research/Artistic Foci

- Organizational development, Agile leadership and HR management, corporate culture, Generation management, Creative competence, Innovation development, including in the creative industries (relevance, processes, perspectives)

Career

- 10/1996 – 08/2002: Study of applied media science, Technical University (TU) Ilmenau, Germany; Diploma in media science
- 01/2003 – 06/2003: Private enterprise internship EUTOP Bruxelles S.A., Brüssel; Scholarship student LEONARDO DA VINCI program, TU Ilmenau
- 12/2000 – 09/2003: Broadcasting Corporation South-West Germany (SWR), Stuttgart; 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: PhD student at TU Ilmenau, Germany (extra occupational)
- 05/2011 – 08/2013: Center for Leading Innovation & Cooperation (CLIC) at Leipzig Graduate School of Management (HHL); Post Doc
- since 10/2013: SRH Hochschule der populären Künste (hdpk), University of Popular Arts, Berlin; Professor of Media Economics
- 10/2013 – 04/2018: SRH Hochschule der populären Künste (hdpk), University of Popular Arts, Berlin: Head/director of the Institute of Education and Development in Creative Industries
- 04/2018 – 09/2019: SRH Hochschule der populären Künste (hdpk), University of Popular Arts, Berlin; Pro-Rector
- since 10/2019: SRH Berlin University of Applied Sciences: Entrepreneurship Ambassador

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 Experience 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

Research/Artistic Foci

General Psychology (Decision making), Clinical Psychology (Behavioral addictions), Music psychology (Musical chills; Emotion regulation through music; Music and health; Music and Behavior), Biological Psychology

Career

- 02/2014 Habilitation (venia legendi in psychology)
- 03/2009 PhD (Dr. rer. nat.)
- 06/2005 Graduation in psychology
- Since 03/2020: Director of the Berlin Institute of Biomusicology and Empirical Research (BIBER) at the SRH Berlin School of Popular Arts
- Since 09/2018: Professor of Biological Media Psychology at the SRH Berlin School of Popular Arts
- 05/2009 - 06/2018: Researcher at the University of Duisburg Essen, General Psychology: Cognition
- 06/2016 - 06/2018: Researcher at the Center for Behavioral Addiction Research (CeBar) at the University of Duisburg-Essen
- 03/2015 - 06/2018: Researcher at the Erwin L. Hahn Institute for Magnetic Resonance Imaging, Essen
- 02/2012 - 04/2012: Research visit at the Center for Addiction Research, Academic Medical Center Amsterdam
- 06/2008 - 04/2009: Researcher at the University of Osnabrück, General Psychology II and Biological Psychology
- 07/2006 - 06/2008: PhD student at the University of Bielefeld, Physiological Psychology

Research/Artistic Activities

Empirical research on topics in general psychology, clinical psychology, and music psychology. Collection of subjective, behavioral, and biopsychological data.



Prof. Dr. Svenja Tams

Berlin School of Popular Arts

- Professor of Management, Organizations & Leadership

Research/Artistic Foci

Change work and career making in a context of societal challenges, including sustainability. My work advances innovative leadership and professional development practices for purposeful action in a changing world. My approach is informed by more than two decades in management development and research, examining the communicative practices by which management and organizational practitioners, change agents and organizations construct a better alignment across people, purpose, planet and prosperity.

Areas of expertise: management learning, leadership development, people and organizations, HRM, career development, employee engagement, responsible management, sustainability, 'new work', project management, teams and communications, inter-cultural communications, change management, action learning, systemic coaching, community engagement, learning communities, knowledge management, brand strategy, marketing, brand co-creation, performance management, digital transformation, engaging online learning, research with people, design/arts-based and embodied methods.

Career

- 2018 – Present: Professor of Management, Organization and Leadership, Co-Chair of the Examination Board of the Berlin School of Popular Arts, SRH Berlin University of Applied Sciences
- 2002 - 2018: Assistant Professor Organization Studies, Director of Studies and Principal Investigator, University of Bath, UK
- 2004: Ph.D. and Doctoral Programme in Strategy and Organizational Behavior at the University of London, London Business School, UK



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

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)

Further academic staff at the Berlin School of Popular Arts:

- Prof. Stefan Behrisch
- Prof. Dr. Gerald Geilert
- Prof. Thomas Thiele
- Prof. Sonja Umstätter
- Prof. Sebastian Waschulewski

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

- Professorin 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
- Program Director of M.A. Film, TV and Digital Narratives, M.A. Social Design and Sustainable Innovation, B.A. Kommunikationsdesign, B.A. Film und Motion Design

Research/Artistic Activities

In the research area "Foreign and Foreignness" questions around the topic of "Social Design" have been developed over the last four years using methods of artistic research as well as qualitative research. 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" or "Fashion and Sustainability" 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.

- artefakte 01: „Foreign and Foreignness – An Artistic Research Project“
Download: https://heidelberger-hochschulverlag.de/shop/Produkte/160-gilbert-beronneau-hrsg_fremd-und-fremdheit)
- artefakte 02: „Design Thinking as a Method of social Innovation“
Download: https://www.heidelberger-hochschulverlag.de/shop/Produkte/169-gilbert-beronneau_design-thinking,
- artefakte 03: „Heaven above Beirut“ in print (1st edition 2021)´ Filmic Documentations:
<https://vimeo.com/294900514>
<https://vimeo.com/371887693>



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. Dr. Jens Jung

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. 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. 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.

Career

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.

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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 ect.
- 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:llaboratory' 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.

Further staff at the Berlin School of Design and Communication:

- Paula Haufe
- Holger Wellmann
- Beata Wilczyk

Annex I: Publications in 2020

- Androschin, K. & Leihener, J.,** (2020). Strategisches Design im Kontext der syrisch-libanesischen Fluchtmigration/Strategic Design in the Context of the Syrian-Lebanese forced Migration. Reflektionen über Design Thinking als Methode für Soziale Innovation. Reflections on Design Thinking as a Method for Social Innovation. In: Beronneau, G., Berlin School of Design and Communication, Eine School der SRH Berlin University of Applied Sciences (Hrsg.), *Design Thinking als Methode sozialer Innovation/Design Thinking as a Method of Social Innovation, Feldstudie in einem Flüchtlingslager im Libanon/Field study in a refugee camp in Lebanon*. Heidelberger Hochschulverlag, Heidelberg, ISBN: 978-3942648-37-0 ISSN: 2625-2376
- Antonschmidt, H., Gössling, S., Gratzner, M., Lund-Durlacher, D., Peters, Pröbstl-Haider, U. & Smeral, E.** (2020). Beherbergung. In U. Pröbstl-Haider, D. Lund-Durlacher, M. Olefs, & F. Prettenthaler (Eds.), *Tourismus und Klimawandel. Österreichischer Special Report Tourismus und Klimawandel* (SR 19) (pp. 75 – 92). Berlin: Springer Verlag. doi: 10.1007/978-3-662-61522-5_4
- Antonschmidt, H., Gössling, S., Lund-Durlacher, D., Obersteiner, G., Smeral, E., & Wildenberg, M.** (2020). Gastronomie und Kulinarik. In Lund-Durlacher, D., Olefs, M., Prettenthaler, F. & Pröbstl-Haider, U. (Eds.), *Tourismus und Klimawandel. Österreichischer Special Report Tourismus und Klimawandel* (SR 19) (pp. 93 - 106). Berlin: Springer Verlag. doi: 10.1007/978-3-662-61522-5_5
- Aperdanner, B.** (2020). Arranger [Immanuel, R.]. *Light* [CD]. Motor Entertainment (Edel).
- Aperdanner, B.** (2020). Recording for Howard Shore (film composer, academy award winner) and the Netflix production „Pieces of a woman“, director: Mundruczó, K., cast : Kirby, V., LaBeouf, S. Basse, U., Rojek, L., Hartmann, M., Creutzburg, R., & Volland, A. (2020). The potential of NIR Spectroscopy in the separation of plastics for pyrolysis (Doctoral dissertation, Master Thesis).
- Baumgärtner, A.** (2020). *Kommentierung zu §§ 1-5 AGG*. In: beck-online, Grosskommentar zum Zivilrecht, Editionen, quartalsweise Aktualisierung.
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- Beck, G., & Jende, R.** (2020). RePair Democracy–Soziale Innovationen als Werkstätten für demokratische Gestaltung. In *Nachhaltig Leben und Wirtschaften* (pp. 347-364). Springer VS, Wiesbaden.

- Beronnau, G.** (2020). Design Thinking as a Method of Social Innovation. In *artefakte 02* (Hrsg.) Heidelberger Hochschulverlag. (1. Aufl.). ISBN: 978-3-94264837-0, ISSN: 2625-2376. https://www.heidelberger-hochschulverlag.de/shop/Produkte/169-gilbert-beronneau_design-thinking.
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- Beuthner, M., Bomnüter, U., & Futterlieb, F.** (2020). *Innovative Unternehmenskommunikation. Eine Einführung*. In U. Bomnüter, M. Beuthner, & F. Futterlieb (Hrsg.), *Innovative Unternehmenskommunikation* (S. 11-25). Dortmund: Readbox Unipress / MV Wissenschaft.
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- Biehl, B.** (2020). *Leadership in Game of Thrones*. Springer-Verlag.
- Biehl, B.** (2020) *Management in der Kreativwirtschaft. Grundlagen und Basiswissen*. Wiesbaden: Springer. <https://www.springer.com/de/book/9783658288167>
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- Borkmann, V., Brecheisen, M., Strunck, S., & Rief, S.** (2020). *FutureHotel - Zukunftsfähige Arbeitswelten im Gastgewerbe*. Borkmann, V., Bauer, W. (Hrsg.). Stuttgart: Fraunhofer-Verlag. ISBN 978-3-8396-1548-5
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- Borkmann, V., Steinhauser, C.** (2021). *Chancen und Risiken des Online-Vertriebs am Beispiel von digitalen Geschäftsmodellen und aus Sicht der klein- und mittelständischen Landhotellerie*. In: *Tourismus und ländlicher Raum. Innovative Strategien und Instrumente für die Zukunftsgestaltung (Schriften zu Tourismus und Freizeit)*. Brandl, S., Berg, W., & Herntrei, M. (Hrsg.). Berlin: Erich Schmidt Verlag. ISBN 978-3-503-19530-5

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Annex II: Active Contributions and Participations in 2020

Prof. Katrin Androschin

Active Contributions:

- Prof. Katrin Androschin, Ringvorlesung Design & Natur: Strategisches Design und verantwortungsvolles Handeln, Diploma Hochschule, Bad Sooden-Allendorf
- Prof. Katrin Androschin, Expert Juror and Head of Jury, Innovation Funding Programmes »impulse« and »Creative Impact« of Austria Wirtschaftsservice (aws), the Promotional Bank of the Austrian Federal Government
- Prof. Katrin Androschin, Expert Juror for the Innovation Programme 2020 for Future Business Models and Pioneering Solutions (IGP) of the German Federal Ministry for Economic Affairs and Energy (BMWi) for Innovation in Culture and Creative Industries
- Prof. Katrin Androschin, Member of the Commission for the funding „Förderung Dritter Orte“ im Rahmen der Innovationsförderung der Evangelischen Kirche Berlin-Brandenburg-schlesische Oberlausitz (EKBO)
- Prof. Katrin Androschin, Expert Juror of the “Arthur Zelger-Preis für gute Gestaltung” and the „Arthur Zelger-Förderstipendiums“, Austria
- Prof. Julia Leihener, strategic conception and contribution to development ‚Berlin Ethics Lab‘ with Technical University Berlin in collaboration with Dr. Gerrit Konrad Röbber, Managing Director of Present Futures Forum Berlin and Prof. Sabine Ammon, TU Berlin

Participation:

- Prof. Katrin Androschin, Online Conference “The Tough Nuts in Remote Design”, 29.04.2020
- Prof. Katrin Androschin, Prof. Julia Leihener, Various online seminars for online and hybrid teaching by Harvard Business Publishing Education, SRH Akademie für Hochschullehre, u.a.
- Prof. Katrin Androschin, Speculative Futures Meetups 2020, ie. The Futures of Democracy, Dec. 2020
- Prof. Julia Leihener, HPI Academy: Strategic Design Thinking For Every Day, Interactive Online Course by OPEN HPI, June - August 2020

Prof. Bene Aperdannier

Active Contributions:

- Duo live performance with actress/singer Carol Schuler on german film award TV show „Deutscher Filmpreis 2020“ (ARD)
- Duo live performance with actress/singer Katrin Sass in Berlin-Hohenschönhausen Memorial
- Live performance with Céline Rudolph and band, „Algarve Jazz Gourmet Moments“ Festival in Lagos/Portugal
- Several performances on „The Voice of Germany“ (PRO7/SAT.1) with David Guetta, Joy Denalane, Clueso, Lea, Nico Santos
- Composition for US pharmaceutical corporation Pfizer

Claus-Dieter Bandorf

Active Contributions:

- o Sept 2020: Online-Teambuilding-Event (“The energy of CMT”) for intercultures.de
- o July&Dec 2020: Teacher at Jazz&Rock-Workshop Salzgitter (canceled twice due to Corona)
- o August 2020: Teacher at New York Voices international Vocal Jazz Camp Marktoberdorf (canceled due to Corona)
- o all year: Musical director and pianist for Comedian Chin Meyer , approx.. 30 Shows (canceled due to Corona)

Prof. Dr. Michael Beuthner

Participation:

- Common Effort Conference 2020, 19-22 Oktober 2020, online
- PalaisPopulaire, Partizipation with 12 journalism-students at a virtual reality experience for man and machine “Das Totale Tanz Theater”

Prof. Dr. Brigitte Biehl

Active Contributions:

- Biehl, B. (2020) Cultural Management. “Cultural Management Training Programme”, keynote speech at: Istanbul Foundation for Culture and Arts (IKSV), Spaces of Culture project. (Zoom) 2.11.

- (2020) Learning lessons for leadership from TV series. presentation at: "Leadership, Performance and Wellbeing at Work", University of Turku, Finland (Zoom), 15.10.
- (2020) Leadership in Game of Thrones (Charismatic Leadership). Panel presentation: Leadership in TV series. Learning Lessons from Popular Culture (Marcus S. Kleiner, Ian Towers). Digital Festival (Hullabaloo), SRH Berlin School of Popular Arts. 25.7. <https://www.youtube.com/watch?v=r170fDHYXE&feature=youtu.be>
- (2020) Digital Leadership. Panel presentation: What can we learn from artists for leadership communication (Yannick-Ole Curdt, Tim Thaler, Dirk Erchinger). Digital Festival (Hullabaloo), SRH Berlin School of Popular Arts. 25.7.
- (2020) 2nd Careers and Critical Management Studies (with Jackie Ford, Arun Kumar, Farooq Mughal, Margaret Lee, Kathleen Riach). presentation at: CMS in-touch Webinar Series (Zoom), 23.7.
- (2020) Leadership as an Art. Methoden und Konzepte aus der Welt der Kunst für die Führung in Zeiten hoher Dynamik und Unsicherheit. Workshop: Universitätsspital Basel, CAS Changeprozesse begleiten in Gesundheitsorganisationen. 22.7.
- (2020) Underground Party Promotion, moderation of panel with Chono Chibesakunda, guests: Raquel Fedato (Pornceptual), Seva Granik (Adjunct Professor at NYU, Unter Brooklyn), The Future of the Creative Industries in Disruptive Times Series, SRH Stream Team (MS Teams), 8.6.
- (2020) Bringing the consumer in motion: Viral advertising videos in marketing. presentation at: King's College London, King's Business School, MSc. International Management, London, 10.3.

Prof. Henning Birkenhake

Active Contributions:

- VDT congress (Verband Deutscher Tonmeister) Canceled (Corona)

Prof. Dr. Claudia Bünte

Active Contributions:

- Podcast, 19.01.2020 „KI im Marketing: Use Cases, Best Practices und Adaption <https://ai-for-business.podigee.io/8-ki-im-marketing>
- Guest article Werbewoche 3/2020 „KI und die Zukunft des Marketings: Learnings aus China“ Printausgabe
- Interview 29.04.2020 "Künstliche Intelligenz als Frühindikator" Marketingbörse.de <https://www.marketing-boerse.de/fachartikel/details/2017-kuenstliche-intelligenz-als-fruehindikator-1/166749>

- Interview KMU Rundschau Ausgabe 3/2020 „Die Wirtschaft in Corona-Zeiten“
<https://www.kmurundschau.ch/e-mag/>
- Interview 06.2020 Digital Business Cloud „Trendumfrage 2021“
<https://www.digitalbusiness-cloud.de/printmagazine/digitalbusiness-cloud-06-2020/>
- Interview BSI.live 10.07.2020 “KI im Marketing: Vision top, Implementierung flop”
<https://bsi.live/ki-im-marketing-vision-top-implementierung-flop/>
- Interview BSI.live 14.07.2020 “The next most likely thing to do – Marketing in Echtzeit”
<https://bsi.live/the-next-most-likely-thing-to-do-marketing-in-echtzeit/>
- Podcast Future Candy 8/2020 “die chinesische KI-Revolution”
<https://open.spotify.com/episode/29yxVYeCjere2RWc32cnpF>
- Video interview 23.9.2020 China-Impulse “Die chinesische KI-Revolution – wie China mit KI die Wirtschaftswelt verändert”
<https://www.china-impulse.de/experten-interviews/tag-4-claudia-buente/>
- Interview (Excerpt) 06.10.2020 Onlinesolutiongroup “Corona und die Digitalisierung? Die Pandemie beschleunigt die digitale Transformation”
<https://www.onlinesolutionsgroup.de/blog/corona-und-die-digitalisierung-die-pandemie-beschleunigt-die-digitale-transformation/>
- Interview ntv.de 18.10.2020 “Wie KI die Wirtschaft boosten kann”
<https://www.ntv.de/wirtschaft/Wie-KI-die-Wirtschaft-boosten-kann-article22095046.html>
- Key Note Speech 25.3.2020, conference “AI for Business” Zürich
<https://ai-zurich.ch/ueber-uns>
- Key Note Speech 4.5.2020 conference “No! Open Space” Art Directors Club Deutschland “Ist das KI oder kann das weg?”
<https://www.youtube.com/watch?v=wJB7Hm5x51M>
- Key Note Speech 11.6.2020 AI for Business Meet up “AI for Marketing - Use cases and Networking Berlin”
- Key Note Speech Succus “Datenforum” 23.11.2020 “Wie KI Marketing und Werbung verändern wird”
- Key Note Speech Marketingclub Schleswig-Holstein 30.11.2020 “KI – die Zukunft des Marketing”

Laura Creon

Active Contributions:

- Creon, L. E., & Schermuly, C. C. (2020, July). *A new pathway to training transfer: Psychologically empowered training participants*. Accepted contribution for the EARLI

SIG14 Conference 2020 "Learning and Professional Development: From innovative research to innovative interventions", Barcelona, Spain [cancelled due to COVID-19 pandemic].

Participation:

- Virtual participation in the 15th Annual Conference of INGRoup (Interdisciplinary network for group research), October 2020.

Susanne Gellweiler

Participation:

- Online Webinar: Creative Industries and Tourism (Prof. Dr. Greg Richards, Tilburg University) 16. November 2020

Prof. Dr. Katrin Girgensohn

Active Contributions:

- Kontexte Kreativen Schreibens. Interdisziplinäre Tagung. Albert-Ludwigs-Universität Freiburg im Breisgau, March 05.-07. 2020.
- Presentation: Kreatives Schreiben im 21. Jahrhundert. Konzeptionelle Überlegungen. (together with Nadja Sennewald)
- COST 15221 MC Meeting and Core Group Meeting, Bratislava, Febr. 13 – 14, 2020
- Public Reading "Pandemie-Lesung" with author collective "Schreibkraut" via Zoom, May 15th 2020
- Public "Write-Ins" @School of Popular Arts via Zoom within "National Novel Writing Month 2021", November 2, 9, 16, 23, and 30 2021
- Public Reading @SOPA@Instagram: "Flatten the curve" featuring Katrin Girgensohn, April 20, 2021
- Workshop "Poetry-Writing for Dummies", Hullabaloo-Festival, SOPA, July 25th 2020
- Oral History Interview for Fair "30 Jahre Mainzer Straße" (about squatted houses in Berlin 1990), Jugendwiderstandsmuseum Berlin.

Participation:

- Doolin Creative Writing Winter School Meeting, Dec. 21, 2020 via Zoom

Prof. Peter Jürgens

Participation:

- World Usability Day 12.11.2020

Prof. Rolf Peter Kahl

Active Contributions:

- 2020 Panel, BVR@Berlinale, *Regie Reloaded*
- 2020 Lecture Lesson, Lodderbast Hannover, *David Cronenbergs Rabid*
- 2020 Panel, Für den Film Hamburg, *Filmschauspiel heute*
- 2020 Group exhibition, Kunstverein Hamburg, *Humor nach Metoo*
- 2020 Performance, Ballhaust Ost Berlin, Frauentag in New York

Prof. Ralf Kemmer

Active Contributions:

- Mittelstandsforum, all-for-one-group
- Speech

Participation:

- re:publica
- Real estate brand award

Prof. Robert Keßler

Active Contributions:

- Klezmeyers: Umweltmedienpreis
- Klezmeyers: Ars Legende Preis
- Klezmeyers: DMW Medienprei
- Klezmeyers: Kulturvolk
- Bernd Spanier Trio: B-Flat
- Bernd Spanier Trio: Jazzclub Chemnitz,
- Bernd Spanier Trio: Mein Wedding
- Matti Klein Trio: Brotfabrik
- Matti Klein Trio: A-Trane Berlin
- Cafe du Jazz: EKD
- Robert Keßler Trio: Orania Berlin
- Robert Keßler Trio: Brotfabrik Berlin

- Robert Keßler Trio: Kulturvolk
- Robert Keßler Trio: Jazzgottesdienst Nagelkreuzgemeinde Potsdam
- Robert Keßler & Andreas Henze: Orania
- Oscars Delight: Orania Berlin
- Studiosession: Schiller Theater Katharina Thalbach

Prof. Dr. Marcus Kleiner

Active Contributions:

- 25.10.2021 – Medientage München – Vortragstitel wie Buchtitel: https://medientage.de/workshop_item/streamland-wie-netflix-amazon-prime-co-unsere-demokratie-bedrohen/

Participation:

- Digitale) Jahrestagung der Gesellschaft für Medienwissenschaft (GfM)
- Andere Tagungsteilnahmen (Universität Regensburg, PH Ludwigsburg) Corona-bedingt von 2020 auf 2021 verschoben (Nachholung der jeweiligen Tagungen).

Jan Koch

Participation:

- Abschlussstagung „Gute agile Projektarbeit in der digitalisierten Welt“ in der ver.di Bundesverwaltung (30.01.2020)

Prof. Marco Kuhn

Active Contributions:

- SOPA FESTIVAL

Prof. Robert Lingnau

Active Contributions:

- "Steps Ahead" at c/o Pop 2020, concept, presentation
- "Streamteam" at SRH University Berlin, concept, editorial staff, host
- Panel participation of the working group „Culture“ of Bündnis 90/Die Grünen in Tempelhof Schöneberg
- „Kiezspaziergang“ Tempelhof-Schöneberg with district mayor Angelika Schöttler, video of visit at SOPA

- "The Masked Christmas Singer", concept, graphic animation, host

Prof. Matthias Middelkamp

Active Contributions:

- Sing-Posium SOPA, lecture on mic'ing vocals
- Head of Sound: dePhazz and Stübaphliharmonie, Laeishalle, Hamburg
- Head of Sound: Lufthansa annual concert, Konzerthaus, Berlin

Participation:

- DEGA Conference September 20

Prof. Regine Provedi

Active Contributions:

- Organisation of Presseball 2020 Berlin with Prof. Dr. M. Beuthner

Prof. Dr. Agnes Schipanski

Participation:

- virtual events of the media:net
- virtual events of the initiative "Songs of Substance" by Jocelyn B. Smith, also as a discussion guest

Prof. Marc Secara

Active Contributions:

- Singposium 2020
- Secara, M.: 2nd Symposium "Gesangsausbildung in den populären Stilen", February 28th- 29th 2020 Role: scientific director

Participation:

- Estill World Symposium Online 26.-27.6.2020
- Estill Research Report 16.10.2020

Prof. Dr. Nadja Sennewald

Active Contributions:

- *Kreatives Schreiben. Konzeptionelle Überlegungen (Vortrag). Kontexte Kreativen Schreibens. Interdisziplinäre Tagung.* Albert-Ludwigs-Universität Freiburg im Breisgau, 05.-07.03.2020 (mit Katrin Girgensohn).

Participation:

- WeReLaTe. Advancing effective institutional models towards cohesive teaching, learning, research and writing development (Horizon 2020 Project COST-Action 15221): Management Committee Meeting and Working Group Meeting. Bratislava, Slovakia. 13.02.-14.02.2020
- Mitgliederversammlung der Gesellschaft für Schreibdidaktik und Schreibforschung. 25.09.2020 (online).

Farzaneh Soleimani Zoghi

Participation:

- "International Business Webinar" hosted by Georgia State University Center for International Business Education and Research on 05.11.2020.

Prof. Dr. Katrin Starcke

Active Contributions:

- Herr, J., von Georgi, R. & **Starcke, K.** (2020). Massenmagnet oder Publikumskiller? Eine experimentelle online-Studie zum Einfluss von Hintergrundmusik und Persönlichkeit auf die subjektive Bewertung des präsentierenden Unternehmens eines Messestandes. 12. Konferenz für Eventforschung, Jena

Prof. Dr. rer. pol. Christina Stecker

Participation:

- Webinars of Harvard Business Publishing, Higher Education, <https://hbsp.harvard.edu/webinars/>

Prof. Dr. Svenja Tams

Active Contributions:

- Tams, S. (2020) "We don't need another hero." The entanglement of contradictions, identity work and issue-based change work in change agent narratives. 36th EGOS Colloquium, Hamburg, Germany, 2-4 July 2020

- Tams, S. (2020). We don't need another hero. How transforming social and environmental issues is entangled with change agents' narrative construal of change work. Research seminar at University of Portsmouth, Portsmouth Business School, UK, 21/10/20

Participation:

- True Storytelling Online Lab Series, hosted by David Boje, University of New Mexico, USA and Kenneth Mølbjerg Jorgensen, Aalborg University. 4 Seminars between 7/04/2020-9/06/2020
- Social Field Research Summer School, Presencing Institute, hosted by Otto Scharmer, MIT Sloan School of Management & Associated. 2 online meetings between 14/05-2020 – 23/10/2020.
- Focused Training in Organizational Constellations, Systemic Coaching and Social Presencing Theatre (Module III), International Coach Federation-accredited Training, Jenny Mackewn, Bath, UK. Online Training, 6-10/05/2020

Prof. Rolf Teigler

Active Contributions:

- Entwicklung und Moderation:
- „Forschen, träumen, handeln. Visionen aus dem Kino“
- Filme und Gespräche über Klimawandel und Zukunftsperspektiven
- Kooperationspartner: Kino für Moabit, REKLIM Forschungsverbund, Kulturstiftung Sibirien
- Projektförderung: Berliner Landeszentrale für politische Bildung
- "Filmgespräche entlang der Turmstrasse"
- Online Diskussion mit Filmvorführung zum Thema "Licht im Film"
- Kino für Moabit, SRH Hochschule

Prof. Dr. Anabel Ternès v.Hattburg

Active Contributions:

- Gründer- und Unternehmerforum Stiftung Deutsche Wirtschaft
- 4. Digitale Kieler Woche
- Fireside-Discussion „Online Lernen“ Konrad Adenauer Stiftung
- 5. Mittelstandsforum NRW
- Tage der Akademie 2020 der DAfF

- Vertriebsauftaktmeeting brainLight
- Founders Impulse Universität Magdeburg
- Politisches Bildungsforum NRW
- 26. Personalleiterforum
- IWIL Leaders Talk
- Berliner Unternehmerinnentag
- 16. Karlsruher Breakfasttalk
- Career Impulse HTW Dresden

Prof. Dr. Ian Towers

Active Contributions:

- On the outside and knocking on the door: women early career academics with a migration background in Germany
- International Labour Process Conference, May 2020

Prof. Sonja Umstätter

Active Contributions:

- Juni 2020: Les Enfants Terribles-Ausbildung ZEITENREISE: Speakerin beim Modul Inner Journey: Stay in touch: Von guter Absicht zu guter Kommunikation

Participation:

- Online Film Festivals: Oberhausen, Annecy, LICHTER Frankfurt am Main

Prof. Dr. Richard von Georgi

Presentations

- Herr, J., **von Georgi, R.** & Stracke, K. (2020). Massenmagnet oder Publikumskiller? Eine experimentelle online-Studie zum Einfluss von Hintergrundmusik und Persönlichkeit auf die subjektive Bewertung des präsentierenden Unternehmens eines Messestandes. 12. Konferenz für Eventforschung. 30. Oktober: Chemnitz.
- **von Georgi, R.** (2020). Statistics - The Bare Essentials. Online lecture at the Cambridge Institute for Music Therapy Research. Faculty of Arts, Humanities and Social Sciences. Anglia Ruskin University. 9. June: Cambridge (UK)

Prof. Ricarda Wallhäuser

Active Contributions:

- 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, part of organizing-team
- Hullabaloo – Festival at SOPA
- The first digital festival at SOPA
- Talks – Webinars – Livestream – 3-D-exhibitions 25 July 2020
- Academic director of festival: Prof. Ricarda Wallhäuser

Prof. Dr. Matthias Welker

Active Contributions:

- KMA-Artwalk, Project Management, website: KMA-vision.de
- Entwicklung eines Artwalk auf der KMA mit AV-Installationen,
- Interaktion mit Publikum, Lesungen,
- Virtuellen Konzepten, Catwalk von Designern etc.

Participation:

- <https://yourartbeat.net/2020/12/16/kma-art-walk-video-have-a-look/>